

Cleveland lawn pro Phil Fogarty lead the effort

Buckeye LCOs unite...finally!

By JAMES E. GUYETTE

COLUMBUS, OH—Buckeye State LCOs have united to form the Ohio Lawn Care Association.

Ohio has long been a stronghold of professional lawn care.

OLCA was founded by a unanimous vote taken at a January meeting in Ohio's capital city.

About 35 people attended the session, which was organized by Phil Fogarty, president of Crowley Lawn Service in Cleveland.

More than 100 firms had expressed interest in forming such an association, but company representatives were unable to attend, according to Fogarty.

Sponsors of the effort included LAWN CARE INDUSTRY magazine, LESCO, UAP Special Products and the Professional Lawn Care As-

sociation of America.

"What you have accomplished here today is a monumental step—you can be proud of yourselves," said Robert E. Andrews, PLCAA president-elect and founder of several other state organizations throughout the country.

OLCA's goals include setting up programs to deal with the public's perception of the industry, establishing industry-wide standards and practices, providing member services such as group insurance and training sessions, tackling legislative issues in cooperation with the Ohio Pesticide Applicators for Responsible Regulation, starting a network to distribute information within the industry, working with state regulatory officials, presenting business-oriented educational seminars, developing career counseling for younger people, supporting turf research efforts and maintaining "mutually

See **OHIO** on page 11



North Carolina Turfgrass Conference. James Brown, Asbury Lawn Care, Charlotte, (r.) and Grady Williford, Brown Manufacturing. North Carolina coverage on page 4.

LAWN CARE INDUSTRY

Serving the needs of the professional lawn care operator

FEBRUARY 1991

VOLUME 15 NUMBER 2

Boston area LCOs rethink strategies as 'miracle' slips away

By RON HALL
editor

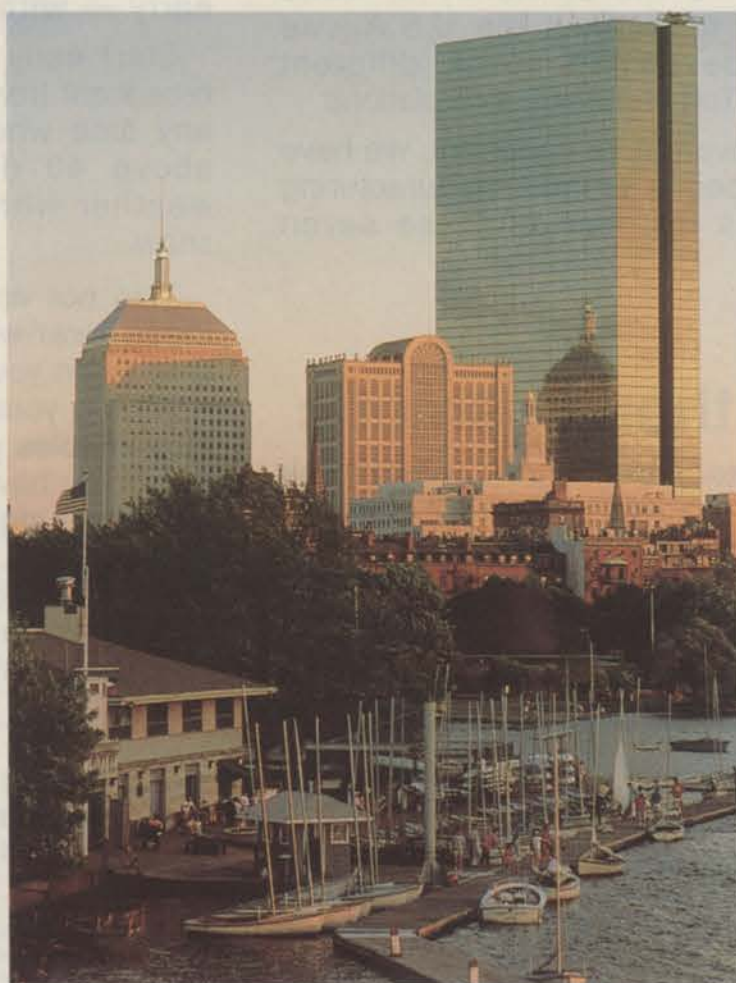
Jimmy Connelly's Irish eye's dance when he tells about youngsters walking around Boston neighborhoods wearing his paper sunglasses, their cellophane windows turning the world green.

The glasses painted the world professional lawn care green, the green that his company Evergreen Lawn Care promises.

College students hand-delivered the glasses to potential customers along with other promotional material. That marketing gimmick worked like a charm, but now Connelly—like other LCOs in the Boston market—says marketing is just part of the survival picture.

When the miracle, the so-called Massachusetts Miracle, fades into a mirage, what do you do?

If you're an LCO in the Boston area you work harder,



The Boston business picture clouded with uncertainty.

market smarter, tighten your operations.

You look to 1991 for a stronger business climate—even if 1991 starts as financially blah as 1990 ended.

Above all, you remain op-

timistic.

But, not too optimistic.

"There wasn't much growth at all this past season," admits Paul McDonough of TruGreen in Boston. "A lot of things have probably come into play but the economy, in general, is the biggest reason. We don't foresee much of a turnaround for 1991 but we're still planning for moderate growth."

Adds Dick Ficco, Partners

See **LCOS** on page 18

We're shrinking! LCOs going to smaller trucks, chemical tanks

LCOs are rolling with smaller chemical tanks and lighter trucks as low-volume applications and the use of granular materials increases, according to an informal LAWN CARE INDUSTRY survey.

"People are definitely downsizing," says Paul Skorupa, general manager of Pesticide Compliance and Training Services, Inc. in North Kingstown, RI.

"We're seeing a trend toward the 300-gallon size," con-

curs Terry Stone, vice president and co-owner of Spraying Devices, Inc. in Visalia, CA.

While the firm continues to move its line of larger tanks, Stone notes that "I think the 300-gallon size is the one that's gaining the most popularity."

He points out that "some of your major people like Chem-Lawn are going toward smaller units for the future purchases."

See **SHRINK** on page 6

Lawn pros being recruited for second trip to the Hill

WASHINGTON, D.C.—Lawn care professionals are returning to Capitol Hill.

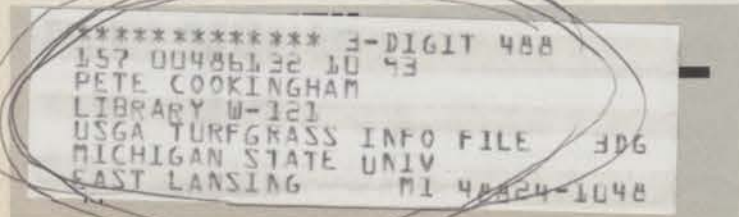
The Professional Lawn Care Association of America (PLCAA) is planning its second PLCAA Legislative Day for March 11-12 here.

There will be a joint meeting with the National Pest Control Association (NPCA) on Monday, March 11, and that afternoon will be spent learning about and discussing legislative affairs. Tuesday, March 12, is being reserved for meetings with legislators.

LCOs are advised to make room reservations at the Quality Hotel Capitol Hill, 415 New Jersey Avenue, N.W., 202/638-1616. Briefings and meal functions will be held in the Holiday Inn Capitol Hill, 550 "C" Street, S.W.. Shuttles will transport attendees to the Hill and to meals.

Contact: PLCAA, 1000 Johnson Ferry Road, Suite C-135, Marietta, GA 30068.

LCI



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 the year 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.

