

Drugs: Firm only hires workers who test 'straight'

By MEGAN HARDING
Contributing Editor

Mandatory drug testing is one government regulation that business owner Jerry Moland would welcome with open arms.

Moland voluntarily began a substance abuse program last summer after learning that an employee was smoking marijuana while on the job at his firm, TurfScape Landscape Care, Inc. in Chandler, Ariz.

TLC hired a consulting operation, Great Vi-

TurfScape

"100% DRUG FREE"

Motto: The company slogan appears on the uniforms.

sions, Inc., to develop a drug policy and program for the company.

For an initial fee of \$400, consultant Gary Allhiser produced a written policy, conducted a two-hour orientation for employees (who then signed consent forms), and trained managers to recognize signs of drug abuse.

Moland also pays a laboratory, Tasc, Inc., to do the testing.

Moland says he hired an attorney to be sure he wouldn't be on the wrong side of the law in requiring employees to submit to drug tests.

See **DRUGS** Page 22

LAWN CARE INDUSTRY

Serving the needs of the professional lawn care operator

VOLUME 14 NUMBER 2

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FEBRUARY 1990



Diversification: Are you on the trail toward bagging big bucks, or does it hide a money trap?

McGary: Is lawn care enough?

Diversification plan avoids money trap

By JAMES E. GUYETTE
Editor

COLUMBUS, OHIO—Speaker Dr. Rudd McGary eyed the meeting room packed full of attendees at the Ohio Turfgrass Conference. "By the year 2000, half of you are going to be out of the business," he told the startled LCOs.

Later in the talk he amended his remarks: "Half of the room is not going to be in the business by the year 2000 if you do lawn care only."

Consultant McGary, a senior partner at All Green Management Associates in Columbus, believes that LCOs must diversify if they wish to survive the 1990s.

Not only will the lawn care market be saturated, but, "Consumers don't like to shop

for home services," McGary said.

Homeowners will instead opt to have one firm provide their household needs, he said, noting that diversification is both an opportunity and a necessity.

There are some risks involved, though, and LCOs need to recognize those and come up with a proper plan before branching out.

"There's a possibility that you can lose your company," he warned. A number of bankruptcies occur because the company owner did not make a wise choice when diversifying.

Some of the risks McGary cited include the losing of money, focus, personnel and the operation itself.

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A number of materials are available to battle weeds.

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Injection of pesticides nails bugs where they live

By JAMES E. GUYETTE
Editor

Using machines that inject pesticides and fertilizers below the turf surface could ease environmental fears, reduce application rates and save LCOs money.

Researchers are currently at work perfecting such a device.

"With concerns about the environment and chemical usage on the rise, the use of

injection equipment for pesticides is about to take off," according to Dr. Doug Houseworth, manager of technical support for Ciba-Geigy's turf and ornamental products group.

Entomologist Dr. Harry Niemczyk and Agricultural Engineer Dr. Erdal Ozkan have been redesigning a machine that injects chemicals and biological agents into the ground rather than spreading them on top.

Besides providing extra safety, the machine, called the RainSaver Jr., will aid in controlling insects that live below the surface, Niemczyk says.

The RainSaver operates by a set of coulters that open a series of narrow slits in the

See **INJECT** Page 12

LATE NEWS

Nitro-Green moves HQ to Calif.

FAIRFIELD, CALIF.—Nitro-Green Corp. is moving its headquarters here from Fort Collins, Colo.

"We spent about three years investigating and doing market studies" before deciding that California was the place to be, said Roger Albrecht, company president.

"We feel there's an excellent opportunity there," he said. "There's still a growth potential."

Increasing development of upscale properties has made the Solano County area a good place to expand, and Albrecht said it is better to have the company headquarters there.

Corporate and franchisee outlets are being planned for other Golden State communities, including Redding and Modesto.

In 1988 Nitro-Green grossed \$4.5 million and was No. 10 on the LAWN CARE INDUSTRY "Million Dollar List."

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insect

Tall ones.

Short ones.



By John J. Gurrity
Tall trees are a common sight in the Midwest. They stand tall and proud, their trunks reaching towards the sky. These trees are a symbol of strength and resilience. They have stood for centuries, weathering storms and droughts. Their roots are deep and strong, anchoring them firmly to the earth. They provide shade and shelter for many animals. Their leaves rustle in the wind, creating a soothing sound. They are a beautiful part of our landscape.

By John J. Gurrity
Short trees are also a common sight. They are smaller and more rounded than tall trees. They are often found in fields and meadows. These trees are also a symbol of strength and resilience. They have stood for centuries, weathering storms and droughts. Their roots are deep and strong, anchoring them firmly to the earth. They provide shade and shelter for many animals. Their leaves rustle in the wind, creating a soothing sound. They are a beautiful part of our landscape.

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INSIDE

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Circle No. 104 on Reader Inquiry Card

MEMOS

The Industry Task Force on 2,4-D Research Data has reinstated its "hot line" for questions about products containing 2,4-D.

Dr. William Mullison, a noted pesticide expert, will man the information line. To get specific information on 2,4-D issues call (800) 345-5109 in the United States. In Canada call (517) 835-2091.

A court decision in Oregon has upheld the Plant Variety Protection Act in regard to marketing brand-name turfgrass varieties.

The defendant in the case, an Oregon seed grower, had sold a protected variety under the label "Variety Not Stated." The court ruled that the labeling of the seed was irrelevant in determining royalty liability under the act.

A 15-minute video on "Pesticide Handling For The Turf Industry" is available from American Cyanamid on a loaner basis. Contact the company at PO Box 8459, Spartanburg, S.C. 29305; (803) 582-1908.

The CHIPCO/Specialty Products Group of Rhone-Poulenc Ag Co. has appointed John Durfee as national accounts manager. Replacing Durfee as product manager for Sevin is Jack Boyne.

Information on IPM techniques can be obtained from the Bio-Integral Resource Center, a non-profit organization. BIRC can be reached at PO Box 7414, Berkeley, Calif. 94797; (415) 524-2567.

Lofts Seed, Inc. and the American Golf Corp. have signed an agreement under which Lofts will be exclusive supplier of turf seed to about 110 nationwide golf courses.

Owen E. Dell has been selected to appear in the 20th edition of *Who's Who In California*.

Dell, owner of County Landscape and Supply in Santa Barbara, was honored for "outstanding professional achievement, superior leadership and exceptional service."

ChemLawn Services Corp. has appointed David M. Shumate to the new position of vice president-field operations.

Shumate, who was previously with Emery Worldwide, will be responsible for ChemLawn's operations throughout the US and Canada.

The Environmental Protection Agency has sponsored the development of a directory of available pesticide safety and training manuals.

The *Pesticide Safety and Training Materials Catalogue* can be obtained from the Pesticide Farm Safety Center, Division of Occupational and Environmental Medicine, Dept. of Internal Medicine, Univ. of Calif. at Davis, Davis, Calif. 95616.

A biological control for fire ants is expected to be on the market by 1991.

Evans Biocontrol, Inc. and the University of Florida have agreed to develop the product.

A fungus strain isolated in Brazil co-evolved with fire ants, making the pathogen the most

effective control, according to Jerry Stimac, research entomologist at U. of Fl.

The new federal minimum wage law takes effect April 1. Workers must be paid at least \$3.80 an hour. That figure jumps to \$4.25 in 1991.

EPA test findings on drinking water well pesticide residues indicate that out of 295 well samples, only 15 contained residues.

Of those, only three were above EPA standards. The testing program continues.

The big industry show sponsored by the California Landscape Contractors Association has been renamed GreenTech/90. It will be April 26-27 at the Long Beach Convention Center.

In other CLCA news, Robert Baier has been elected president of the organization. He's also president of Plant Control Corp.

Barefoot Grass in Doanville, Ga. was featured in a positive story on Page One of *The Atlanta Constitution* business section. The piece was headlined: "Lawn Care Pros Make Hay."

The Keystone State's turf industry will be surveyed by the Pennsylvania Turfgrass Council. Results are due in mid-summer.

The Canadian turf industry keeps growing. The National Lawn, Garden and Power Equipment Showcase will cover more space Aug. 26-28 at the Toronto International Centre. LCI

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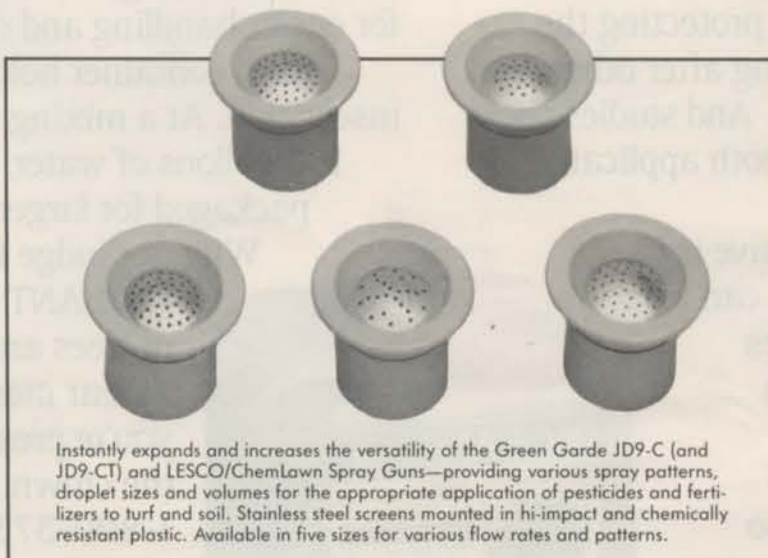
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SAFETY FIRST! concept is targeting LCOs

Safety issues continue to be a major concern for LCOs, and LAWN CARE INDUSTRY is taking steps to help our readers become more informed about the various techniques available to insure accident-free production.

The effort kicks off next month with the publishing of our special SAFETY FIRST! supplement.

Not only are LCOs becoming more aware of the need for safety precautions within their own businesses, but members of the general public (politicians in particular) are also taking a closer look at the industry.

The safety factor may not have been as apparent just a few years ago, but the large tank trucks used by many firms do indeed attract attention as they cruise throughout North American neighborhoods.

"I don't think a lot of people took it seriously," says Lawn Doctor's Neel Brown, "now we're all under the spotlight."

And that spotlight is bringing on increasing regulations—even in the Lone Star

State. "A year-and-a-half ago Texas was wide open as far as that goes," says Neel, who is western zone coordinator.

You can expect the SAFETY FIRST! campaign to be a cooperative effort among readers, suppliers and industry experts.

The aim is provide a clearinghouse to report on the latest developments. And we invite your participation!

Readers are encouraged to contact LAWN CARE INDUSTRY with their ideas and questions regarding safety issues.

If you have a question you'd like to see addressed in a story—jot it down. If you have a solution to an industry concern—jot it down.

"I think it helps all of us if we have an idea what other companies are doing with their training sessions," says Laurie R. Broccoli, manager of tree and lawn care at Ted Collins Associates, Ltd. in Victor, N.Y.

Before moving into management, "I was an applicator for six years, so I'm always concerned about what materials we use and how we apply them," Laurie notes.

Other safety concerns are on her mind, too. "I don't like to zero in just on pesticide issues," she comments. "Driving is one one of the biggest image and safety factors."

That's right, observes Jack Robertson, owner of Jack Robertson Lawn Care in Springfield, Ill.

Jack says it doesn't make much sense to take safety precautions all day and then smash up the truck. He tells his people: "We don't have a quota—so slow down."

It appears to be working, because his com-



JAMES E. GUYETTE

EDITOR

pany hasn't had an accident in 14 years.

"I think that safety should be more of a factor" throughout the entire industry, says Jack. "I'm concerned about every aspect of it."

His firm takes a great interest in making sure that the employees are properly trained and conditioned to think about safety constantly.

An eyewash bottle and hand-cleaning solution is kept on the truck, as is a supply of surgical gloves. He's seen his people wash their hands at a job and then don the gloves—which cost only

20 cents a pair—and drive to eat their lunch.

For those workers who smoke, "We explain to them the extra hand-to-mouth contact" and stress the importance of keeping clean hands.

"I think more attention should be paid to the safety issue. A lot of it starts with knowing what product you're using," Jack points out.

Industry suppliers and readers will all be contributing to the SAFETY FIRST! campaign.

Feel free to write with your ideas!

Your colleagues will thank you for it, and the entire lawn care industry will benefit.

James E. Guyette

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Circle No. 113 on Reader Inquiry Card

Cool-season weed control poses special challenge

By Nick Christians

Most lawns in the Northern United States are established with cool-season grasses such as Kentucky bluegrass, perennial ryegrass, tall fescue, creeping red fescue, chewing's fescue and hard fescue.

These are grasses that do well in cooler periods of spring and fall, but generally have a more difficult time tolerating the stress periods in midsummer. (Tall fescue, though, is better at tolerating stress than the others.)

Many lawn weeds in the North are summer annual, warm-season plants. They grow from seed in the spring or early summer, produce seed and die at the end of the season.

Being warm-season plants, they out-compete the cool-season grasses in midsummer and are often a reason for callbacks by dissatisfied lawn care customers.