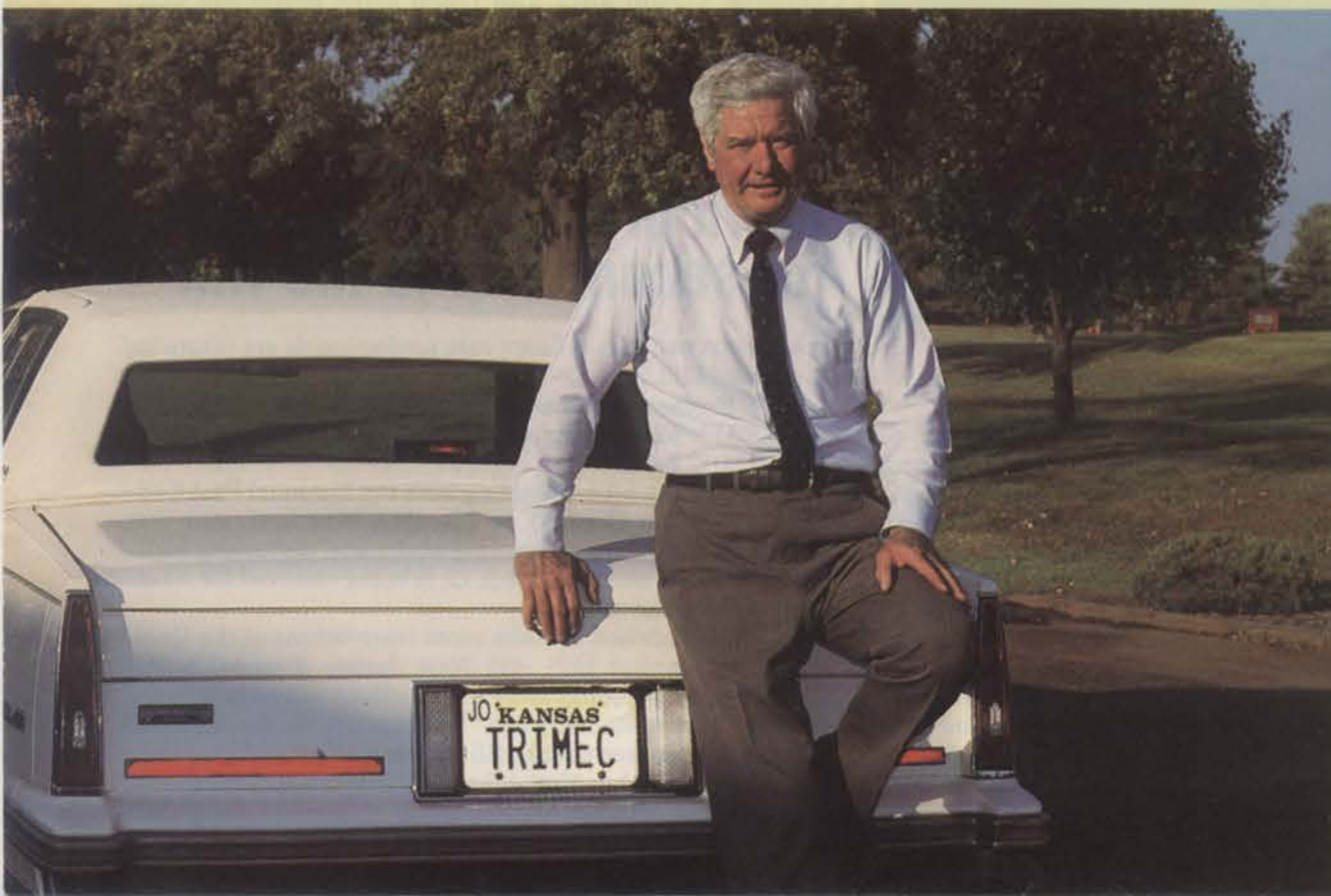
This not only enables you to get those over-wintering annuals at a time when you might otherwise have a void in your work schedule, but it also enables you to get them before their roots have a chance to compete with the turfgrass you are trying to thicken up ... and you get *all* the broadleaves because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

Immaculate turf is more than cosmetic

... it is also friendly to the environment. It aids in the prevention of runoff, thus improving soil moisture retention; it helps to offset urban heat generated by pavement and buildings; it helps recycle auto emis-

sions into oxygen; it makes everybody feel better. I'm proud of the role Trimec plays in promoting weed-free turf.

Everett Mealman, President
PBI/Gordon Corporation



Increase your efficiency by selecting the right Trimec Complex for your specific weed control problems.

- ☐ **Super Trimec:** Unparalleled broadleaf control for cool-weather broadcasting and spot treatment of hardened-off summer annuals such as spurge, oxalis and ground ivy. One gallon covers 4 acres.
- ☐ **Trimec Classic:** Unmatched efficiency for controlling broadleaves when they are actively growing. One gallon covers 2½ acres.
- ☐ **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.



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 turfgrass 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.

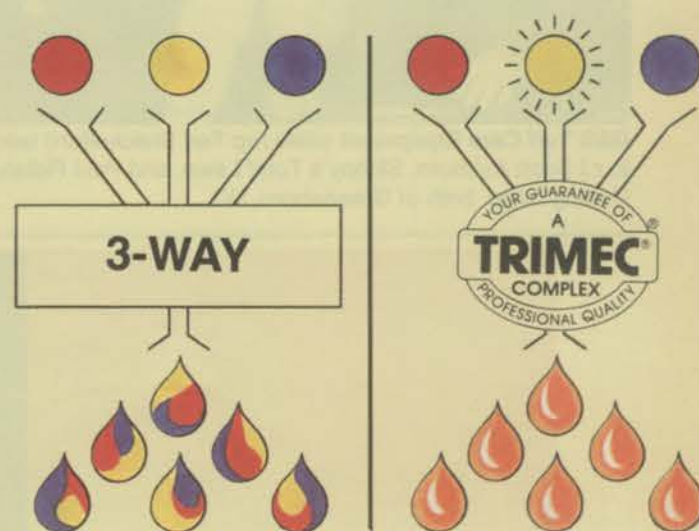
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Ag-grade 2,4-D Ag-grade Banvel Ag-grade MCP Tech. 2,4-D acid Tech. Banvel acid Tech. MCP acid



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.

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G&S Turf Care Equipment sales rep Ted Shackelford talking to (l. to r.) Scott Ashburn, Skinny's Total Lawn, and Paul Fidishan, Cutting Edge, both of Greensboro, NC.

Tarheel State's turf conference successful

Turfgrass care creates big \$\$ in NC

CHARLOTTE, NC—Turfgrass ranks second only to tobacco in economic impact in North Carolina, says the State Department of Agriculture.

North Carolinians spent \$1 billion on turfgrass during 1990 (an economic impact study valued turfgrass expenditures for 1986 at \$734 million).

That was one of the messages the almost 2,000 attendees heard during the North Carolina Turfgrass Convention and Trade Show here in

January.

"The work we have begun this year," says Ray Avery, president of the Turfgrass Council of North Carolina, "shows the importance of turfgrass to our state. We made real progress in setting up the North Carolina Turfgrass Foundation which will help support the continuing research efforts of North Carolina State University's Agricultural Extension Service, the Turf Work Group and help all of us provide the

best quality turf."

Adds Sam Linker, immediate past president of the Turfgrass Council, "As the turf industry continues to grow, so will our need to reach all segments of the turfgrass industry—everyone from homeowners to commercial developers, from municipal maintenance to sod producers will benefit from our efforts with the Turfgrass Council."

LCI



North Carolina Governor Jim Martin spoke enthusiastically about the turfgrass industry.



Dr. Tom Watschke briefed NC LCOs on pesticide leaching.



Dr. Richard White addressed water use on turfgrass.



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Attendance good at North Carolina Conference. (l. to r.) Tobe Sherill discusses the Promark Chipper with Byron Knight, Warren Chapman and Garnett Chapman, all of East Carolina Service.

How to water seminar set Feb. 20 in CA

FRESNO, CA—There are better ways to schedule grass watering than using trial and error, say University of California scientists.

Systematic alternatives are to be described and demonstrated at a seminar sponsored by University of California Cooperative Extension.

"Turfgrass Irrigation Management for the Professional" is set for February 20 at the Kearney Agricultural Center, 9240 Riverbend Ave., Parlier, CA.

The course will focus on irrigation scheduling for large areas of turfgrass—parks, golf courses and schools.

Says course instructor Larry Schwankl, UC Davis irrigation specialist, monitoring evapotranspiration (ET)—the rate at which water is used by the plant and evaporates into the air—is the easiest way to accurately determine how much water grass needs.

"The evapotranspiration rate tells the grower exactly how much water must be replaced by irrigation," Schwankl said.

The California Department of Water Resources collects weather data, such as temperature, humidity and wind speed, from 65 automated weather stations statewide and determines the ET rate for each given day. Participants in the turfgrass class will learn how to access the information.

Instructors will also go over the method of using historical information to determine the usual ET rate for a particular time of year.

Another important variable in irrigation scheduling is the amount of water the sprinklers apply, Schwankl said.

"We'll explain how to do a 'catch can' test," he said. "The test involves a series of strategically placed containers that will show how much water is applied to turfgrass and how evenly."

Registration fee is \$35. To enroll call Norma Steinwand at 209/891-2543. LCI

Terry buys back his tree company; says original level of service back

ROCHESTER, NY—Thomas (Duke) Terry repurchased a company he owned for 17 years, from 1970-1987.

The Lewis Tree Service, a tree service/landscaping firm, became the Lewis Tree Service for the second time as of Jan. 1, 1991 with Terry's re-involvement with the company. For several years it was known as Laidlaw.

The new Lewis Tree Service, Inc. has a fleet of 600 vehicles, including state-of-the-art recycling equipment.

Among the returning management personnel who departed with Terry when Laidlaw purchased the firm are Robert Hooper, executive vice president, and Mike Lewis, vice president of administration.