The most common weed grasses in this group are large and smooth crabgrass (*Digitaria spp.*), goosegrass (*Eleusine indica*), foxtail (*Setaria spp.*), and barnyardgrass (*Echinochloa crusgalli*).

Crabgrass and goosegrass are the most common of this group that lawn care specialists have to deal with. These weed grasses are generally controlled with a combination of proper management and the use of preemergence herbicides.

Broadleaf (Dicot) weeds are also a problem in Northern lawn areas, although these can usually be controlled satisfactorily with a combination of proper management and postemergence, broadleaf weed controls.

There are certain annual broadleaves, however, that may present serious problems to lawn care specialists.

Among the worst of these are knotweed (*Polygonum aviculare*), prostrate spurge (*Euphorbia supina*), and yellow

TABLE 1. PREEMERGENCE HERBICIDES CURRENTLY IN USE, OR SOON TO BE RELEASED FOR USE, IN COOL-SEASON LAWNS.

| COMMON NAME | TRADE NAME |
|---------------------|-----------------------------|
| BENEFIN | BALAN |
| BENSULIDE | BETAMEC-4, PRE-SAN, BETASAN |
| DCPA | DACTHAL |
| DITHIOPYR | DIMENSION |
| ISOXABEN | GALLERY |
| OXADIAZON | RONSTAR |
| PENDIMETHALIN | PRE-M, WEED GRASS CONTROL |
| PRODIAMINE | BARCADE |
| TRIFLURALIN/BENEFIN | TEAM |
| SIDURON | TUPERSAN |
| QUINCLORAC | BAS 514 |

woodsorrel (*Oxalis stricta*).

It is the timing of germination that makes these particular weeds such a problem.

Knotweed germinates very early in the spring, too early to make standard preemergence applications practical.

Prostrate spurge and yellow woodsorrel (A weed that is also known by the name "Oxalis," it is a perennial in the South, but an annual in cooler regions of the North.) germinate in early to midsummer—too late for satisfactory control by most preemergence her-

bicides, which lose their effectiveness with time.

All three are somewhat difficult to control with both pre-emergence and postemergence herbicides, regardless of timing.

The purpose of this article is to provide a summary of pre-emergence herbicides used on cool-season lawns.

It should be clearly understood, though, that the control of turf weeds involves an integrated approach that includes the proper use of sound management practices first and

Weed Control in the Environmental Age:

As turf management has become more sophisticated and environmentally significant, it has become absolutely essential for turf professionals to select a post-emergent herbicide that:

- Has a broad enough spectrum to control virtually all problem weeds
- Releases a minimum of active ingredients into the environment
- Provides maximum safety to turf and adjacent trees and ornamentals
- Reduces overall expenses (chemical and labor) to an absolute minimum.

Read why only Trimec® Turf Herbicides can help you solve all of these problems.

Of course you know that herbicidal activity is influenced by temperature, weed species, state of growth, and type of turfgrass. So a herbicide that would be effective in taking hardened-off spurge out of bluegrass would be totally out of place for treating dollarweed in bermudagrass.

Indeed, in light of today's complex weed control problems, the one-size-

fits-all approach to herbicide selection has become totally obsolete.

As a matter of fact, in order to maximize the efficiency of weed control throughout the U.S.A., we have developed seven different Trimec Turf Herbicide formulations.

But even more important, we have developed a unique manufacturing process for each of these seven

formulations so that the acid components are reacted together to form a Complex of unified salt, thus assuring you that every Trimec Complex will always be dependable, time after time.

For a comprehensive explanation of how a Complex differs from a formulator tank mix — and why this difference is vital to you in coping with weed control problems today — we invite you to take a close look at the schematic diagrams on the opposite page, which were drawn up for us by one of the most prestigious university professors ever involved in ornamental turf.

Start 1990 right and early — with Trimec

Start early in the season with a broadcast treatment of Super Trimec any time when the temperature is above 40 degrees . . . even in weather with intermittent rain or snow.

This not only enables you to get those over-wintering annuals at a time when you might otherwise have a void in your work schedule, but it also enables you to get them before their roots have a chance to compete with the turfgrass you are trying to thicken up . . . and you get all the broadleaves because Super Trimec has the broadest spectrum of any post-emergent broadleaf herbicide.

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Trimec Plus: The ultimate post-emergent herbicide. Outstanding control of crabgrass and nutsedge, plus all the broadleaves controlled by Classic Trimec.

Trimec Southern: Especially designed to control broadleaves in 2,4-D-sensitive southern grasses.

Trimec 992: The applicator's formula. Especially designed for tank mixing with liquid fertilizer and other multiple tank-mix combinations.

Trimec Encore: A Trimec Complex that contains no 2,4-D.

Trimec Bentgrass Formula: Especially designed for use on bentgrass.



About the Author

Dr. Nick Christians is a professor in the Department of Horticulture at Iowa State University.

herbicides only when needed.

Cultural practices such as fertilization, mowing, irrigation and cultivation, should be designed and timed to meet the needs of the lawn grasses being managed and to work against the weeds to be controlled.

There is an old adage in the turf industry that states that the best weed control is a well-managed turf. That is as true today, even with our extensive arsenal of effective herbicides, as it was before these materials were invented.

Although the proper use of cultural practices can do much to control weeds and to reduce the need for herbicides, this is

rarely 100 percent effective and some herbicides are generally necessary.

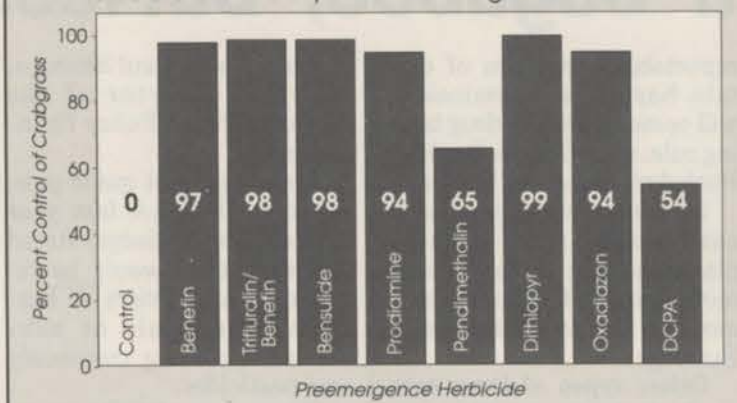
There is a wide variety of preemergence herbicides available for use or proposed for future use in cool-season grasses (Table 1).

There is no clear winner among these products. There are no right—and there are no wrong—products.

Each has its own characteristics, its own advantages and disadvantages, and each has its particular place in the lawn-weed control market.

A clear understanding of these characteristics is an important part of management for lawn care specialists, and is

Crabgrass Control In 1988 Research Trials
At Iowa State University With Preemergence Herbicides



a necessity if the company is to be efficiently operated.

The following evaluations of each product are my percep-

tions based on as much as 20 years experience with the older materials, and on the last 11 years of working with com-



No matter how tough your weed problems, you can depend on a Trimec Complex for a specific solution.

Furthermore, Super Trimec is not only extremely economical in terms of cost per acre, but it is also very friendly to the environment in that one gallon covers four acres.

If, however, you are unable to apply your first broadcast until later in the season — when the temperature is up around 75° and the weeds are actively growing — don't fret about the lost time. Simply apply the one-and-only original Classic Trimec. You'll get the same excellent weed control, and your cost per acre will be slightly less (which will help you justify not getting out earlier with Super Trimec).

Depending on the season and the

condition of your turf, you may or may not need another application of Classic to treat summer annuals.

If crabgrass, goosegrass or dallisgrass become a problem, even in spite of your pre-emerge precaution, don't worry. Trimec Plus will take them out — usually with one application — without discoloring your Kentucky bluegrass or bermuda grass. And, of course, Trimec Plus will also control any broadleaves that are present.

Certainly Trimec Plus is the ultimate post-emergent herbicide... we have never introduced a new product that has met with such universal approval.

Why only a Complex is right for weed control in ornamental turf:

Historically, the chemicals used to control weeds in ornamental turf were developed for use in agriculture, where 80% weed control is considered acceptable.

And while Trimec was specifically developed for ornamental turf, it was originally formulated by tank-mixing ag-grade 2,4-D; ag-grade MCP; and ag-grade Banvel® (dicamba).

Although the original Trimec immediately and dramatically improved weed control over that of any other herbicide, the tank-mixing procedure of ag-grade chemicals resulted in minute inconsistencies in the chemical composition of individual droplets, with consequent inconsistencies in weed control.

To eliminate these inconsistencies, we developed a technique of reacting the acid components of Trimec together to form a unified salt Complex in which every droplet of every production run would always be an exact mirror image of the total.

The manufacturing process involved in making a Trimec Complex is a trade secret, but the basic building block is known to all chemists. It is technical

dicamba (the active ingredient of Banvel) that triggers the synergistic activity and makes it chemically possible to react the acids into a Complex.

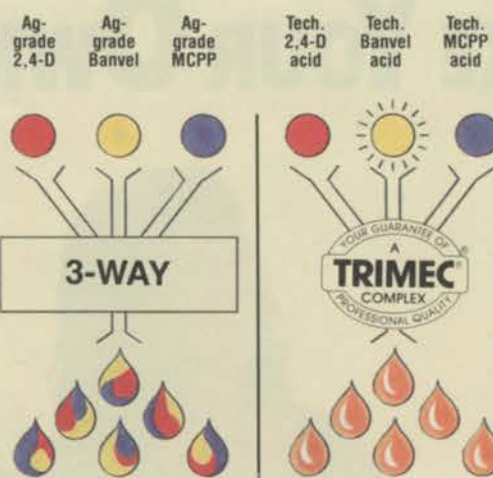
Of course, it is this same Banvel synergism that enables Trimec Complexes to be so effective with such a small amount of active ingredients... which in turn contributes to Trimec's unparalleled safety record, as demonstrated by the fact that more than 30 million acres of turf-grass have been treated with Trimec, and there has never been an instance in which damage to trees and ornamentals was proven to be the result of root absorption traced to Trimec when applied according to label directions.

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Color code: Red, 2,4-D; Yellow, Banvel; Blue, MCP; Amber, Complex acid. Note: Colors are for code only and do not in any way indicate the color of the product they are intended to identify.

Schematic drawings show the differences between a tank-mix and a Complex

These drawings indicate that, in a formulator's tank-mix (left), the molecules of 2,4-D, MCP, and dicamba do not combine to form a new molecule. Accordingly, each droplet will contain its own unique amount of one or more of the ag chemicals, and control may vary from droplet to droplet.

In a Complex (right), the three acids are reacted together to form a salt Complex. When this is formulated with the other important ingredients, wetting agents, dispersants and sequestrants, as well as with continuous analytical monitoring that includes the use of a high-pressure liquid chromatograph, the unique product that is Trimec becomes a reality. Every droplet is an exact mirror image of the total, and thus precisely optimizes the intended synergistic activity.

The differences between a tank-mix and a Complex become major when the goal is cosmetic excellence.

mercially available and experimental herbicides in field and laboratory research.

Benefin

Benefin, or benfluralin as it is also known, is one of the older materials listed in Table 1. It has been widely used in the turf industry for many years, and is often included in research trials as a standard against which other pre-emergence herbicides are compared.

It is relatively inexpensive, but its residual activity tends to be somewhat shorter than many of the other materials listed.

In nearly every year that I have worked with it experimentally, a second application was required for complete control of crabgrass.

It would not be the best choice in lawns where goosegrass and spurge are serious problems. But where crabgrass is the primary problem, and the repeat applications fit into the company's program, it can be used very effectively.

The shorter residual activity may also be an advantage when late summer reseeding becomes necessary.

Bensulide

Bensulide is another of the old standards that has been used by lawn care professionals for many years.

It has the advantage that it is readily available in the liquid form and is very convenient for tank-mix operations.

Its residual activity tends to be quite good compared to benefin and, in many regions of the north, a single application will provide satisfactory pre-emergence control of crabgrass.

Its efficacy on foxtail is poor, and if this weed is a problem, one of the other materials should be considered.

There have been recent reports from researchers in the east and east-central part of the cool-season region that bensulide is not providing the same excellent control of crabgrass that it once did.

There have been several such reports. No satisfactory explanation for this poor performance has yet been made.

In tests at Iowa, bensulide continues to provide excellent crabgrass control.

DCPA

DCPA is yet another of the industry standards. It is available in the flowable, granular and wettable powder formulations, and can easily be incorporated into programs that center around liquid applications.

One of its primary advantages is safety. Whereas many of the other materials have the potential of doing some damage to the cool-season grasses, DCPA has been shown to be very safe for use on these grasses—with the exception of

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DOT rules a 'bugaboo,' but less strict than before

By MEGAN HARDING
Contributing Editor

New U.S. Department of Transportation rules requiring drug tests for drivers who carry hazardous substances will not be as far-reaching as originally feared.

"There's been a major shift in the interpretation of the law," says Dr. Barry Troutman, director of education for the Professional Lawn Care Association of America.

Only vehicles that must be placarded—ones that carry

reportable quantities of certain hazardous chemicals—will come under the drug testing rule, according to David J. Rutledge, a PLCAA lawyer.