"During this period of change, we want customers to know that the original, owner-operated care of Lewis Tree Service, Inc. has returned," said Terry.

Monroe, the Lewis parent company, was founded in 1938. LCI

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
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What price customer satisfaction?

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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. Send for free information on Turflon today. For technical information, call toll-free: 1-800-352-6776.

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ABP

VBPA

SHRINK

from page 1

"We do have some low-volume trucks in service," confirms ChemLawn's Deb Strohmeier, adding that "we've been testing them for the past few years."

The latest tank designs coming from within the industry are featuring smaller models, says Strohmeier, observing that a smaller vehicle in general is easier to maneuver and runs up fewer costs at the fuel pump.

"I think everyone's going to be getting rid of the big tankers within a couple of years," predicts Robert E. Bushouse,

president of G & L Distributing, Inc. in Kalamazoo, MI.

"People are scaling down to the 1-ton trucks with a 600-gallon tank and possibly a small money tank of 50-, 75- to 100-gallons," Bushouse reports.

Bushouse echoes ChemLawn's Strohmeier as he recounts his impressions of the Green Industry Expo Trade Show in Nashville: "At the show the biggest truck I saw was an 800-gallon."

There is still a need for the larger tanks, Bushouse believes. "We're finding that a lot of our customers still want liquid product," although "this (last) year we've done

more granular than ever before. Granular sales, I think, are going to be a lot higher" in the future, he forecasts.

But don't run out to get rid of your big ol' tanker just yet—it's still a very viable piece of equipment.

"I don't think a company should get caught one way or another," counsels Skorupa. "There's still a place for a truck with a 300-gallon tank and there's still a need for blanket applications for some pesticides."

In Racine, WI, "The Big Boys here are still using the big trucks," reports Mike Rider, president of Rider Enterprises, Inc.

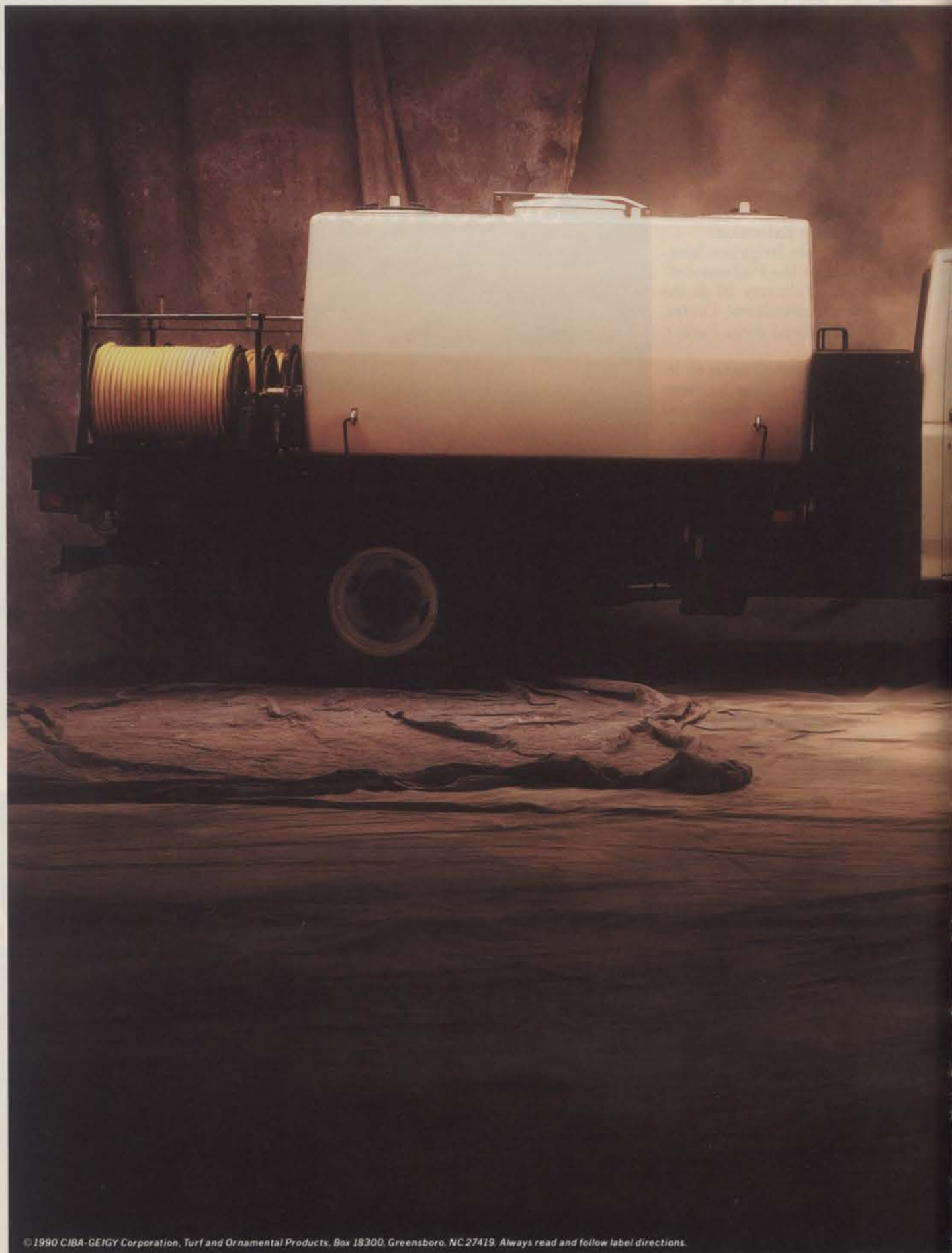
It's a different story in Missoula, MT. "In our city, all three lawn care companies have the smaller trucks," says John Bass, president of Lawn Master, Inc.

There are a number of reasons for this trend.

"They're going to lower-volume application rates—but more importantly—and from what we are hearing, they want less visibility in residential areas," observes Stone at Spraying Devices.

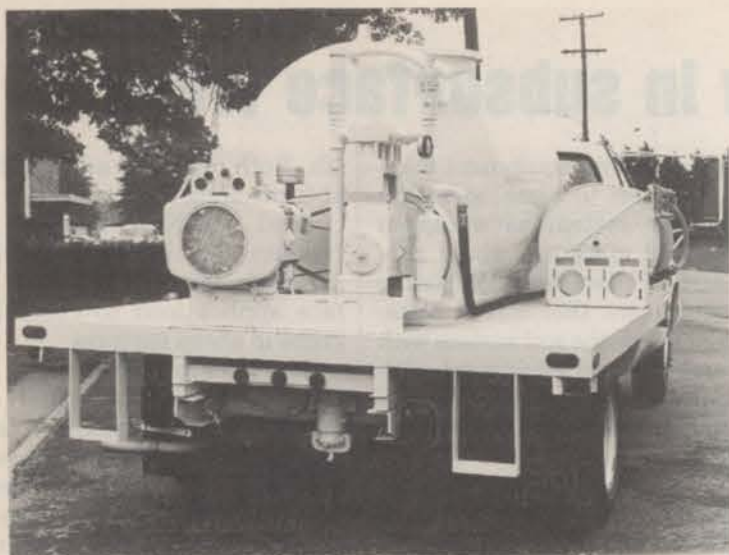
"We're seeing it happen all over the country," says Stone. "They're even going to panel trucks so it doesn't even look like a sprayer."

Missoula is home to Mon-



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Some lawn care professionals insist that larger tank trucks are needed to meet the demands of tight production schedules.

tana State University, Bass explains, commenting that "we're a very liberal city and there's a lot of hype over pesticide concerns."

Using a smaller tank is indeed less visible to the public, concurs Bushouse. He also points out that a lighter vehicle carries less liability. "It's cheaper to insure the smaller trucks."

Tires and similar maintenance items cost less when the vehicles are smaller.

A technician driving a smaller vehicle may be more comfortable because he or she does not feel like a "truck driver," Skorupa indicates.

"A big factor is driver ac-

ceptance of the vehicle," he says. "They're not intimidated (like they would be) driving a larger truck."

An automatic transmission can easily be a part of a smaller truck's package. "Now you can get into a vehicle with an automatic transmission that's more user-friendly," Skorupa says, noting that design improvements over the years have made the trannies more reliable and just as efficient.

The upfront cost for an automatic transmission may be more, but so will be the trade-in value. Plus, an automatic tranny usually means less downtime due to clutch and universal joint problems, he

says.

Most LCOs are not likely to fall into the newer U.S. Department of Transportation rules regarding a commercial driver's license, according to Skorupa. The law applies to trucks exceeding 26,000 pounds. A filled 1,200-gallon lawn care truck weighs about 24,500 pounds.

State regulations may play a role in company decisions, however. "In some states there is a 10,000-pound threshold" that determines a commercial truck, Skorupa cautions.

Many LCOs opt for class-3 one-ton trucks, reports Frank Swierczek, dealer fleet manager at Isuzu Truck of America. "Our trucks come into the picture where the pickup falls off," he says. "The reason I've been supporting these (lawn care trade) shows is because the industry's been buying our trucks." **LCI**

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



S'Master in no hurry to shift T'Green

MIAMI BEACH, FL—ServiceMaster added about 270,000 lawn care customers which it acquired from Waste Management Inc. last fall.

Carlos Cantu, president of ServiceMaster, told an audience of pest control operators here that it may take up to three years to melt Waste Management's TruGreen lawn care operations into ServiceMaster.

Said Cantu: "There is a lot of brand awareness in the marketplace for Waste Management and for the names of the companies before Waste Management acquired them. The last thing we want to do is detract from that awareness, so we want to do it in such a way as to retain the names."

That apparently means that TruGreen's 70 nationwide locations will continue as company branch operations while ServiceMaster's 165 lawn care franchises operate under franchise arrangements.

"At this point we don't anticipate any changes. The TruGreen (outlets) will continue as company-owned operations," said Cantu.

The acquisition of Waste Management's TruGreen could boost ServiceMaster's lawn care sales by \$80 million. **LCI**

AMTOP date

BOZEMAN, MT—The Association of Montana Turf & Ornamental Professionals Conference & Trade Show, Feb. 26-27, Holiday Inn, Bozeman, MT.

Contact Larry Chvilicek 406/587-7722 or Robie Culver 406/443-5088. **LCI**



Dr. Harry Niemczyk: he's not giving up on subsurface.

Exclusive Ohio Turfgrass Conference coverage

Niemczyk: progress slow in subsurface work

CINCINNATI, OHIO—Dr. Harry Niemczyk said he's progressing, but slowly, in his efforts to develop a system to place pesticides and bio-control materials below turfgrass.

"I think we're learning," said Niemczyk at the Ohio Turfgrass Conference here in December.

The research entomologist at The Ohio State University said a practical system to place control materials at the root-zone of turfgrass plants would:

- reduce rates of materials needed to control certain insect pests like grubs and mole crickets,

- expand the range of compounds available for control of these pests,

- reduce the potential of pesticide runoff and drift.

"We want to reduce surface (pesticide) residues, not because what we're doing now is not safe, but we can take it one step further with this system," said Niemczyk.

This past year he continued

to work with equipment manufacturers to come up with a delivery system that would put control materials where subsurface pests feed—including equipment that forced material below the soil surface with pressure and equipment with colters that grooved the soil and dropped material into the slits.

In fact, some subsurface applications are already taking place, one on a sod farm in Florida and the other on golf course fairways, again in Flor-

ida. Both programs are aimed at controlling mole crickets.

And, in New Zealand, Niemczyk said, biocontrol materials are used in subsurface applications to control grubs in sheep pastures.

In a related matter, Niemczyk said he experimented with nematodes this past summer against bluegrass billbugs. He applied the nematodes in June and they provided some control against billbugs.

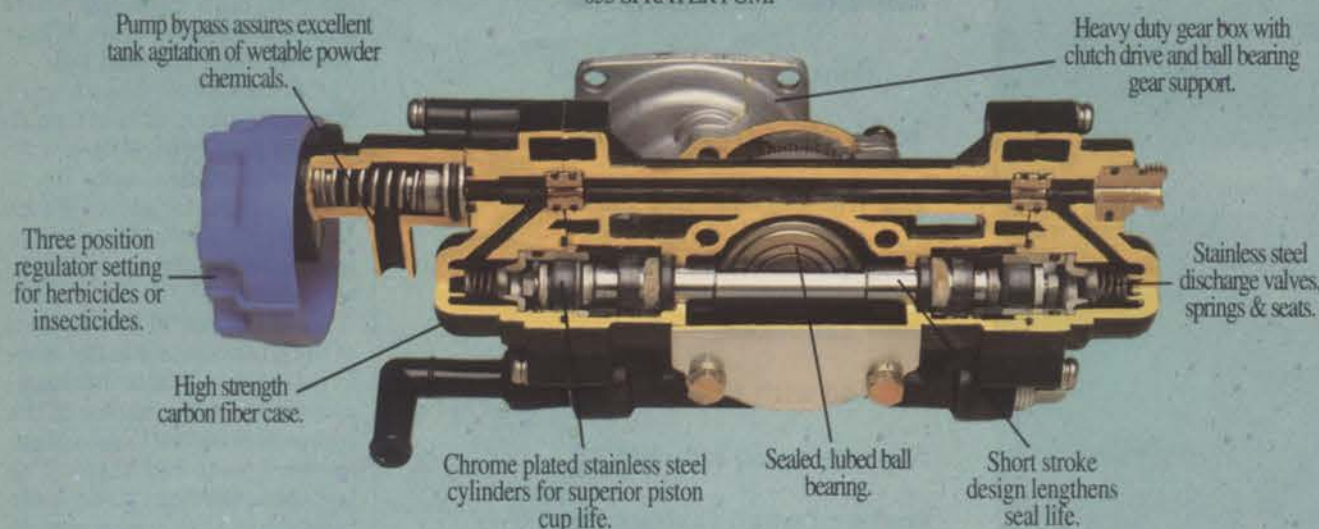
"We did a good job of controlling bluegrass billbugs. You could see it," he said. But, attempts to control grubs later in the season were disappointing.

Said Niemczyk: "I think we should give them (biological controls) the maximum amount of opportunity. As long as I can, I'm going to continue to work on this."

"By the time these things (biologicals) are available for us to use, maybe we'll have a delivery system to get them beneath the surface." LCI

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Mower sales up by 7% during 90

ALEXANDRIA, VA—The sales of major lawn and garden products increased by 7 percent in 1990 compared to 1989.

The newsletter *Executive UPDATE*, published by the Outdoor Power Equipment Institute, Inc., said sales of walk-behind power mowers increased from 5.3 million to 5.7 million and lawn tractors/riding mowers from 1.05 to 1.13 million (both about 8 percent increases).

The sales of riding garden tractors jumped from 139,000 to 156,000, but sales of rotary tillers dropped slightly from 305,000 to 300,000. LCI

New distributor

BILLINGS, MT—Midland Implement Company, Inc. became a distributor for the Roto-Hoe Company, Newbury, Ohio. Midland serves dealers throughout Montana, Idaho and northern Wyoming.

Roto-Hoe is a manufacturer of outdoor power equipment including tillers, chippers, leaf blowers and power sprayers. LCI

Award program

GLENDORA, CA—Rain Bird Sprinkler started a Care Award program to recognize water management projects.

Contact: Rain Bird Sprinkler, Commercial Division, 155 N. Grand Ave., Glendora, CA 91740, Attn: Care Award Program. LCI

OHIO

from page 1

beneficial" relationships with other trade organizations such as OPARR and the Ohio Turfgrass Foundation.

OPARR's Jim Betts and OTF's Paul Jacquemin both offered support and said their organizations do not feel threatened by OLCA's entry onto the scene.

"We recognize that there is a need for an organization like this. You have a right—and an obligation—to form your own organization," said Jacquemin, OTF president-elect.

"The biggest problem is that lawn care companies don't communicate with each other," Jacquemin observed.

"It is my position that you can't be organized enough—your industry is *that* small," noted Andrews, who started similar groups in Indiana, Pennsylvania, Idaho, Montana, Wisconsin, Oklahoma, Colorado and Kentucky.

According to Jon Miducki, publisher of LAWN CARE INDUSTRY, the magazine's Ohio circulation is about 800. An Ohio State University study reports that there are 1,500 total landscape management companies, 2.4 million acres of grass, and nearly \$740 million is spent annually on turf—including equipment, materials and professional lawn care.

"We are the ones being legislated against," said Fogarty. "We are the ones who are most visible and we are the ones who are not represented," he added.

"No one is going to take care of the needs of the lawn care industry more than the lawn care industry itself," Fogarty pointed out.

Charter memberships are \$50. For more information, contact Fogarty at (216) 531-5446.

Andrews and Fogarty called upon Ohio LCOs to join and participate in the effort.

"It is important that you are active and involved in this organization to be sure it represents your interests," said Andrews.

"If you don't support them don't be surprised if they don't represent you the way they want them to," Andrews cautioned. "It is sometimes necessary to lay aside our competitive differences. You need to have as much dedication to your *industry* as you do to your individual companies."