In most instances, lawn care trucks must display placards only if they carry more than 1,000 pounds of ammonium nitrate fertilizer, says Rutledge.

Other types of lawn care products do not require warning placards, he says.

"Probably 95 percent of the lawn care operators won't have to institute a drug testing

program," says Paul Skorupa, assistant director of the Pesticide Public Policy Foundation.

A management guide published by PLCAA last year (authored by Rutledge) stated that drug tests would be required of all carriers of hazardous materials or substances, including commonly used pesticides.

Skorupa says DOT rules related to the Commercial Motor Vehicle Safety Act of 1986 were re-stated in a *Federal Register* issued just this

past November.

The way Skorupa interprets the rules, the majority of LCOs are exempt because pesticides are generally classified as ORM-A (other regulated materials), which do not require warning placards.

Chemicals classified as oxidizers, such as ammonium nitrate, require placards when carried in quantities of more than 1,000 pounds, he says.

"This DOT business has been a real bugaboo for us, because the law was written for truckers that carry concen-

trated chemicals," Troutman points out.

PLCAA worked with DOT officials for more than a year to pin them down on exactly how the rules would apply to lawn care companies, he says.

PLCAA members received an update in January on DOT drug testing requirements.

Troutman says members were glad to hear that drug tests would not be applied wholesale to the industry.

However, he adds, "This type of regulation is going to heavily drive our decisions about the types of products we use."

LCOs are likely to avoid products that would activate drug-testing requirements, he

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Skorupa: Change in the rules.

notes, because of concerns about employee turnover and the cost of starting a drug program.

In addition to testing drivers of placarded vehicles, the DOT has also warranted drug tests for anyone who uses a company vehicle to transport more than 15 passengers, or who drives a rig weighing more than 26,000 pounds, Skorupa says.

In some cases, a 1,200-gallon tanker could be over the weight limit.

The new DOT rules went into effect Dec. 21 for companies with 50 or more drivers; other companies with placarded trucks have until December of 1990 to begin drug programs.

DOT rules require testing for traces of marijuana, cocaine, opiates, amphetamines and phencyclidine (PCP) by an approved laboratory.

Urine samples must be taken prior to employment, during a driver's first medical exam after a program begins, within 32 hours of an accident (if there is reasonable cause to believe the incident is drug-related), and if a trained supervisor has reasonable cause to believe an employee is abusing drugs.

DOT rules initially mandated drug testing at random and after each accident. Skorupa says those requirements are on hold pending the outcome of six lawsuits filed against the Federal Highway Administration by special interest groups, including the Teamsters union. LCI



Broccolo: Ruling pleases.

New York regulations struck down

ALBANY, N.Y.—A state appeals court has struck down several complicated regulations being battled by Empire State LCOs.

The five State Supreme Court Appellate justices ruled that the New York's Department of Environmental Conservation should have conducted an environmental impact study to assess the economic and social effects of the rules.

Laws passed in 1983 and 1987 that require posting, contracts and prenotification remain intact.

The rejected regulations consisted of 40 pages of detailed rules.

"It will be a much-simplified notification package," said Elizabeth Seme of the New York State Green Council.

"It's a relief that these regulations won't go through because there's no way that we could comply with them," said Laurie R. Broccolo, manager of lawn and tree care at Ted Collins Associates Ltd. in Victor, N.Y.

"We couldn't even understand some of the regulations" because they were poorly written, she added.

"Most people couldn't understand them," Seme agreed. "You had to go back and read them each time" a pesticide-related business decision had to be made.

Some of the rejected requirements included the posting of signs every 75 feet around a property, and tight restrictions on how companies could reschedule applications after rain delays and similar interruptions.

The state still can appeal the ruling. LCI

Expert suggests off-season blood tests

LOUISVILLE, KY.—Base line blood samples—used for checking levels of cholinesterase in employees—should be taken at a time when there has been no exposure to insecticides for at least 30 days.

This suggestion comes from Dr. Lee Townsend, extension entomology specialist at the University of Kentucky College of Agriculture.

He says testing should be done to establish a person's normal base line level so that it is available for comparison with values obtained during

the period that a person works with the insecticides.

The winter off-season is a good time to have base line testing done, he points out.

Townsend says cholinesterase is one of the important enzymes needed for proper functioning of the human nervous system, plus the nervous systems of insects and many other animals.

Organophosphates and carbamate insecticides interfere with the normal functioning of cholinesterase, and this effect is used to control infestations

of pest insects, says Townsend.

He reports that accidental exposure of humans to organophosphate and carbamate insecticides can occur from breathing spray particles or dusts; skin or eye contact with the product during loading, mixing or application; or accidental ingestion of an insecticide while eating or drinking.

Over-exposure to organophosphates or carbamates may result in abnormally low cholinesterase levels in the

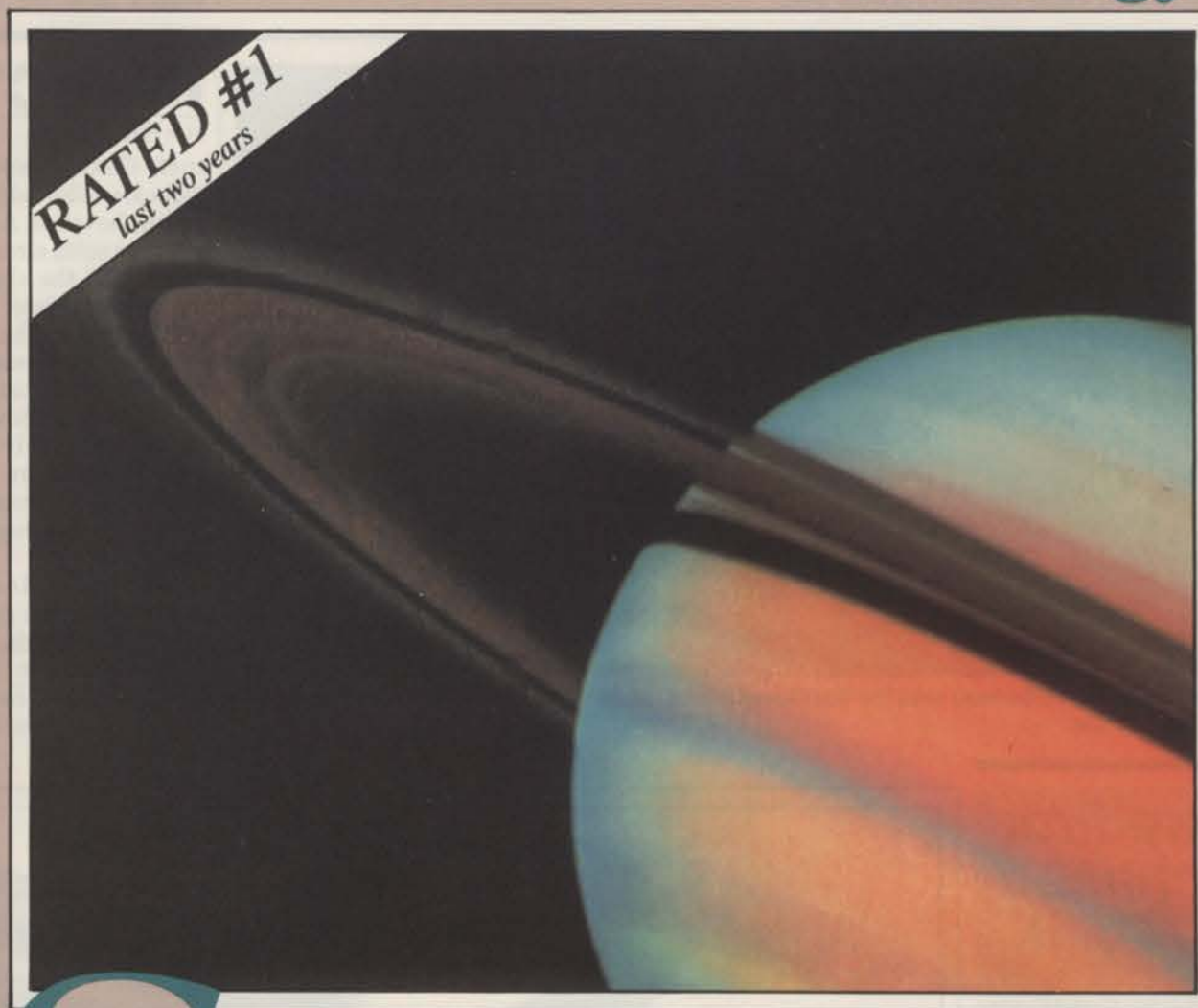
bodies of people who handle or apply these types of products, says Townsend.

He says anyone who mixes, loads, applies or expects to handle moderately or highly toxic organophosphate and/or carbamate insecticides should have their cholinesterase level checked regularly.

(More than 30 hours of contact with these chemicals during a 30-day period is the standard rule for testing workers.)

Levels vary among people, so background is needed. LCI

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Learning atmosphere: Training is best conducted in a classroom-like setting away from the ringing phones and running trucks found in the work area.

Good training explains 'how-to,' and 'why?'

By MEGAN HARDING
Contributing Editor

KENT, OHIO—Effective training is more than simply presenting information to an employee—it's creating a change in that person's behavior, says Dr. Roger Funk, vice president of technical and human resources at the Davey Co.

"Nobody does anything willingly unless they understand how they will benefit," says Funk.

That's why all of Davey Tree's training sessions begin by establishing what he calls the point-of-view.

This tells the employees what's in it for them, be it

growth and promotion within the company or increased personal safety.

Giving a relevant point-of-view will get people's attention and increase the likelihood that they'll listen and retain the information, Funk says.

In addition, he says explanations of why something is done a certain way—not just, "This is the way we do it"—should be given throughout the training session.

"Most training programs are simply a how-to," which tend to lose a person's interest, he says.

Motivating employees to follow proper work habits is largely a matter of selling them on why a certain technique is



Injection not rejected: Culbertson says the RainSaver's coulters will not damage turf areas being treated by the machine.

INJECT

from Page 1

turf, Ozkan explains. The discs are followed by knives to widen the strips. A nozzle then injects a solid stream of insecticide into the slits one inch below the surface.

The slits in the turf do not cause much damage. Ozkan says they are barely noticeable. The RainSaver can also be used to apply fertilizers, growth regulators, fungicides, biological controls and some pre-emergence herbicides, he says.

The injection method makes the whole environment safer, Ozkan adds. This is especially true in residential areas because there is more chance of human exposure to

chemical residue, he observes.

Insects such as white grubs live one inch below the surface where thatch and grass meet the soil, Niemczyk says. "They're a big problem any place there is turf."

Grubs eat the roots of grass and thatch, leaving no way for the plant to get water and nutrients. Also, Niemczyk points out, skunks and raccoons often tear up turf as they look for these grubs.

When conventional pest control methods are used, some chemicals bind to the thatch or grass before they reach the insects, Ozkan says.

This means extra chemicals must be used to make sure they reach underground pests.

In fact, research shows that

Drake firm purchased in S. Calif.

SAN DIEGO, CALIF.—Cynthia R. Drake has sold her Drake Landscape Pest Control and Consulting firm to New Way Landscape and Maintenance.

Drake continues to offer her services in pest control, consulting and PCA recommendations to commercial and residential clients.

In addition to managing the horticultural pest control operations at New Way—which is owned by Randy Newhard—Drake is also managing the pesticide applicators' safety training program; controlling the chemical and hazardous materials inventory; creating a company newsletter for clients and acting as regulatory affairs liaison to the California Department of Food and Agriculture and Department of Health Services.

LCI

Stop crabgrass from grabbing hold

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better. "If it was just information, you could send a memo," Funk says.

He says a good trainer has the same skills as the company's top salesperson: Clear presentation, engaging personality, good eye contact, empathy and persuasiveness.

"They have to want to do it," Funk says, or else employees will stop following the proper procedures as soon as the boss isn't watching.

"What we're looking for is a behavioral change," he says.

Says Dr. Barry Troutman, director of education for the Professional Lawn Care Association of America, "Safety has to be a part of the disciplinary program in any organization." He says many safety regulations are mandated by law, and there's really no choice about whether to follow them.

A little repetition never

hurt, either. People are most likely to retain information given at the beginning and end of a presentation, so it's a good idea for a trainer to sum up important points at the end of the talk.

Environment also affects the success of a training session. "The workplace is not the best place for training because it is not associated with learning," Funk says. If you're going to take the time to conduct training, Funk says it's worthwhile to rent a hotel conference room to get away from day-to-day distractions in the shop.

Funk says videos are an effective training tool, as long as they maintain the viewer's interest. "It has to be entertaining," he says.

To appeal to young people, Davey has produced a number of videos emulating the style of the MTV music television net-

work.

High-quality videos are often available from manufacturers of lawn care chemicals, who have an interest in seeing that their products are used correctly.

Safety videos, tapes and manuals are available from PLCAA, the Associated Landscape Contractors of America, other trade associations, local organizations and cooperative extension services.

Funk says employers should be sure to discuss such concerns as human exposure to pesticides and environmental hazards.

He says even if employees don't ask these questions, they should be able to answer customers' questions.