OLCA and PLCAA will be cooperating on future projects that remain under study, but some areas of concern can be better handled by OLCA, Andrews explained. "There is no

national organization that can represent you as well as a local organization for a local issue."

Ohio LCOs need to take steps to provide industry-wide standards for conducting business, Andrews said. "If you as a group don't act to be standardized, don't be surprised if you wake up some morning and find that someone (in the Statehouse) has done it for you."

Employee training is another area that OLCA will stress. Andrews reported that in many companies the most educated and trained person is the owner—but he or she is not the one putting the materials on the lawn.

"We have seen such a rapid turnover in this industry that training is virtually non-existent," he stated, noting that errors committed by poorly

ble," Andrews warned.

OLCA membership is open to anyone who desires to join, such as people who provide tree and shrub care or other

"We are the ones who are most visible and we are the ones who are not represented"—Phil Fogarty, president Crowley Lawn Service

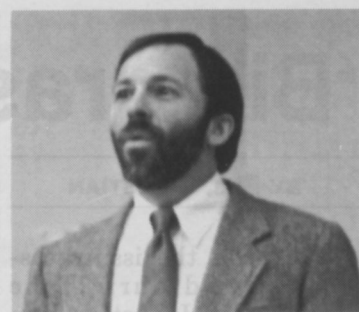
educated workers can put LCOs in jeopardy.

"The biggest challenge you have in the next decade is making sure your employees don't get this industry in trou-

services.

Regulatory officials are welcome, too, as are industry suppliers.

Mike Dietrich, manager of lawn care sales for LESCO,



said his company is solidly behind OLCA: "We're glad to be here."

Publisher Miducki said LAWN CARE INDUSTRY is pleased with OLCA's formation. "There's strength in numbers, and this can certainly be beneficial to Ohio LCOs," he pointed out. LCI

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'Big grass' could deliver bigger profits

BY PHIL CHRISTIAN

One of the issues discussed during the Green Industry Expo in Nashville was the need to increase productivity without compromising quality.

Perhaps LCOs should look to the larger lawn, tree, and shrub area, and develop a "big grass" marketing and production strategy for large homeowners and small commercial buyers.

Traditionally the 7,000-sq-ft or average-sized lawn areas, have been favored by our standard pricing system.

This attractive pricing for average-size lawn areas was a good idea in the beginning because it made us more competitive for the largest segment of the market.

But, in the process of rewarding average-size properties for being average, lawns that are either smaller or larger than average are penalized.

This resulted in a deep but very expensive penetration into the average-size lawn segment, while neglecting the

larger lawns which could be more profitable.

Look at the chart based on a 7,000-sq-ft foot lawn area. Column 2, the shaded column is the pricing model. Columns 1 and 3 for 5,000 and 10,000 square feet respectively are based on the model. Column 4 is typical industry pricing for a 10,000-sq-ft turf area.

As you can see, it's considerably over-priced based on the numbers in the model. This model has been used several times in this column. Take a few moments to study it before going on.

The numbers in the chart may not be accurate for your company or area, but they illustrate the significant difference in large property pricing based on the model and pricing for large properties that is generally accepted in the industry.

If above-average properties are traditionally over-priced in your market, you could have a competitive advantage by marketing directly to them.

Why larger?

Larger properties can:

1 offer a competitive advantage along with increased profits.

2 offer the opportunity to increase productivity in square-feet-per-minute thereby reducing production cost.

3 provide more revenue per stop.

4 offer the opportunity to design flexible programs to meet the exact needs, ie. A full program in the highly visible front yard, and less than a full program on the sides and rear of the property.

5 offer the opportunity to develop and use more efficient, more highly productive delivery systems.

6 Increasing the revenue per customer reduces the impact and cost associated with generating leads, making the sale, and administration of the account.

7 Owners/managers of above-average size properties are more dependent on service contractors—the larger the property the more impractical it is to do it yourself.

8 Large property owners

and managers can be a more reliable and active referral base, because you are more

valuable to them.

9 Large property owner/managers make better long-

	PRICE BASED ON 7,000 SF MODEL			TYPICAL INDUSTRY PRICE 10,000 SF
	5,000 SF	7,000 SF	10,000 SF	
COLUMN NUMBER	1	2	3	4
1. Income/Day/Route Line 2 + Line 3	840	872	912	1248
2. Material Costs @ \$1/1000 SF	120	153	192	192
3. Revenue/day covering all cst except material Line 1 - Line 2	720	720	720	1056
4. Time Available/Day 8 Hrs x 60 Min	480 MIN	480 MIN	480 MIN	480 MIN
5. Cost/Min Line 3/Line 4	\$1.50	\$1.50	\$1.50	\$2.20
6. Average Travel Time	15 MIN	15 MIN	15 MIN	15 MIN
7. Average Production Time @ 1000 SF/Min	5 MIN	7 MIN	10 MIN	10 MIN
8. Time per Stop Line 6 + Line 7	20 MIN	22 MIN	25 MIN	25 MIN
9. Stops per Day Line 4/Line 8	24	21.8	19.2	19.2
10. Costs/Stop W/O Material Line 8 x Line 5	\$30.00	\$33.00	\$37.50	\$55.00
11. Material Costs/Stop Line 7 x \$1/1000 SF	\$5.00	\$7.00	\$10.00	\$10.00
12. Price	\$35.00	\$40.00	\$47.50	\$65.00
13. Price/1000 SF	\$7.00	\$5.71	\$4.75	\$6.50
14. Price/acre	\$304.92	\$248.91	\$206.91	\$283.14
15. Production Price/ 1000 SF	\$2.50	\$2.50	\$2.50	\$4.25

NOTE: LINE 15 IS THE PRICE TO PRODUCE THE AREA AFTER TRAVEL TIME COSTS IS DEDUCTED. ie: 15 min. travel time x \$1.50 = \$22.50. \$40.00 per stop less \$22.50 for travel = \$17.50 to produce 7,000 feet/7,000 = \$2.50 per 1,000SF



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term customers because there is a benefit for their loyalty. The don't have the option, for example, of taking bids over the phone for a 7,000-sq-ft commodity lawn.

There are problems

Initially the large lawn owner/manager may resist our sales efforts because they have been conditioned over the years to neglect incorrect pricing and inflexible programming. To win them over we need to introduce them to our special services for large properties.

Large properties may be perceived by production people as requiring harder work because they are on site longer. The fatigue factor becomes an issue when properties are larger than one acre because employees are not accustomed to taking a break except to drive to the next stop.

Sharing the benefits of large properties with our production people along with a brief training program on how to produce large properties would be very helpful.

In the past LCOs have tried to isolate large properties by producing them at the end of the round, or by sending multiple work units to the same property.

Both practices are counterproductive from a service and profitability standpoint. Mix large properties into the existing routes, based on geographic location.

By redirecting lead generation and sales efforts toward "big grass", operators can increase the revenue per stop, the daily production. They can increase profits. LCI



About the Author

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

Name change

PARKER FORD, PA—Mack-issic, Inc., is the new name of the company formerly known as Amerind MacKissic.

The firm manufactures outdoor power equipment under the name Mighty Mac. MacKissic's line includes shredder/chippers, leaf blowers, etc. LCI

Additional studies target toddler exposure to chemicals

Pesticides found in carpet dust

SAN ANTONIO, TX—Carpet dust in the average American home contains pesticide residues.

So says David E. Camann, a scientist in the Environmental Sciences Department at Southwest Research Institute (SwRI) here.

Camann, at the 5th International Conference on Indoor Air Quality in Toronto earlier this year, said carpet dust often contains pesticides at levels above one part per million (ppm).

Some are carried in from the yard or garden in dirt that clings to the soles of shoes; others are used indoors and then congregate in carpet fibers, dust, furniture, and drapes.

"Housedust measurement shows promise as an indicator of children's exposure to pesticides in the home that could then be used in epidemiological studies," reported Camann.

"Two possible applications are studies of the causes of childhood leukemia and of 'cancer clusters' in communities in which

a higher-than-normal incidence of cancer exists."

Although the effects of chronic exposure to low levels of pesticide residue in the home have not been established, toddlers and infants, because of their low body weight, frequent contact with the floor, and frequent hand-to-mouth activity, are considered to be most susceptible to adverse effects.

The Research Triangle Institute, working under the direction of the U.S. Environmental Protection Agency, is examining nine homes in North Carolina to measure the typical exposure of infants and toddlers to 31 commonly used pesticides.

"Application of nontoxic chemical pesticides, along with thorough house cleaning and an outdoor walk-off mat or removal of shoes before entering the house, are some steps that one can take to lessen exposure to low levels of pesticides in the home," suggested Camann who said levels seemed to remain constant over time. LCI

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spring by assuring them you'll still be able to get crabgrass—with just one trip across their lawns. And you'll eliminate costly callbacks—all by putting down a pre and a post at the same time.