Troutman says safety training can also have an impact on an LCO's bottom line. "A professional realizes that someone who just knows how



Funk: The trainer should be motivated and able to communicate.

to spray isn't as good as an employee who knows safety, who can explain what he's (or she's) doing to the customer, and who can sell."

"It's expensive," says Marty Erbaugh, president of Lawnmark of Hudson, Ohio.

"It's also expensive to have an uneducated person out there."

Erbaugh says training goes a long way toward retaining qualified workers.

"All our employees know that we're investing in them," he says. LCI

less than 5 percent of the pesticides applied to the surface ever reach the insect zone, Niemczyk maintains.

Recommended rates for pesticides are usually set higher than actually needed in the zone of insect activity, he says.

"A major objective with the machine is to reduce chemical residue on the surface," Niemczyk says. "We're delivering the control agent directly to where the pest lives and significantly reducing the amount left on the surface."

Reducing the amount of chemicals will cut costs for LCOs and their clients in the long run, Ozkan believes.

The RainSaver Jr. was originally designed to inject water-conserving polymers



Less waste: The material goes directly to the target area, and Niemczyk says grub spray rates can be reduced by 97 percent.

into the ground, says Richard "Dean" Culbertson, RainSaver's president.

The firm is headquartered in Walla Walla, Wash., and Culbertson reports that that region of the country does not have problems with grubs or mole crickets.

However, when displaying the machine at a trade show it attracted the attention of Niemczyk, a professor at Ohio State University.

"He spent a lot of time at our booth," Culbertson recounts, "and he said, 'You know, I think you might have something here that you don't know you have.'"

Ozkan and Niemczyk then went to work on adapting the device for pesticide applications.

The researchers will continue to perfect the machine to improve safety and insect control, Ozkan says. "We know we can inject liquid insecticide, but the challenge now is to inject dry insecticides for the same purpose."

Ozkan reports that he is working with three companies that make slitseeders in an effort to convert the machines into application devices for granular materials.

Dry chemicals are usually less hazardous to the environment because if spilled, they're easier to clean up than liquid chemicals, he says. Also, problems associated with disposing liquid chemical containers could be reduced if dry chemicals are used with the injection machine.

Mac Hammond, a Ciba-Geigy senior field research representative, says the best reason to inject pesticides is a likely increase in consistency of insect control.

With traditional applications, Hammond says control may vary because many turf managers apply insecticides that don't get watered in right away.

"Studies have shown that if many insecticides are not watered in immediately—even within an hour—they are less effective."

He adds that "because injected pesticides don't need to be watered in, the potential for runoff, leaching and exposure to animals or humans is greatly reduced."

In addition, he notes, injection equipment significantly reduces levels of insecticide residue on grass plants.

"Even without recent innovations in our spray heads, research results showed just a few parts per million of chemical residue," says RainSaver's Culbertson. "With the new heads, residues are so small as to be almost unmeasurable."

Niemczyk believes that See **INJECT** Page 14



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INJECT

from Page 13

grub spray rates can be reduced by 97 percent.

The same system can be used to treat with biological controls, nematicides, liquid fertilizers and other turf treatments.

Culbertson stresses that the coulters will not damage a client's lawn. "We have very little disturbance to the turf."

The RainSaver, which has hydrostatic steering, sells for \$17,000 to \$18,000. A tow-behind model due on the market this month is expected to cost \$14,000 to \$16,000. It treats a seven-foot-wide swath. LCI

Pesticide users need to heed liabilities

LOUISVILLE, KY.—Follow the pesticide label and you're always safe, right? Wrong.

Spreading a pesticide after a heavy rain, for example, might contaminate a nearby water supply.

A court will most likely decide the possibility should have been evident to the applicator, and therefore hold him or her liable for whatever damage is done.

Liabilities for pesticide users were summarized in a report by Dr. Mike Olexa, director of the joint University of Florida/U.S. Department of

Agriculture agricultural law extension program.

Olexa, a lawyer, holds a Ph.D. in plant pathology.

The public is more litigation-conscious than ever, Olexa notes, making it most important for those who work with lawn chemicals to know the extent of their liabilities.

Olexa's report first addresses statutory laws governing pesticides. Statutory law is that which is written by a legislative assembly.

Pesticides are governed by the Federal Insecticide, Fungicide and Rodenticide

Act (FIFRA), which, through labeling, regulates application, storage and disposal. "The label is the law," Olexa says.

"It's the intended use of a material that determines if it is going to be considered a pesticide," he says. By regulation, the Environmental Protection Agency has established that intent may be either expressed or implied.

Many users of pesticides have a difficult time following the label, Olexa says.

He recalls a humorous example of an applicator who was charged with a label viola-

tion after two pet ducks died on a golf course.

During his hearing, the applicator held up the product and read the label out loud: "May be applied to spinach, kale and other greens."

Funny as it may sound, the label violation resulted in a stiff penalty and dismissal of the applicator.

Read the label carefully, Olexa says. Oftentimes, labels point out specific precautions that must be taken under specific conditions.

For example, a backflow check is needed on an irrigation system for certain chemicals applied through irrigation.

Sometimes precautions needed under certain conditions are stated on the label.

Sometimes they are not. That is why pesticide users must also be cognizant of their responsibilities under common law. Common law is based on court decisions rather than on codified written law.

Common law applies

Under common law, four principal areas under which chemical users may be liable for their use of chemicals include trespass, nuisance, strict liability and negligence.

Olexa says negligence is doing or neglecting to do something that a reasonable person would do under like circumstances. It comes down to a question of foreseeability. "Is it foreseeable that if this person puts this fertilizer in the irrigation system, it could get into the water?" he asks.

An applicator furnishing advice or consulting who holds himself out to the public as a specialist will be judged by those standards.

Always, always stick to your area of expertise, he says.

Some other considerations from Olexa are:

- Don't supersede the label when recommending use to others.

- When mixing pesticides, make sure they are compatible in the tank. (He's seen 17 different products in one mixture.)

- Stick to recommended dosage rates.

- Warn customers of drift potential.

- Keep up with label changes.

- Have adequate liability insurance, but keep it a secret. If you don't, someone will sue you just to see what they can collect.

- Incorporate. If you do, the business must, of course, be managed as a corporation.

- Keep written records of all complaints.

- Respond immediately to all complaints. The longer you wait, the more time the complainant has to think about taking legal action. LCI

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How to renew large-property customers

By PHILIP D. CHRISTIAN III

Large properties, both residential and commercial, require special attention between the last round in the fall and the first round in the spring.

Homeowner properties of more than one or two acres and most commercial property owner/managers do not have the easy option of performing lawn, tree and shrub services themselves. They must pay someone to do the work.

Therefore they must plan ahead with budgeted, not discretionary, funds.

The industry-wide practice of "letting a sleeping dog lie" during the off-season, or expecting the service agreement to be automatically renewed does not work on the big properties.

If left alone only 50 percent of properties will renew, and they will not automatically increase the price or sell themselves additional services.

Although the second year on a large property should be more profitable than the first, many other benefits accrue from the renewal process.

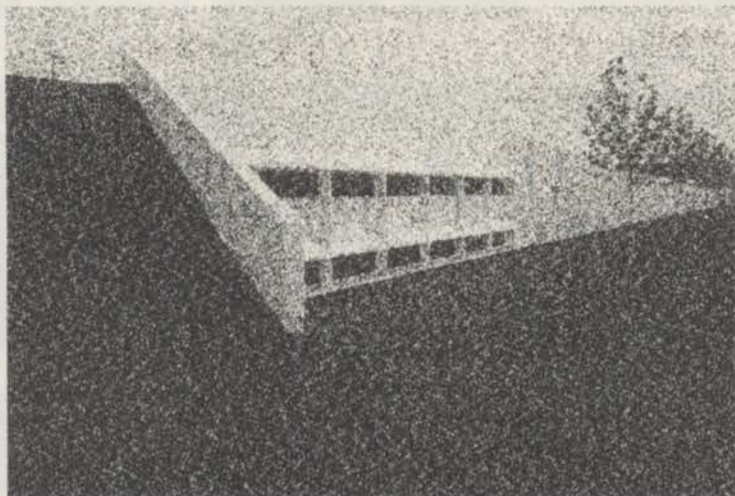
The opportunity to increase the price, to cross-sell and to offer additional services is part of the renewal process.

Other benefits include obtaining leads or information on additional properties the owner/manager may control or influence, and collecting referrals to other property managers in the market.

The renewal process also offers an excellent training environment for new sales people and an opportunity to influence the property's upcoming budget.

The renewal process is the activity of extending and modifying the existing service agreement for an additional one- or two-year period.

Goods and services for most large properties are procured



by a professional purchaser. The professional buyer has an established purchase procedure that relates to the property's operating budget.

We cannot always renew 100 percent of our large properties prior to their final budgets, but we can renew them before the work is "out for bid" or before the LCO is selected.

The renewal process has five major steps:

1. Review last year's service and confirm its success.
2. Introduce products and

services new for 1990.

3. Determine the customer needs in 1990.

4. Propose to modify and extend the existing service agreement.

5. Collect referrals and set a closing date.

The first and most important step in the renewal process is confirming that last year's service was a success and a benefit to the customer.

The customer purchased a promise from us to provide specific services. Promises are intangible.

To evaluate our past performance the customer must perceive these promises as



About the Author

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tangible—but they cannot do that without our help.

The customer who was very happy during the season can be easily unsold as a consequence of discovering unfulfilled expectations as they review the year. Customers who must rely on visual feedback to judge the result tend to have short memories.

Once they become accustomed to the increased quality or the "new look," they have trouble visualizing how the property looked before we took over.

Evidence that we have fulfilled the promise must be presented. Before and after photos can be very effective as

proof of improved color, texture and density of the turf.

A written opinion confirming the improvements by an expert such as your agronomist could be submitted as evidence.

You might document each property on video as an ongoing visual and verbal record of quality and efficiency.

What about the benefits the customer cannot see, such as an improved root system, increased drought tolerance, or reduced vulnerability to insect and disease damage?

Evidence of these benefits could be included in the letter

from the agronomist who has actually inspected the root system, and can quote from actual job card records the reduced need for insect and disease applications.

A recent soil test analysis compared to the previous year's analysis is excellent evidence that we have delivered what we promised.

Part of the success confirmation process is a discussion about those things which did not work well in the past season.

If the customer expresses dissatisfaction with weed control, the sales person should be prepared to discuss the issue.

The customer may say, "I

didn't expect to have that many weeds, considering the money we paid for weed control."

If you, the sales person, are also disappointed in the weed control, admit it. Be prepared to explain why we did not get the control promised even though we correctly applied the material in accordance with the label.

Show them a copy of the route card and other branch documentation as evidence that we did what we promised.

If environmental conditions made weed control difficult, show the evidence.

The dissatisfied customer can accept us as imperfect, but

they need to know we did what we promised.

After a brief explanation of the problems with last year's program, we should outline to the customer how we intend to cure those shortcomings in 1990.

This is an opportunity for the sales person to move to the second step of the renewal process, a brief explanation of new things in 1990.

Pull out your new two-color, large-property brochure and explain the benefits as listed.

The first benefit is that your company specializes in—and understands—the needs of large properties. Explain your flexible agronomic and horticultural programs specifically tailored to the needs of large properties.

Introduce, by photograph, your newly trained large-property service specialist, and the large-property delivery systems available in 1990.

Show the customer your growing list of satisfied large-property customers and point out their name on the list.

Remember, you must have proof for everything new in 1990.

After we have assisted the customer to evaluate past performance, and we have explained what services are available for him or her in 1990, the next step is to assist him or her in planning and budgeting for the coming year.

The best way to begin this phase of the renewal process is to ask the customer, "What are your goals for 1990? What would you change about our service? What would you add to our services? Do you have new and revised marketing goals for the property? Do you plan to upgrade the property? Is the property being used to market the services of your management firm? What is in the budget for the 1990s? How can we assist you in your budgeting process for next year?"

Ask for specific budgeting information regarding landscape services. The customer may be reluctant at first to release budget numbers, but your persistent questioning will sooner or later reveal some line item numbers helpful in putting together your proposal.

Some sales people believe property management budgets are private documents locked in a corporate safe only to be revealed to key people in the company. Not true.

Budgets are day-to-day management tools used for offensive and defensive negotiation.

The line-item expense portion of the budget is always available to the resident manager. They will share that portion with you once they are convinced it is in their best interest.

The fourth step in the re-

IF TRIUMPH

CAN STOP ONE

OF THESE IN

ITS TRACKS,

IMAGINE

WHAT IT CAN

DO TO SOME

LITTLE INSECT.

Compared to other insecticides, Triumph[®] can put the brakes to a good fifty percent or more of your callbacks.

And with the cost per trip averaging around \$75, that's no small savings we are talking about.

It's also no great mystery how Triumph makes this possible.

It simply controls turf insects (even not so little ones) better than anything else on the market.



newal process is modifying and extending the existing service agreement for the next one to two years.

Verbally outline the modifications discussed in step three and ask the customer to confirm exactly what he or she wants.

Set a time and date for your return with a price and proposal for his or her signature.

The last step of this renewal process is to gather leads and referrals from your existing customer. We have saved this for last because it is a good way to end the customer meeting.

It confirms to the customer that your purpose is to gather information, not to close a

sale.

In relationship selling of any type, the successful sales person thrives on the strength of his or her referral base. The first step in getting a constant flow of referrals is to ask for them.

Customers want to be helpful, but they do not want to assume any risk to help you. Before you ask, it is important to cushion the customer and explain how you handle the referral process.

Explain that you treat all referrals with complete confidentiality unless you are specifically given permission to use their name.

Another reality in the refer-

ral gathering activity is that you will have to ask the customer more than once for a referral.

It may be necessary to direct the customer's thinking toward specific groups of possible referrals.

The first possibility is other properties he or she manages—or other properties managed by their property management company.

A second group of referrals could be from other property managers who are friends or colleagues. Ask about properties in the same geographic area including properties on both sides and across the street from their properties.

To which management associations do they belong? Do those associations welcome and encourage associate members?

When you receive a referral, write down all the information volunteered, then ask if you may use his or her name.

We have over-simplified a complex issue in an effort to direct your thinking toward the customer rather than concentrating on closing a sale.

What if the customer would not agree to an extension, and informs you he or she intends to put the work out for competitive bids in the spring?

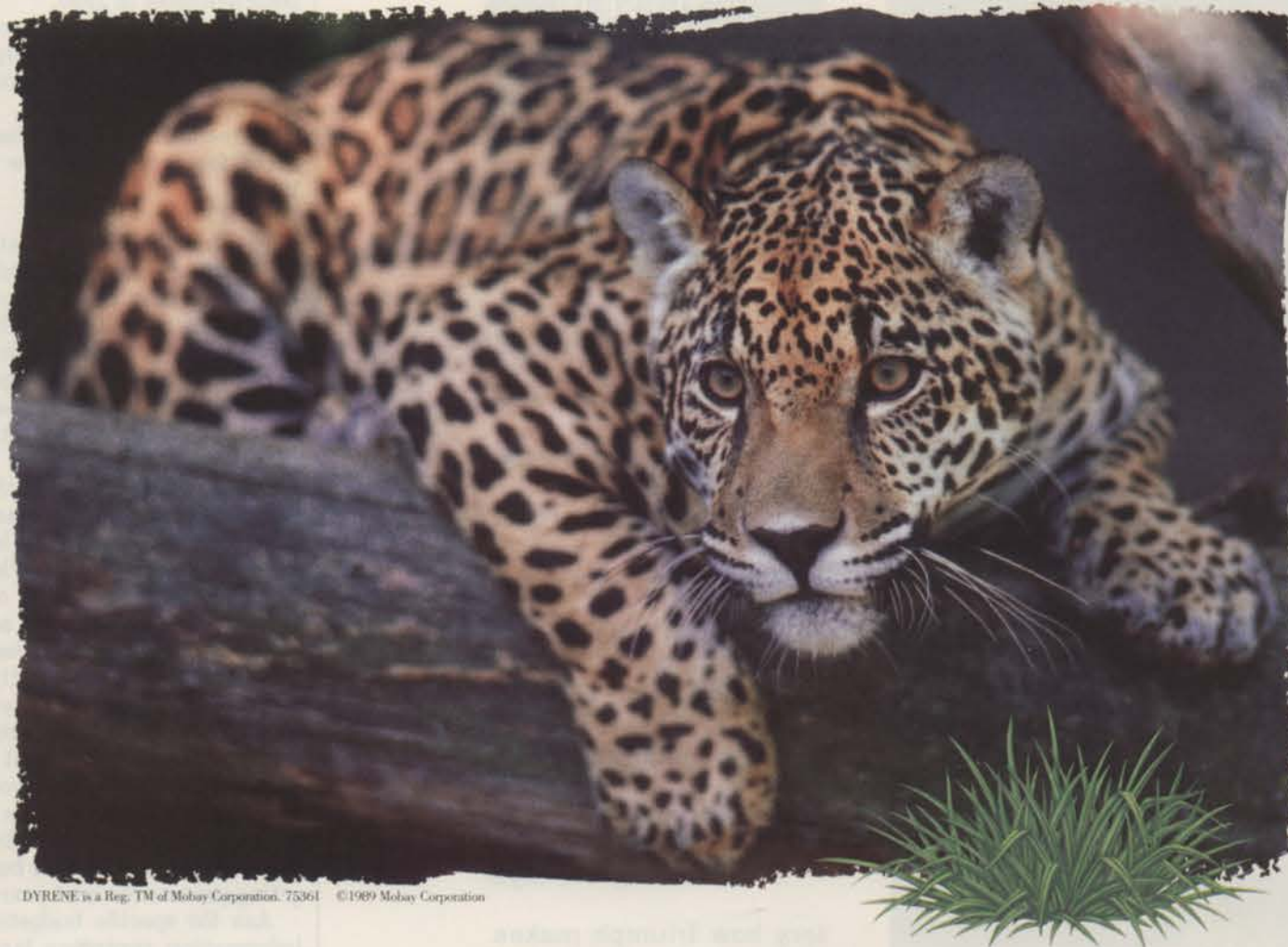
Do not be overly concerned. It is the customer's way of let-

ting you know that he or she will not make any commitment until you have demonstrated to his or her satisfaction that you are competitively priced.

The objection may take several forms, but the important thing is to realize that this is not the time to deal with the objection, and we simply set it aside by asking, "Please allow enough time for me to submit an outline proposal based on our discussions today. If we cannot negotiate a fair price within your budget, you may use my proposal as a basis for your competitive bid."

The large-property proposal and how to write it is the subject of next month's column. LCI

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

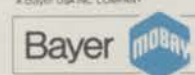


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Circle No. 121 on Reader Inquiry Card

EXPAND

from Page 1

When it comes to the money angle, business owners need to have a financial figure in mind as to how much they will lose before abandoning the diversification effort.

"We need to state when we will get out," he explained. "We need to have a contingency plan for alternative actions."

He added: "If you state that you're going to get out at \$50,000 (in the red) and you're at \$30,000, you have to come up with a plan."

Another pitfall for the company owner is losing the focus on the business that he or she founded.

With a new diversification plan "you start losing interest in your baby" and "you can lose the whole darn thing" if you fail to keep tabs on the original enterprise, he said.

Corporate identity can be lost during a diversification move, McGary cautioned.

LCOs need to be aware of who they are trying to sell the new service to in order to make sure that they are targeting the same member of the household.

For example, according to McGary, 80 to 90 percent of the buying decisions for lawn care are made by men. A decision to venture into indoor pest control may not be wise for a firm in the Northern states, simply because most indoor buying decisions there are made by women.

The new operation has to be managed correctly, and the owner has to beware of new competition springing up.

Setting cheaper prices is not the answer. "If you had the lowest price, would you have a 100 percent market share?" McGary pondered.

The answer is no.

People base their buying decisions on a number of factors, and the success of the new venture will depend on

See EXPAND Page 20

For the cost of a candy bar,
Bob Kapp made the
sweet move up to TURFLON.



"Our customers expect and demand quality —and we deliver. If it costs an extra 50¢ a lawn to keep customers, it's well worth it."—

Bob Kapp, President and CEO
Kapp's Green Lawn
Munster, IN

How much is customer satisfaction worth? For Bob Kapp of Kapp's Green Lawn, it's worth the performance difference that TURFLON* herbicide can provide.

What price customer satisfaction?

"We switched to TURFLON two years ago because we weren't pleased with our previous herbicide," says Bob Kapp. "Cost has never been a deciding factor in the products we use. The extra 50¢ per lawn for a treatment with TURFLON herbicide doesn't make a bit of difference. In this day and age, you simply have to retain customers—it costs too much money and time to replace them."

Its rewards.

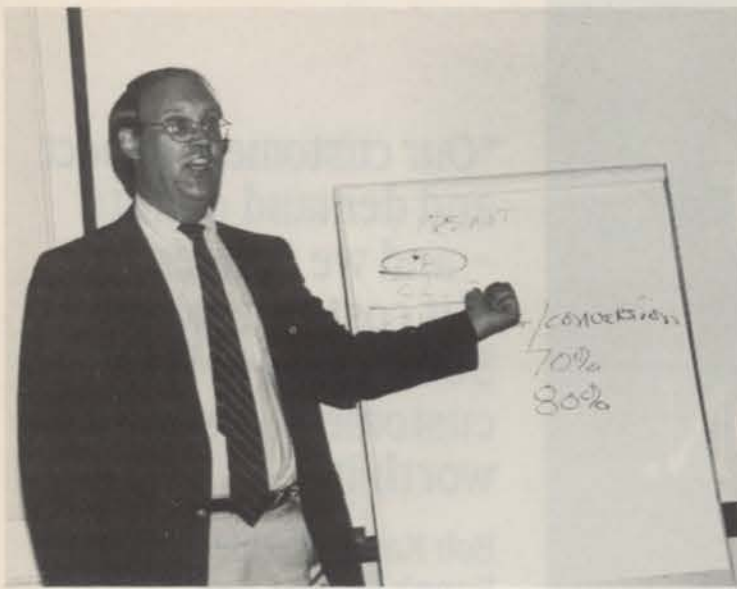
"TURFLON did a much better job, particularly on our problem weeds like wild violets, ground ivy and spurge," Bob continues. "Since switching to TURFLON, we've reduced our weed related callbacks and service cancellations by 50% from a year ago." With performance like that, you'll be able to add some sweetness to your bottom line. Call us to find out more. 1-800-373-2DOW (2369).

Move up to TURFLON



*Trademark of The Dow Chemical Company

Circle No. 105 on Reader Inquiry Card



McGary: LCOs need to plan before branching out.

EXPAND

from Page 18

proper management.

"All of a sudden you're not the expert anymore," and going through the "learning curve" can bring on frustration, and that in turn can result in additional problems.

"You stop being an expert as soon as you diversify," McGary pointed out.

"You want to acquire that good will" that's so important for a new business. Research shows that people seeking a home service make only one phone call, and that is on the recommendation of a neighbor, he said.

Suppose you are branching into tree care: You can hire a college graduate who may know how to treat the trees, yet this person would lack the required business skills.

"You might want to talk to someone (already) in the business" to get the operation off on a sound basis.

The "barriers to entry" in the particular field need to be identified. "What does it cost us to get in?"

Be careful not to fall into a trap with your image, McGary warned. An operation starting out may charge cheap rates and become known as "the cheap company," but there can be difficulty when the firm

then tries to become "the expensive company."

You have to see if your new service is needed. "What do the consumers expect?"

Then you have to determine how and when you will reach them.

McGary said that he believes phone soliciting will be outlawed in Ohio within the next four years.

If your operation is geared toward reaching the man in the house to pitch lawn care, an enterprise such as a maid service may not be a wise move.

It doesn't matter if you use the best products, either. "People are buying results."

A survey indicated that 0 percent of those polled could remember a specific service product brand name, and only 0.02 percent could recall a general product used for a home service.

If the expectations of the clients are not met by the new venture, you can lose them as customers and they will tell all their friends about the bad parts, McGary said.

Failure can result from not understanding the competition, stretching the firm too thinly, or, "We didn't pay attention to the consumer."

That means that the service being offered has to be properly delivered: "I will not buy by price if I am a normal United States citizen." LCI

ACCLAIM® KILLS CRABGRASS ALL SEASON LONG.

FEBRUARY



Use ACCLAIM® IEC Herbicide **instead of a pre.** Don't gamble that your pre will still be around to prevent crabgrass emergence—skip it entirely. And in new or reseeded turf where pre's aren't an option, ACCLAIM is ideal.

Skip your pre!

MARCH



You can skip the first pre treatment and save early round costs. Use ACCLAIM later in the season along with your usual pre.

Killed postemergence.

MAY



Use ACCLAIM postemergence on crabgrass along borders, sidewalks and ornamentals where you know populations are heaviest. This is the ideal way to prevent callbacks later, and this program costs less than 90 cents a lawn.*

Zapped in May!

JULY



Retain customers by killing crabgrass before it becomes a callback. ACCLAIM kills crabgrass with just one application, and it won't harm your turf. It's also a great tool for winning new customers.

Eliminate crabgrass escapes.

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ACCLAIM® IEC Herbicide is a safe, effective product for postemergence control of crabgrass. And you can use it anytime after the one-leaf stage. Whatever your current program, remember that no other herbicide gives you such flexibility in controlling crabgrass. Make ACCLAIM part of your lawn care service today, and keep your customers satisfied.

ACCLAIM® Because your turf is always on display.

Circle No. 115 on Reader Inquiry Card

Survey due on Ohio's turf market

COLUMBUS, OHIO—Ohio State University researchers are conducting a survey on the Buckeye State's lawn care industry.

"We estimate the annual expenditures to maintain turfgrass in Ohio to total more than a billion dollars," says Dr. William Pound, OSU turfgrass specialist.

"That figure covers the maintenance of golf courses, home and commercial lawns and athletic fields. It also includes the care of parks, cemeteries, roadsides and sod fields," he says.

"Ohio is home to several national lawn care firms. The state probably has more than 1,000 lawn care businesses and about 1,500 landscape management companies."

Researching Ohioans and businesses will be a 16-month project, and it includes phone calls and letters to lawn care and landscape firms, golf courses and sod farms, he points out.