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This season, put an IPM approach to work when you use Balan and Acclaim together. It's the most effective, most economical way to beat crabgrass and use less active ingredient in the process.

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LCOs can decrease pesticide usage and still provide clients excellent service: Roger Funk

CINCINNATI, OHIO—LCOs can reduce pesticide use and still give homeowners healthy, green turf.

That was Roger Funk's message at the Ohio Turfgrass Conference here in December. Funk is vice president of technical and human resources for The Davey Tree Expert Co., Kent, Ohio.

The Davey Tree Expert Co. began researching how it could reduce pesticide use about 10 years ago and, in 1988, began a program to do just that. Successfully too.

Funk said the company, which provides lawn and tree services nationwide and in

after years of research, explained Funk. Early in the 1980s the company mapped and monitored selected neighborhoods it serviced. It painstakingly charted insect pests and weeds. And service calls.

Davey Tree discovered that many of the pest problems it treated weren't pest problems at all, but "planting and care"

problems.

It also discovered that neighborhoods varied considerably. While some had real and recognizable weed and pest problems, others had few, if any, weeds or insects.

"There is no value from pesticide applications if the pests aren't present or aren't expected within the residual of that chemical," said Funk.

Then Davey Tree needed a chemical delivery and metering system that would allow it to, in a sense, custom treat individual properties and neighborhoods.

Davey Tree felt it could reduce the amount of pesticide it used with a "selective application" system.

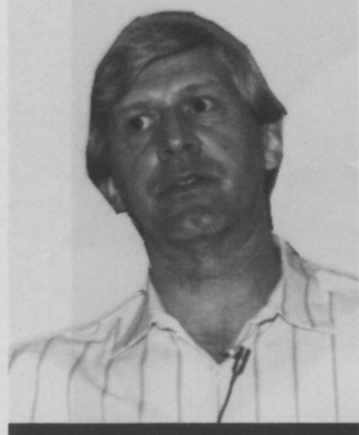
"The intent here was to allow the technicians to spot apply for pests on demand on the turf," said Funk. "In the past we were tank mixing everything that might be needed on a property on the entire route. What we wanted was a system that allowed us to not only change the mixture from one lawn to the next, but the mix-

ture within the lawn."

The system Davey Tree came up with—and one it designed itself—features separate stainless-steel tanks for herbicides and insecticides, accurate meters, and a dual fertilizer/herbicide hose that allows a technician to spot apply herbicides on demand while he's fertilizing the lawn, 1/6th of a second after the trigger is squeezed.

"We felt it was necessary that the weed control is at the gun," said Funk. "If a client's on a program for any length of time, there is not going to be areas of weeds, maybe a weed here and a weed there."

Insects, however, are a dif-



"No economic, agronomic or moral justification for using pesticides where pest doesn't exist"—Roger Funk, Davey Tree

Canada, has cut pesticide use on client lawns by about 50 percent since undertaking the effort.

By 1995, he said, Davey Tree hopes to be using no "hard" pesticides at all.

"There is no economic, agronomic or moral justification for using pesticides where the pest does not exist," Funk told the 200-plus people at his session at the Cincinnati Convention Center.

Central to Davey Tree's program is the concept of plant health care—not pest management. By stressing plant health care, he said, clients can see the value they're receiving from a lawn care company. Integrated pest management connotes—at least in customers' minds—that something is being taken from them.

"They (clients) don't see someone walking around, inspecting their properties, as a tangible service," said Funk.

Davey Tree began its pesticide reduction program

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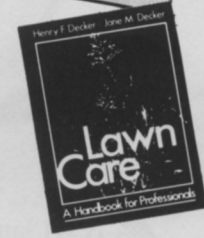
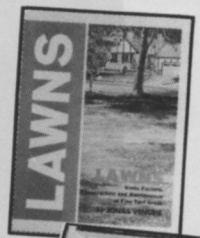
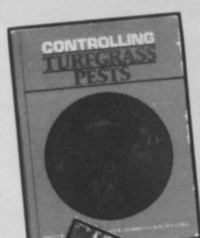
by Joyner and Larsen
Leading U.S. turf pathologists report on turfgrass diseases, pythium blight, snow molds, fairy rings, leaf spot of Kentucky bluegrass in Minnesota, initial and field fungicide screening, turfgrass disease resistance, etc. Contains new ideas on how to combat turfgrass problems. \$27.95

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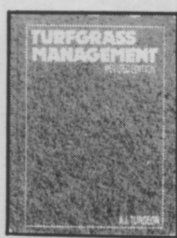
by H. Decker, J. Decker
Written by turfgrass professionals, this handy guide will be invaluable for playing field managers, golf course managers, or any lawn care practitioner. Covers all aspects of turfgrass management. \$46.00

640 - TURF IRRIGATION MANUAL

by James Watkins
A guidebook for engineers, architects, designers and contractors. Keeps pace with the latest developments in turf and landscape irrigation. Specific chapters devoted to rotary sprinkler systems. Golf course design systems and expanded engineering and reference material. \$28.50

615 - TURF MANAGEMENT FOR GOLF COURSES

by James Beard
Written by an eminent turfgrass researcher, this USGA sponsored text is an ideal reference and "how to" guide. Details all phases of golf course design and construction, turf management, course administration, irrigation, equipment and disease and pest control. Fully illustrated. \$52.75



620 - TURF MANAGEMENT HANDBOOK

by Howard Sprague
Practical guide to turf care under both healthy and poor turf conditions. Chapters cover turf in cooler and warmer regions, fertilizer use, regular turf care, weed and disease control and special turf problems. Useful seasonal schedules for management of turf areas. \$26.60

630 - TURFGRASS: SCIENCE AND CULTURE

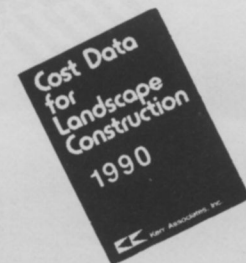
by James Beard
Comprehensive basic text and reference source used in many leading university turf programs. Includes findings of current research compiled from more than 12,000 sources. \$52.00

110 - TURF MANAGERS' HANDBOOK-Second Edition

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by Edward C. Martin
An annotated black & white photographic guide to the design qualities of ornamental plants and their aesthetic and functional use in landscape designing. Over 600 trees, shrubs, vines, ground covers and turfgrasses are described in non-technical language. Over 1900 photographs. Provides a basis for selecting the best plant materials for any particular use in landscape design. Contains detailed indexes that provide quick reference to particular design qualities and growing conditions. \$68.95

305 - LANDSCAPE MANAGEMENT

by James R. Feucht and Jack D. Butler
Planting and Maintenance of Trees, Shrubs, and Turfgrasses. Describes the basic principles of cultural management of installed landscapes. The important factors of plant growth, soils and fertilizers, improved planting techniques and new pruning techniques, integrated pest and disease management, and spray-equipment calibration and care are all featured. \$35.95



ferent matter, and Davey Tree technician must turn on the insecticide from the back of the truck before treating for insect pests.

The system also directs all materials well in front of the applicator and close to the ground to reduce worker exposure and to lessen the possibility of drift.

Applicators can, at the gun, reduce or increase the amount of material they're applying.

Funk said the modifications to the Davey Tree system have not significantly increased production time nor have they resulted in more service calls.

"You can walk out of here and, with a little redesign of

your equipment, you could significantly reduce pesticides without significantly changing your current systems," said Funk.

Although clients are con-

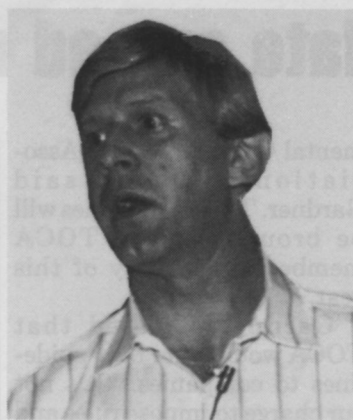
and educational services and the concept of plant health care to clients.

"They will understand and they will accept it as better and more beneficial," said Funk. LCI

"You could reduce use of pesticides without significantly changing your systems"—Roger Funk

cerned about pesticide use, said Funk, they're still more concerned with having a good lawn and how much they have to pay to get it.

That's why LCOs are going to have stress their consulting



91 Canada Show nixed; will return 92

TORONTO, ONTARIO—The National Lawn, Garden & Power Equipment Showcase, held each August here will not be presented in 1991 but will return in 1992.

Sandoz says new fungicide coming in 91

DES PLAINES, IL—LCOs should be getting a new fungicide from Sandoz Crop Protection, but probably not before 1992.

Sandoz said its Sentinel® (cyproconazole) fungicide is expected to be registered for golf courses and commercial sod farms in 1991 with subsequent labels anticipated for lawn care.

Sentinel, says Sandoz, controls a broad spectrum of major turf diseases including dollar spot and brown patch.

"The more than 250 field trials conducted in 25 different states during the product's development stages have shown Sentinel to have excellent control on 11 diseases," says Mike Minford of Sandoz. LCI

Pennington still hot on fescues

MADISON, GA—Pennington Seed says it's introducing new tall fescues for 1991 that are high in endophyte and more dwarf in growth characteristics.

The presence of endophyte in turfgrass makes it more insect and disease resistance. Dwarf growth characteristics produce fewer clippings, says the company.

Tradition is a new semi-dwarf tall fescue bred by Pure Seed Testing. It should be available in fall 1991 as a component of the new Compac turf-type tall fescue blend which will also contain the dwarf tall fescues Monarch (from Turf Seed, Inc.) and 5DX.

Pennington will stress fewer mowings, less clippings and fine turf appearance in marketing the fescue blend.

Pennington also announced plans for 1992 with the expected release of one turf-type tall fescue developed especially for the South. It will be marketed in the Southeast because of its ability to withstand heat and diseases.

Another dwarf turf-type tall fescue, named Heritage (subject to USDA approval of the name), is "decidedly dwarf". The company says it's gearing up production of this variety which, also, could be available in the fall of 1992. LCI

Poulan Pro is race sponsor

TALLADEGA, AL—Poulan Pro power equipment will be the title sponsor of the Automobile Racing Club of America 500-kilometer stock car race here in 1991.

The Poulan Pro 500K will be run on Saturday afternoon, May 4th. LCI

BOOKSTORE

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This standard reference discusses diagnosis and treatment of diseases and organisms affecting nearly 500 varieties of ornamental plants grown outdoors, under glass or in the home. Easy to understand explanations of when and how to use the most effective fungicides, insecticides and other control methods. \$39.95

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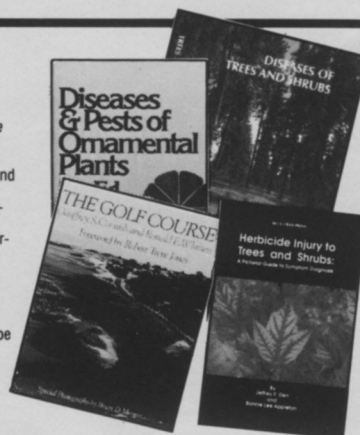
By Wayne Sinclair, Howard Lyon and Warren Johnson
A comprehensive pictorial survey of the diseases of, as well as the environmental damage to, forest and shade trees and woody ornamental plants in the United States and Canada. Reflects the most important developments in fungal biology and taxonomy, plant bacteriology, virology, and environmentally induced stress in plants. Summarizes information about newly discovered diseases and provides up-to-date accounts of old ones. \$49.95

800 - THE GOLF COURSE

by Cornish and Whitten
The first book ever to give the art of golf course design its due, and golf course architects the credit and recognition they deserve. 320 pages and 150 color and black and white photographs. Traces the history and evolution of the golf course, analyzes the great courses, shows how they were designed and constructed. \$35.00

420 - HERBICIDE INJURY TO TREES AND SHRUBS

By Jeffrey F. Derr and Bonnie Lee Appleton
Describes how to diagnose herbicide damage to nursery crops and landscape ornamentals. Injury symptoms resulting from the herbicides used today are described and compared to other plant disorders to assist in diagnosing plant problems. Tables list common names, trade names, major uses and injury symptoms for the herbicides currently used in agronomic, horticultural, landscape and noncrop areas. \$15.95



510 - HORTUS THIRD

from Cornell University
A 1,300 page concise dictionary of plants cultivated in the United States and Canada. A reference which every horticulture professional should have. \$135.00

415 - INNOVATIVE APPROACHES TO PLANT DISEASE CONTROL

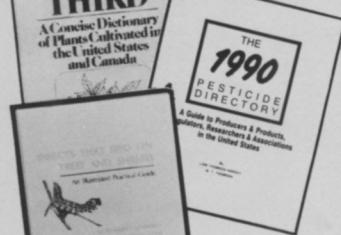
by Ian Chet
Brings together alternative approaches and methods that have potential to control diseases caused by fungi, bacteria and viruses. Major concepts of disease control discussed include biological control systems, their possible mechanisms, potential application and genetic improvement. \$54.95

690 - INSECTS THAT FEED ON TREES AND SHRUBS

by Johnson and Lyon
Essential information for identifying more than 650 insect pests and the injuries they cause. More than 200 color illustrations. \$49.95

500 - THE 1990 PESTICIDE DIRECTORY

by Lori Thomson Harvey and W.T. Thomson
A Guide to Producers and Products, Regulators, Researchers and Associations in the United States. For the person who needs to know anything in the United States pesticide industry. \$75.00 Available in March 1990



125 - SCIENTIFIC GUIDE TO PEST CONTROL OPERATIONS

by G.W. Bennett, J.M. Owens, R.M. Corrigan
Fourth Edition. New chapters on fumigation, urban wildlife, special facilities, plus updated, improved chapters on pesticides, cockroaches, birds, termites, equipment, sanitation, stored product pests and more. Don't be without this updated edition. \$49.95 Domestic All Others \$60.00

400 - NATIVE TREES, SHRUBS, AND VINES FOR URBAN AND RURAL AMERICA

by Gary L. Hightshoe
This award-winning reference to native U.S. plants has now been expanded to include shrubs and vines. Over 250 major species are characterized by form, branching pattern, foliage, flower, fruits, habitat, soil, hardiness, susceptibility, urban tolerance and associate species. Includes unique color-coded keys that classify plant species by visual characteristics, cultural requirements and ecological relationships. \$86.00

720 - SHRUB IDENTIFICATION

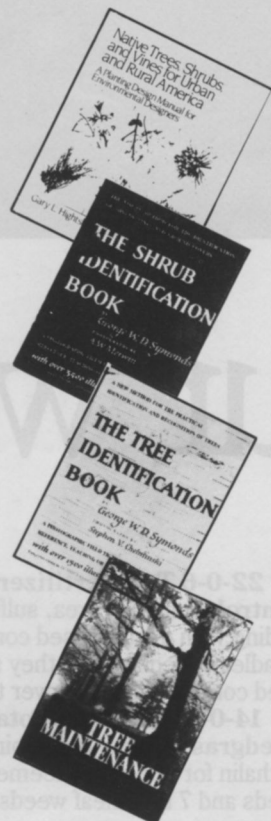
by George Symonds
Pictorial key to identify shrubs. Contains more than 3,500 illustrations to check specimens. Popular and botanical names are given for each shrub and handy index tabs for quick reference. \$12.95 paperback

750 - TREE IDENTIFICATION

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by Pascal Pirone
The sixth edition of this guide for anyone involved in the care and treatment of trees. Special sections on tree abnormalities, diagnosing tree troubles, non-parasitic injuries and assessing the suitability of different trees. \$45.00



450 - HANDBOOK OF PLANTS WITH PEST-CONTROL PROPERTIES

By Michael Grange and Saleem Ahmed
Provides information on approximately 2,400 plant species having pest-control properties in addition to the plant's specific common and family names, coded information is provided on such plant characteristics as life cycle, classification, and the ecological conditions suited for growth. Also lists 1,000 plants that are potential candidates for screening pest-control activity due to their poisonous nature or their ability to control human and animal diseases. \$46.95



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LM

Will we regulate our ad messages?

Experts say industry should move before government does

NASHVILLE, TN—While the lawn care industry is doing a good job making factual representations in advertising, self-regulation is necessary to prevent government intervention in the '90s.

That was the message of Den Gardner, senior vp of Minnesota-based public relations firm Mona, Meyer and McGrath, and Richard Lehr, general counsel for the PLCAA and partner in the law firm Sirote, Permutt. Gardner and Lehr spoke at a business roundtable at the PLCAA's Green Industry Expo in November here.

Lehr said the same government focus on advertising for cigarettes and artificial sweeteners that occurred in the '60s and '70s would happen to companies making environmental claims about products and services in the '90s. While the lawn care industry is certainly not alone, it will also come under closer scrutiny.

In the senate subcommittee hearings of March '90, the government accounting office suggested that the use of the words "safe" and "practically non-toxic" are misleading to consumers.

"The EPA (Environmental protection Agency) and the FTC (Federal Trade Commission) are starting now to develop their understanding of (advertising) standards and guidelines that would be applicable to the lawn care industry," said Lehr.