"Plus, there will be door-to-door surveys of homeowners," says Pound.

The project will be undertaken with grant money from the Ohio Turfgrass Foundation.

LCI

When Tim Doppel moved up to TURFLON, his bottom line followed.



"The first year we used TURFLON, we realized a \$1,200 savings on service call costs."—

Tim Doppel, president
Atwood Lawncare, Inc.
Sterling Heights, MI

Keeping a lid on expenses becomes more and more important as your business continues to grow. Do things right, and profits will rise while the cost of servicing each new customer falls. If that's the kind of lawn care firm you want to run, maybe it's time you moved up to TURFLON* herbicide.

When more is less.

"Even though the product costs more, I still end up saving money by using TURFLON," explains Tim Doppel. And he has three years' worth of documented results to prove it pays to broadcast spray TURFLON at about \$9.50 per acre. "The first and foremost advantage of using TURFLON is its effectiveness. It works."

Reducing callbacks and cancellations is the key.

"The first year we used TURFLON, we had a 20 percent reduction in callbacks and that has held steady over the years," Tim says. "We've also seen an increase in customer retention in the three years we've been using TURFLON."

And using TURFLON has one more advantage, Tim adds. It's the reason he's been able to reduce callbacks and cancellations: "My customers are happier."

Isn't it time you moved up to a better herbicide for better weed control? Call us to find out more. 1-800-373-4DOW (4369).

Move up to TURFLON



*Trademark of The Dow Chemical Company

Circle No. 106 on Reader Inquiry Card

DRUGS

from Page 1

Under Arizona law, Moland had to give six weeks written notice before testing could begin.

TLC's "zero tolerance level" program stipulates a 14-day suspension, without pay, for employees who test positive or refuse to be tested.

"You can't fire them. That's illegal. But I could sure make them look for other work," Moland says.

Several of his employees—eight out of 24—did precisely that.

Moland says two people

who stayed on thanked him for giving them an incentive to quit smoking marijuana.

However, a high-ranking TLC employee planned to leave the company rather than give up his habit.

When Moland confronted the employee and he declined to enroll in a company-paid drug treatment program, Moland says, he fired him.

Allhiser tailored a drug policy for Moland, who wanted provisions for performing tests at random and after any accident or equipment damage. If a person is injured due to an accident, Moland tests everyone working in the area.

In California, courts have limited post-accident testing only to cases where there is a reasonable suspicion that the driver was under the influence of drugs, according to a recent publication from the Professional Lawn Care Association of America.

The courts do not generally favor random testing, according to the PLCAA release, "Substance Abuse Policies and Testing."

Moland says there was nothing random about his test; his employees knew samples would be taken the first day the company could legally do it.

"My wife and I were first in the wee-wee line," he says, and they posted their results in the lunch room.

(PLCAA recommends that if a company institutes a drug policy it should be applied evenly to everyone in the organization.)

Moland is happy with the results of his drug testing program.

"All new employees possess better skill levels, more experience and perform much higher quality work. All are at Turfscape because it is their desire to work in a drug-free environment," he says.

"Other positives are greatly

reduced turnover, no accidents, no in-house thefts, no excessive damage to equipment, lower tardiness and absenteeism, and—most of all—the highest possible morale anyone in our industry could expect," Moland reports.

"The quality of people that want a drug-free environment you wouldn't believe," he says. "Drug-free people in all walks of life are more productive than users."

He admits, though, that it's harder to recruit employees.

When he ran a help-wanted ad mentioning that applicants must take drug tests, Moland received only three responses. He had gotten 75 responses to similar ads in the past.

Moland is so emphatic about his new policy that he had company t-shirts printed with the slogan, "100 percent drug-free."

He's also brought drug testing into his advertising, posing the question: Can your landscaper pass this test?

A logo on the company uniforms boasts that the firm is 100 percent drug-free.

Although he feels his drug-free policy gives him a competitive edge, Moland says it's an advantage he'd be happy to lose. "Our industry is eaten up," Moland says, and he'd like to see others follow his lead. **LCI**



Should you attend a Mauget seminar?

In a word, yes. Annual Mauget seminars attract professionals who are concerned about protecting the environment and keeping trees healthy.

Mauget seminars present another dimension to tree care. Micro-injection of materials into the tree's sap stream is an environmentally sound practice. Because it's a closed system, no spraying is needed, and there's no drift.

Over 20 years of research by leading university scientists and field trials by well-known tree care companies have proven the benefits of Mauget micro-injection.

Seminar topics include micro-injection of insecticides and fungicides, correcting nutritional deficiencies, wounding, insect and disease control, increasing survival rate of transplanted trees, and reducing stress.

Special emphasis is placed on marketing Mauget micro-injection products to homeowners.

Be prepared to step into the 1990s. Sign up for a Mauget seminar today. It's an opportunity that can totally change the way you care for trees.

Seminars are open to all Green Industry firms.

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C-Lawn changes reported

COLUMBUS, OHIO—Recently announced personnel changes at ChemLawn Services Corp. include the appointment of Jay Romans to director of training, management and staffing.

Prior to joining ChemLawn, Romans held the position of supervisor of organizational development with Amoco, Chicago, Ill.

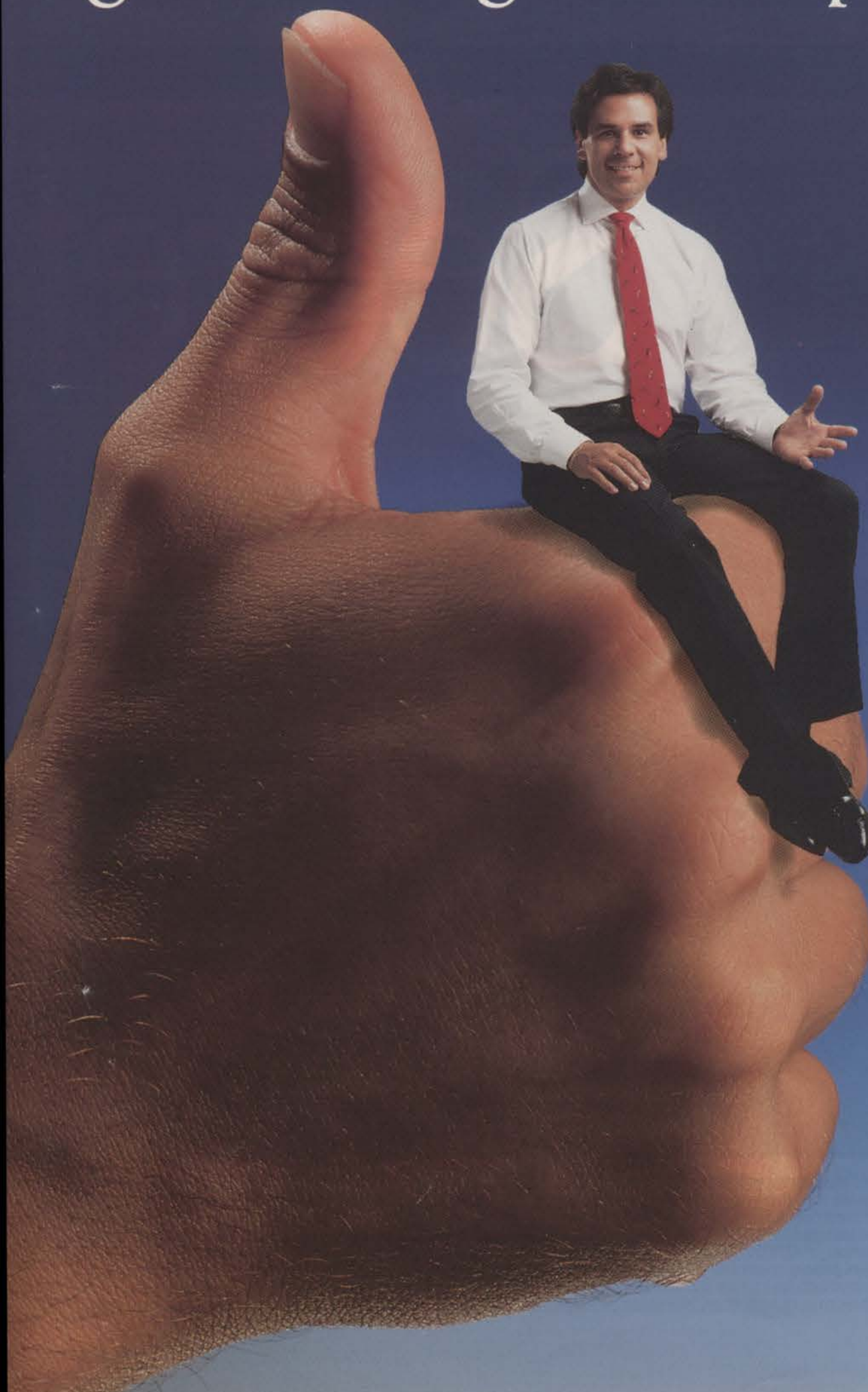
In addition, ChemLawn promoted Tonie Feil to director of quality improvement and operations planning and development; and Jeff Mains to manager, budget and financial analysis.

Dan Bickley joins the Franchise Division as an area manager.

He brings nearly 10 years of experience in franchise supervising and directing to ChemLawn from Rax Restaurants and Utah Food Services. **LCI**

Have a SPILL?
Call Chemtrec
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When Rick Steinau moved up
to the performance of
TURFLON, his customers
gave him a big thumbs-up.



"TURFLON* herbicides give us about 95% control of problem weeds. The standard three-way products give control in the 80-85% range."—

Rick Steinau, president
Greenlon Lawn Care Services
Cincinnati, OH

In the lawn care business, you know that exceptional performance reduces callbacks and cancellations—and costs less in the long run.

Less callbacks.

"We started using TURFLON three years ago," explains Rick Steinau. "TURFLON simply does a better job on the hard-to-control weeds like spurge, oxalis, ground ivy and wild violets. These are the problem weeds that customers usually complain about most. With TURFLON, we've seen a 25% reduction in weed-related callbacks and a 15% drop in cancellations."

More savings.

"We are definitely saving money by using a premium herbicide," continues Rick. "We know that a treatment with TURFLON costs about 50¢ more per lawn than a standard three-way herbicide, but we actually realize a 30% savings in our herbicide program."

Rick Steinau knows that the performance of TURFLON herbicide has made a big, big difference in his business. Just think what it can do for yours. Call us to find out more. 1-800-373-2DOW (2369).

Move up to TURFLON



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Circle No. 107 on Reader Inquiry Card

Products on market to battle warm-season weeds

By W.M. LEWIS

Several preemergence herbicides are available for use on centipede-grass and St. Augustinegrass to control summer annual weedy grasses.

These herbicides must be applied before germination of the weed seed.

Preemergence herbicides provide several weeks of residual control in the soil and will kill the weeds as they germinate.

The ideal time to apply preemergence herbicides for crabgrass control is by the time the dogwoods are in full bloom.

Adequate soil moisture prior to, and following, application is necessary to insure success of preemergence herbicides.

Unless rain falls soon after application, irrigation should be applied.

For improved control of goosegrass, benefin and oryzalin, oryzalin, napropamide or pendimethalin should be selected.

Extended crabgrass control and improved goosegrass control is frequently obtained with split applications—the second application being eight weeks after the first.

In this case the minimum label rate, or one-half of the maximum label rate, is usually applied at each application date. For specific rate suggestions check the herbicide label.

Herbicides that, according to their labels, provide pre-emergence sandbur control include XL, Surflan and Devrinol.

Atrazine and simazine have both preemergence and postemergence activity against a broad spectrum of winter annual broadleaf weeds and annual bluegrass.

October to early January treatments provide good to excellent control of annual bluegrass, chickweed, henbit, hop clover, corn speedwell, parsley-piert, spurweed and other winter annual broadleaf weeds.

Emerged annual bluegrass



About the Author

Dr. W.M. Lewis is a professor in the crop science department at North Carolina State University.

Table 1. Preemergence herbicides labeled for use in centipede-grass and St. Augustinegrass.

| Common name | Examples of Trade Names | Application rates lb active/acre |
|-----------------------|---|----------------------------------|
| Atrazine | AAtrex, Purge, Bonus S | 1 - 2 |
| Benefin | Balan, others | 3 |
| Benefin + Oryzalin | XL, others | 3 |
| Benefin + Trifluralin | Team, others | 3 |
| Bensulide | Betasan, Bensumec, Lescosan | 10 - 12.5 |
| DCPA | Pre-San, others | 10.5 - 12 |
| Napropamide | Devrinol | 2 - 3 |
| Oryzalin | Surflan | 3 |
| Oxadiazon* | Ronstar G | 3 |
| Pendimethalin | Halts, Pre-M 60DG Southern Weeegrass Control, Weedgrass Control 60WDG | 1.5 - 3 |
| Simazine | Princep | 1 - 2 |

*For use only on St. Augustinegrass.

and chickweed can usually be controlled with post-emergence applications.

Atrazine and simazine will not provide seasonal control of crabgrass when applied pre-emergence in the spring.

Certain herbicides are available on fertilizer carriers for preemergence control of broadleaf and grassy weeds.

These granular homeowner formulations must be applied with a calibrated spreader to insure even application.

Herbicides for post-emergence control of broad-

leaf weeds are atrazine, bentazon, dicamba, imazaquin and mecoprop (MCP) and chlorflurenol.

Actively growing and dormant centipede-grass and St. Augustinegrass have excellent tolerance to atrazine.

Postemergence broadleaf control is possible with atrazine applied as a spray at a rate of two pounds active per acre.

Since centipede-grass has limited tolerance to 2,4-D, care must be taken when applying this herbicide.

Secret

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Introducing CHIPCO® SEVIMOL® brand carbaryl insecticide. CHIPCO® SEVIMOL® is a special formulation of SEVIN® brand carbaryl insecticide that offers proven control of your most damaging turf, ornamental and tree pests: including white grubs, sod webworms, chinch bugs, bluegrass billbugs, cut-

worms, and more than two dozen other insects.

CHIPCO® SEVIMOL® gives you the added advantages of improved handling and superior formulation characteristics. Plus, a unique attractant system effective against selected insect species.

And, as effective as CHIPCO® SEVIMOL® brand is on turf pests, it's equally reliable against 86 insects known to attack a wide variety of trees

Certain two-way and three-way combination products containing 2,4-D may be used in centipedegrass and St. Augustinegrass for broadleaf control at half-rate with a second application 10 to 20 days later.

However, carefully read the labels for use suggestions and precautions.

Dicamba may be used in established stands.

However, low rates should be used and careful application is required.

To achieve the control desired it may be necessary to apply dicamba at very low rates and repeat in one to two weeks.

Dicamba must be kept away from the rooting zone of ornamental species, since it can be absorbed through the roots.

Mecoprop (MCP) and chlorflurenol is labeled to control many broadleaf weeds in centipedegrass and St. Augustinegrass.

When applying these herbicides as a spray, prevent drift to the foliage of desired ornamentals in the landscape.

Postemergence control of annual weedy grasses in centipedegrass may be achieved with sethoxydim (Poast).

Add a nonphytotoxic oil

Table 2. Postemergence herbicides labeled for use in centipedegrass and St. Augustinegrass.

| Common name | Examples of Trade Names | Application rates lb active/acre |
|--------------------------------|---------------------------------|----------------------------------|
| Asulam* | Asulox | |
| Atrazine | AAtrax, Purge | 1 - 2 |
| Bentazon | Basagran | 1 - 2 |
| Dicamba | Banvel | 0.125 - 0.25 |
| Imazaquin | Image | 0.25 - 0.5 |
| Mecoprop (MCP) + Chlorflurenol | Weed-B-Gon for Southern Grasses | See label |
| Sethoxydim** | Poast | 0.28 |
| 2,4-D + MCP | Weed-B-Gon Lawn Weed Killer | See label |
| 2,4-D + MCP + dichlorprop | Triamine | See label |
| MCP + MCP + dichlorprop | Triamine II | See label |
| MCP + 2,4-D + Dicamba | Southern Trimec | See label |

*For use only on St. Augustinegrass. **For use only on Centipedegrass. The use of Trade names in this article does not imply endorsement of the products named nor criticism of ones not mentioned.

concentrate to the spray solution as directed by the label.

Established centipedegrass can be treated with sethoxy-

dim three or more weeks after spring green-up.

Newly planted centipedegrass should have three

inches of new stolon growth prior to sethoxydim treatment.

Sethoxydim is effective on large and smooth crabgrass, goosegrass, sandbur, dallisgrass and other weedy grasses.

Repeat applications, four weeks apart, may be used to suppress bahiagrass growing in centipede. Sethoxydim will not control sedges nor broadleaf weeds.

In St. Augustinegrass, Asulox applied postemergence will control large and smooth crabgrass, goosegrass and sandbur.

Do not add a surfactant. Do not mow immediately before application because maximum leaf area favors absorption of the herbicide.

Yellow nutsedge may be controlled with repeat postemergence applications of bentazon (Basagran).

Do not mow three to five days before, or after, application.

Purple and yellow nutsedge may be controlled with imazaquin (Image) with a surfactant applied in mid-summer. Do not add MSMA to imazaquin because both grasses are very sensitive.

Imazaquin may be used in dormant centipedegrass and St. Augustinegrass to control wild garlic and chickweed, henbit, and parsley-piert.

Do not apply just prior to, or during, spring greenup of these grasses.

Sandbur may be controlled with Image applied in the summer.

Postemergence control of Florida Betony is indicated on the label of mecoprop (MCP) and chlorfluornol and atrazine (Purge).

Do not apply pre-emergence herbicides before, or immediately after, seeding centipedegrass.

The use of preemergence herbicide applications must be delayed until the second growing season.

Once the new seedlings have grown three inches, postemergence applications of sethoxydim may be used for annual weedy grass control.

In sprigged, sodded or plugged centipedegrass, atrazine may be used immediately after planting. This will provide good to excellent broadleaf weed control and some annual grass control.

Tests have indicated that sprigged or sodded centipedegrass has good tolerance to oxadiazon applied over-the-top. Other preemergence herbicides will inhibit root formation. **LCI**

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

Funds still sought for industry research foundation

Officials of the Professional Lawn Care Association of America Education and Research Foundation report a positive flow of donations to help finance the non-profit organization.

They point out, though, that additional contributions are still being sought.

A fundraiser at the PLCAA convention in Las Vegas was a great success, says Dr. Barry Troutman, foundation treasurer.

"The current figures show that we received commit-

ments from 55 individuals and companies," Troutman says.

LAWN CARE INDUSTRY is



Troutman: More money sought.

contributing up to \$50,000 over a three-year period on a matching basis.

Troutman reports that annual commitments total \$46,037, which means the three-year total is \$138,111.

The foundation is involved in efforts to promote lawn care and improve the turfgrass industry through additional research and education.

Corporate contributors include:

Philip Gardner of LESCO, Inc., Rocky River, Ohio; William Culpepper of DowElanco and Co., Indi-

anapolis, Ind.; Joseph Winland of Tru Green Corporation, Alpharetta, Ga.; Ed Coia of Lawnmark, Hudson, Ohio; Russell Frith of Lawn Doctor, Inc., Matawan, N.J.; David Duncan of Monsanto, St. Louis, Mo.; Neal DeAngelo of Lawn Specialties, Hazelton, Pa.; Dennis Linnell of Lawn-Life Corp., Salt Lake City, Utah; Patrick Norton of Barefoot Grass Lawn Service, Inc., Worthington, Ohio; Frank Reynolds of Reynolds Lawn Care, Inc., North Branford, Conn.; Mike Spicer of Perma-Green Lawn Care Co., Boise,

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Golf course superintendents and lawn-and-landscape managers depend on Bensusumec™ 4 LF because it's the one pre-emerge that they can trust to get poa annua, crabgrass and other grassy weeds. Spontaneous emulsification assures easy mixing with any Trimec® Complex; Ferronac® AC Liquid Iron; Embark® Plant Growth Regulator; and high-nitrogen liquid fertilizers.

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The LF formulation greatly improves spray-tank compatibility with Trimec Herbicide, Embark® Plant Growth Regulator, and liquid fertilizers.

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And all of this is accomplished without losing any wettability or soil penetration that is so vital to the success of controlling grassy weeds.

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BENSUMEC™ 4 LF

COOL

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the fine fescues and close-mowed creeping bentgrass.

Another of its advantages is its activity on prostrate spurge.

Repeat applications are generally required to control this late-germinating broadleaf, but DCPA will generally provide good control where benefin and bensulide will not.

Its biggest drawback is cost. On a per-acre basis, this material will generally be significantly higher than many of the others.

Its residual activity is usually longer than benefin, but shorter than bensulide, and repeat applications will be required under some conditions.

There are situations when this product will be well worth the extra cost, and there will be situations when it will not.

Knowing the difference is an important part of good management.

Dithiopyr

Dithiopyr is a new material that will be marketed on a limited basis in selected states in the coming year under the trade name Dimension.

It has been widely tested at universities around the country for the last several years under the experimental number MON 15100.

Tests at Iowa State University have shown this product to be an excellent pre-emergence crabgrass control with a long residual activity.

It stands apart from most of the other products in table 1 in that it also provides post-emergence activity.

All of the other materials, except Quinclorac, have either no postemergence activity, or very limited post activity in the first few days after weed germination.

Although reports on post activity with dithiopyr are somewhat mixed, it is clear that good post control can be expected up to the first tiller stage of crabgrass, and perhaps at more advanced stages of development under some conditions.

This product fits an important place in the market for the treatment of lawns where crabgrass has begun to germinate, but germination is not complete. Also, because of its long residual activity, it should compete well with the others as a pre-emergence product.

As with any new product, it will have to prove itself in the marketplace.

Isoxaben

Isoxaben is a new product that is being marketed under the trade name Gallery.

This product is being marketed primarily as a pre-emergence control for spurge and oxalis, and is capable of controlling more than 40 other broadleaf weeds premer-

There are situations when this product will be well worth the extra cost, and there are situations when it will not. Knowing the difference is an important part of good management.

gently.

It will also control knotweed if it is applied in the fall or in very early spring before germination.

Isoxaben's activity on annual grasses is limited and it would have to be applied in conjunction with one of the other products if both annual grasses and broadleaves are a problem.

As with the Dimension, it will have to prove itself in the marketplace. But where broadleaves are a source of late-season callbacks, it could play an important role.

Oxadiazon

Oxadiazon has been available for many years, but it has not been widely used on cool-season lawns.

Its primary disadvantages have been high cost and some risk of turf thinning at high rates.

It does have two distinct advantages over many of the other pre-emergence herbicides, however. It has a very long residual activity and is one of the best controls for goosegrass.

These characteristics give it a distinct place in the northern lawn care market, particularly in the southern parts of the region where goosegrass can be a serious problem.

Pendimethalin

Pendimethalin is a relative newcomer, although it has

been around long enough to clearly be established as one of the primary pre-emergence weed controls in the northern turf market.

It has good residual activity on crabgrass, it has reasonably good activity against prostrate spurge—if applied at high enough rates and carefully timed—and its cost is quite competitive.

It presents more risk to the turf than DCPA if it is misapplied or accidentally overlapped, but its record for safety when used according to the label has been well-established.

Pendimethalin is a member
See **COOL** Page 33



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TEAM on fertilizer provides quick green-up and effective pre-emergence control of crabgrass, foxtail, goosegrass, Poa Annuua, and other annual weeds. TEAM on fertilizer gives 16-20 weeks of control with split applications. This long residual pre-emergence control saves extra applications, labor and time.

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Approach neighbors to find new clients

By RUDD MCGARY

For all growth-oriented companies, the big question remains the same: "How do we find new customers?"

If the retention pattern is good, growth will occur quickly as new customers are attracted.

The problem remains that almost all the other lawn care companies know the same areas, send out the same looking literature and offer just about the same prices.

Who, then, should you look at in terms of determining where your efforts and money will be best spent finding the new customer?

There are several answers to this question—all of them requiring some work—but actually it can be fairly simple to do:

1. Look for customers who have canceled. Every company has cancels—you can't please all your customers every time.

If the cancel occurred more than one year ago, you should be able to re-call them and see if the problem has been solved within the organization.

All the good companies work very hard to save cancels when the complaint comes in, but still there are times when the moment makes it impossible for the cancel to be saved.

If the problem wasn't a drastic one—and you should always record why you got the cancel—then there is a good chance that you can go after that person again, particularly if you have made improvements in the problem areas.

2. Look for those who turned down your service the last time you offered it. Unless you close 100 percent of the time, you will have a list of people who were at least interested enough to have called you.

There are a wide variety of reasons why they may have said no—including timing, pricing, or simply that they were approached in the wrong manner.

It may have been that the person selling to them wasn't very good at it, or that the response to the buyer's request

for a measure wasn't fast enough.

As with the cancels, you must track the reasons why people aren't buying.

If you do this you will probably have the information you need to try to re-attract these people. Remember that at least they were interested enough the first time to let you come to their homes.

This group can be a strong area to find new customers if you do some homework and are able to re-present yourself well this time.

3. The two main points above are starts to finding the new customer, but the best possible place to find a new customer is the household next to your current customer.

(Throughout this column, the assumption is made that the company has done a good job. If this is lacking, most of this material is moot anyway.)

Given the status of the lawn of your current customer and the potential referral that you have, the growth company is going to concentrate on areas where they are already selling

and operating:

A. Make sure you work on referrals from customers. If you are going to ask them for letters of recommendation, be sure that you also offer to type the letters so that all they'll have to do is sign them.

You might also see if they will let you tape them, either on audio or video, and use that as your referral.

Either way, you must approach your current customers to get them to give you recommendation letters.

Some will come in anyway,

but these are highly unpredictable.

B. Use personal sales for these "next door neighbor" calls, not the telephone. These types of sales go much more efficiently if there is a person who is face-to-face with the potential buyer.

The potential buyer may have seen you on the neighbor's lawn during the past season, and this will help. At least they are aware that some company is doing the service.

By being there in person you are making a statement about how you will treat them. By using the phone you are also making a statement.

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As you can see quite a fine



About the Author

Dr. Rudd McGary is a senior partner with All Green Management Associates in Columbus, Ohio.

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inch for more complete, uniform coverage. And the more even release of pendimethalin means even more consistent control and fewer application breaks.

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Which one would you want to hear if you were a customer?

C. Make sure you cloverleaf. Take two houses on either side and three across the street as your basic pattern. This is the group of people most likely to have seen your truck the past year and the one which is the most likely to buy because of a referral.

If the lawn looked good last year—and it would have been a good idea to take a picture of it to remind next door neighbors how good that was—then you have an excellent selling tool to use with them.

The cloverleaf pattern is the strongest you can use, and you can extend it up and down

the street. Next door neighbors are the most likely to be persuaded, and the cloverleaf includes all of the "next door" people.

D. Don't expect the current neighborhood customer to go out and sell for you. If you ask for referrals in letters you send out, almost nothing will happen.

You must take an active role in this type of selling or your referral program simply won't work.

Some companies believe that by sending out a referral letter they will be rewarded by an onslaught of new customers brought in by the current ones. This sort of thinking leads to

bankruptcy.

You must seek out the referral, ask for a recommendation, and then go next door.

Hoping that someone else will do the work for you won't last very long.

You can find customers if you look. It is always best to find them in places that are known to you.

If they have canceled, perhaps they can be resold. If they said no the first time, this may be a better time to approach them.

Most importantly, if they live next to a satisfied customer of yours, then there is a good chance you can make them a satisfied customer. LCI



Donation: LESCO Vice Chairman Robert Burkhardt presents MITF President Frank Dobie with a check representing redemption of Certified Blue Tags through Turf-Seed, Inc.'s promotion program.

LESCO funds research

ROCKY RIVER, OHIO—LESCO, Inc. recently presented a check to the Musser International Turfgrass Foundation, a non-profit organization dedicated to supporting education and research in turfgrass development and management.

The check represents LESCO's redemption of Certified Blue Tags through Turf-Seed, Inc.'s Blue Tag Promotion Program.

Turf-Seed offers the Blue Tag Redemption to their customers at 60 cents a tag to promote the use of the company's Oregon Certified Turfgrass Varieties and, in turn, to support turfgrass research projects.

The Musser International Turfgrass Foundation was created to honor and continue the work of Prof. H. Burton Musser, a pioneer in turfgrass research. Musser's efforts led to the development of numerous improved turfgrass varieties.

The MITF funds the further development of turfgrass research and education by establishing fellowships for outstanding turfgrass science graduate students working toward their doctorate degrees.

The MITF has funded basic turfgrass research at universities in every region of the country, including Ohio State, Cornell University, Penn State, Michigan State, the University of Maryland, Texas A&M, the University of Nebraska and the University of Arizona.

Grants from the MITF help researchers work toward developing drought-resistant and lower-maintenance turfgrasses.

The goal of this research is to preserve and improve the quality of all turfgrasses, from golf courses to athletic fields to home lawns.

LESCO, a national supplier of seed, fertilizer, plant protection products, equipment and supplies to the green industry, continues to support the MITF. LCI

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practical, real life application confirm that pendimethalin is unsurpassed for the number of weeds it controls, the level of control and the duration of control.

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Pendimethalin Plus Fertilizer



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NEW PRODUCTS

Meter has rubber mount for mobile spray rigs

Scienco has added an electronic flow meter featuring rubber shock mounting to insulate it from bumps on the road.

Its stainless steel and ryton plastic internal construction resist corrosion, making it suitable for use with lawn care chemicals, according to the Memphis manufacturer.

The SEM-20B meter has an electronic sensor with a flow range of 1 to 20 gallons per minute. It runs on standard AA batteries, and stores cumulative flow data in permanent memory while current

totals are reset. Circle No. 134 on service card.



Precision labs develops eye wash station

Precision Laboratories, Inc., headquartered in Northbrook,

Ill.,

has developed an eye, face or body flushing station for emergency use.

Sixteen-ounce or 32-ounce bottles of saline solution pull out of the wall-mounted station immediately in the event of a mishap with acid or caustic chemicals.

The station includes a sterile, isotonic, buffered saline solution and wall-mounted backplate.

The bottles included in the Precision kit have tamper evident, twist-off caps and are dated.

Circle No. 135 on service card.



Chemical storage shed prevents spills, leaks

A Red Bank, N.J., firm has introduced a line of prefabricated steel sheds designed for storing hazardous materials.

The sheds will comply with government requirements for secondary containment structures, according to the company, X. S. Smith.

The ready-to-use units have 10 and 12-gauge steel walls. Floors are epoxy-coated, fire-resistant fiberglass, with a 6-inch sump for spill containment.

Standard models come in lengths of 6 feet or 10 feet 6 inches. Both are 6 feet 4 inches wide, and 8 feet 4 inches tall. Holding capacities are from 4,000 to 7,500 pounds. Circle No. 136 on service card.



Solo's new sprayers feature longer tubes

Solo, Inc., has introduced new one and two-gallon sprayers for home and commercial use.

These two models, to be manufactured in Newport News, Va., and Sindelfingen, West Germany, feature a longer tube, easier and larger fill cap and a lightweight, durable tank body, according to Solo.

The high density, blow-molded polyethylene tank resists corrosion and damage from ultra-violet rays, the company says.

The new 456 series line of sprayers also has a professional-quality pressure relief shut-off valve with parts compatible with other Solo sprayers.

Circle No. 137 on service card.



Dickey-john meter controls applications

Preselected application rates can be maintained—even at varying ground speeds—with the new CCS100 Custom Control System from Dickey-john Corp., Auburn, Ill.

A large digital display indicates pressure and gallons per acre (or gallons per 1,000 square feet), and rates may be changed. An alarm warns of inaccurate application.

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Not to mention dollar spot, snow mold, copper spot, red thread and stripe smut. And this spring is an excellent time to begin your preventive program.

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Only Rubigan® spans the patch disease spectrum.

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of a group of compounds known as the dinitroanilines. This group also includes benefin, prodiamine and trifluralin.

The dinitroanilines are known for their bright yellow color. Staining may prove to be an inconvenience with all of these products.

Staining is a minor disadvantage, however, and pendimethalin is widely used by lawn care specialists in the North.

Prodiamine

Prodiamine is another experimental product. It will likely be released on the market soon under the trade name Baracade.

It is another of the dinitroanilines, similar to pendimethalin.

Initial experimental results from the laboratory indicate that it may have a little more risk to Kentucky bluegrass associated with it than pendimethalin.

However, field trials indicate that it is safe if used as directed. As with any new product, it should be carefully tested with currently used products before it is adapted into the lawn care program.

Trifluralin/benefin

This combination of two dinitroaniline herbicides is marketed under the trade name Team.

It is a relatively new material and has been widely used on cool-season grasses for three seasons.

The combined product has a longer residual activity and controls a broader spectrum of weed species than benefin alone.

Team is effective and relatively inexpensive and it has been readily accepted by the turf industry. There have been some reports of turf damage with this product, but it has been used successfully in most regions.

As was the case with the prodiamine or with any new product, it should first be tested side-by-side with the standard materials.

Siduron

Siduron is unique among the products listed in that it can be used when seeding cool-season grasses.

All of the other materials will kill the germinating cool-season grasses as well as the germinating weeds. They can be used only on cool-season grasses after they have emerged.

Siduron will selectively allow cool-season grasses to emerge while controlling many of the competing weeds.

This material is generally not competitive with the others for standard preemergence weed control, but at the time of seeding there is no sub-

stitute for it.

Quinclorac

Quinclorac is still experimental, but research results with this material have been quite encouraging at most locations and it will likely reach the market in the near future.

It has appeared the last few years in many state research trials as BAS 514. It has some preemergence activity, but its best selling point is its postemergence activity on crabgrass.

This will be an interesting material to watch the next few years and should readily find a place in the turf market.

Summary

Each of the products listed above have many other characteristics that the lawn care professional will want to become familiar with.

The best source of information on each is the label. A careful reading of the label and care in following label instructions is an important part of every turf manager's job.

No new product should ever be used as a total substitute for products that have been used successfully in the program.

Always test a new product carefully side-by-side with your standards. If they prove to be successful, then adopt them into the program. LCI

Gelled fertilizers will now receive research nod

MEMPHIS, TENN.—In order to examine the effectiveness of gelled fertilizers, research is under way at the National Fertilizer Development Center of the Tennessee Valley Authority.

Gelled fertilizers are made by mixing a fluid fertilizer with a dry, hydrophilic (water-loving) polymer. The resulting product has varying levels of viscosity, from honey-like to a rubbery-like gel.

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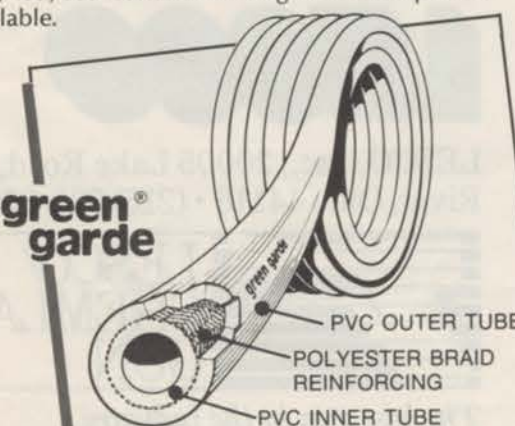
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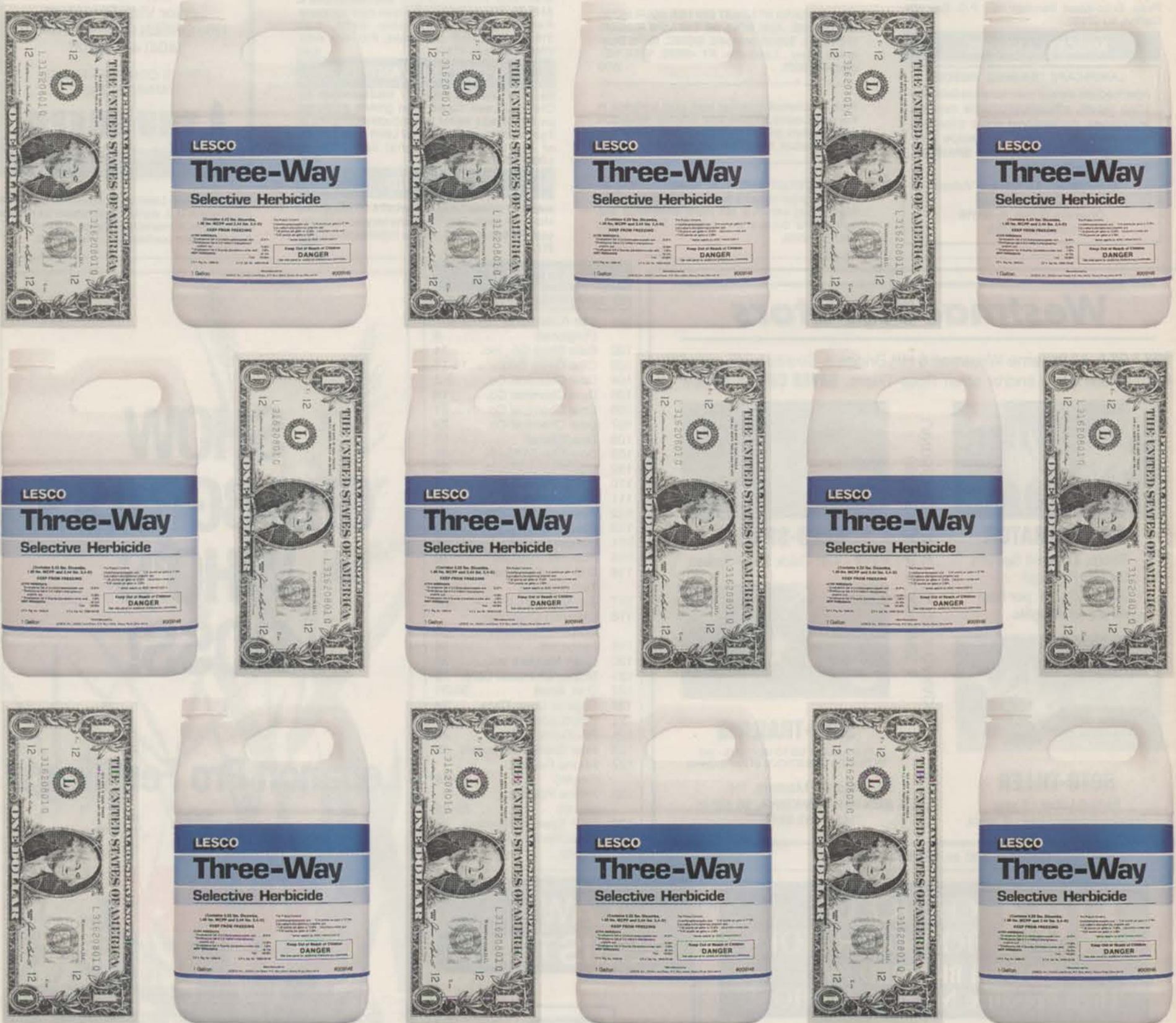
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