Lehr pointed out that the EPA is more concerned with the validity of environmental claims while the FTC is more concerned on whether or not the public is being misled. Both organizations are working from the current PLCAA advertising guideline document published last April.

"They received the document quite favorably," Lehr said. "So we think there's an opportunity to at least take the high road in terms of educating the FTC and EPA as far as what our expectations are within the industry concerning advertising."

"The last thing we want to see is more government intervention," said Gardner. "I have a deep sense of pride in the strides that have been made by (our) industry in the last decade. I know the PLCAA has spent a long time working on the broad issue of ethics in advertising."

"It's imperative that some guidelines be established to assist companies and their agencies in determining what's appropriate in the industry."

Guidelines are also being written by the Turf and Orna-

mental Communicators Association (TOCA), said Gardner. Those guidelines will be brought before TOCA membership in May of this year.

Gardner stressed that TOCA would offer only guidelines to companies. "It's not our charge to impose rules and regulations," he said. "But from what we've seen in trade publications and some of the claims on safety of products, leads us to believe that there should be some guidelines es-

tablished."

TOCA recommendations

Gardner said TOCA's first recommendation would be to make sure that everybody involved with advertising and marketing have a current knowledge of rules, regulations and laws that surround the lawn care industry. This, he said, would help avoid inaccurate representation of application, storage and handling of products in advertising.

Sensationalism should also



Richard Lehr (l.), Den Gardner: LCOs must advertise responsibly.

Control your weeds.

SCOTTS® pendimethalin preemergents provide tough, effective control of a broad spectrum of grassy and broadleaf weeds.

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30-3-10 Fertilizer Plus Turf Weedgrass Control, with up to 8 times more particles per square inch than typical competitive physical blends, provides the ultimate preemergent weed control plus a controlled-release, methylene urea-based nitrogen feeding.

22-0-6 Turf Fertilizer Plus Preemergent Weed Control combines urea, sulfur-coated urea, and a potassium feeding with unsurpassed control of 6 grassy weeds and 9 broadleaf weeds before they sprout. Fine particles increase weed control efficiency over typical competitive physical blends.

14-0-14 Nitrogen/Potassium Fertilizer Plus Turf Weedgrass Control combines nutrient sources with pendimethalin for effective preemergent control of 6 annual grassy weeds and 7 broadleaf weeds.

be avoided, he noted. Ads that depict competitive products in an adverse light, should not overplay the dangers of those products.

Finally, TOCA will address the issue of sexism in advertising. It is the one area of advertising, said Gardner, that causes the greatest amount of consternation in TOCA.

"If the industry is going to reach a level of marketing maturity, sophistication and integrity that puts it above reproach, then advertising that exploits models to grab the attention of the reader should be eliminated," he said.

Lawn care operators have

women to thank for their proliferation, said Gardner. With more women working today, there's a greater chance of a family hiring an outside lawn care service. Additionally, women are becoming a major force in communications, comprising 60% to 70% of marketing and communications majors in college.

"Just by virtue of their numbers, many more women are going to be coming into this industry in marketing positions," said Gardner.

Current regulation

Currently, the industry is being regulated on the federal,

state and local level, noted Lehr. "The FTC looks at a systemic problem rather than an individual company problem," he said. "Unless the company is so big that it occupies a major segment of the industry."

The primary concern of lawn care operators, said Lehr, is regulation on the state level through the Attorney General's office or Department of Consumer Affairs and by private action taken by customers.

Problems in advertising arise when representations, whether visual, written or spoken, are misleading.

"Clearly where regulatory authorities are interceding on behalf of the consumer concerns environmental representations that are being made by a number of businesses," he said.

Truthful, but misleading

Something can be truthful, but still be misleading. Lehr cited a case where certain pesticides are still registered by the EPA, but the registration is currently under review. While it's truthful to say that the pesticide is EPA registered, it's also misleading because information regarding the EPA's review process is

left out.

"So you can tell the truth and still have a potential problem because it's not complete," Lehr said. "Or you can tell a half truth, or you can just lie—any one of these approaches is sure to lead to some sort of problem."

Lehr offered six practical points that help avoid potential problems with advertising:

- Have somebody review advertising to be sure that it is not creating something that is misleading or inappropriate.

- If an advertising agency or any other outside creative service is used, be sure they are educated on the sensitivity of industry issues.

- Be able to support advertising with credible, current scientific data.

- If disclaimers are used in contracts, be sure they are worded in clear, direct statements. The same is true for guarantees and warranties.

- Be careful about going after over due bills by filing suit. Make sure that an aggressive action doesn't provoke a countersuit.

- Be careful that what is advertised in one context doesn't bite you in another. Make sure that an advertising message that is good in one light, is not offensive to a particular age group, race or creed. LCI

April is 2nd ever Lawn Care Month

MARIETTA, GA—Mark April as the second ever National Lawn Care Month.

The Professional Lawn Care Association of America (PLCAA) made the announcement early in January.

The message lawn care professionals are being asked to stress to clients during the month: professional lawn service is a real benefit to both property owners and to the environment.

PLCAA is also asking LCOs to promote the special month by organizing special activities such as a community cleanup or a lawn grass sporting event.

A step-by-step discussion of what LCOs can do to promote the month is available in a special program developed by PLCAA. It contains suggestions about building a successful publicity campaign plus examples news releases and proclamations that will help to generate favorable coverage of the month.

Included in the program are tips about fertilization, mowing and a easy-to-understand description of PLCAA's successful Grasscycling campaign. LCI

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Turf Weedgrass Control provides unsurpassed preemergent weed control in both cool and warm season grass applications.

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For more information, contact him today. Or call 1-800-543-0006.

There's no better way to control weeds, or your budget.



LCOS

from page 1

Quality Lawn Services, Inc., "we found out that the Massachusetts Miracle didn't really exist and had been a facade. Then I think the business community got a little bit cautious—too cautious."

Boston-area LCOs tell *Lawn Care Industry* magazine that, as far as they're concerned, the economic slowdown, which started in Massachusetts months before it became noticeable in the Midwest, can reverse itself any time now.

They can stand an upturn. Honest.

These LCOs are assimilating (or have assimilated) the rapid growth their companies experienced during the heyday of the so-called *Miracle*, the mid 1980s.

The glitter of the high-tech corridor ringing Boston like a fairy ring of glass, stainless steel and turf, is chipped. Uncertainty—more so than gloom—fogs the Boston-area business picture into 1991.

LCOs there have taken a wait-and-see attitude.

"We pulled in our reins and tried not to take on too many large expenditures in this business climate," says Dick Ficco.

"Up until now we've been able to dictate our growth," adds Paul Harder, Prescription Turf Services Inc., Middleton. "The question now is, how much control do we have the next couple of years?"

Not that Harder nor any of the other Boston-area LCOs are panicking; they're not.

Prescription Turf Inc. (70% residential, 30% commercial) recorded modest



"I'm just going out and beating a path again and reestablishing some of these accounts. Yes, I probably got complacent"—Jimmy Connelly, Evergreen

The media—they're probably more guilty than anyone—characterized that bubble as the approach of 21st Century business. The new era of software, not smokestacks, will create even more new business, the new wealth.

More high-paying, white collar employment and, as a result, more new homes. And more new lawn care customers.



Some customers were never convinced of the benefits of lawn care in the first place—Mike Leuders, Leuders Tree & Landscape

growth during 1990.

"From a sales perspective it wasn't as good as we'd hoped, but our profit margin was substantially better than it was from the year before," says Harder.

"We happen to be at a point in our corporate development where we can stand a couple of years of catching our breath and digesting what we've done. Hopefully, we'll continue to grow modestly and then when things turn around again, assuming they do, if we choose to open another branch, we'll be in a position to do that."

Says Michael Leuders, Leuders Tree & Landscape, Needham: "I predicted no growth this past season and we had minimal growth."

"We weren't looking for a lot of growth anyway, and this slow time has given us time to do some things in-house to strengthen the company." (Leuders Tree & Landscape is about 25 percent chemical lawn care.)

Like Leuders, many LCOs in Boston are tinkering with their customer service and delivery systems, their employee incentive and training programs, their marketing, but Harder sees a fundamentally larger challenge—"Are we going to provide real customer service and not just lip service?" he asks.

He says the northeast Boston market area may have as many as 120,000 households that could benefit from and afford professional lawn care. Yet, the industry, even at its hottest, serviced just one in three homes in a housing mar-

ket where a \$200,000 house is commonplace. And about \$200 a season is the going rate for professional lawn care, hardly a major expense for the two-income families LCOs traditionally target.

"I think we're going through a transition," says Harder. "Some of our customers have tried two or three companies and have concluded that lawn care is not for them."

"They've been disappointed and it probably goes back to customer service and poor communications. They received a lousy description of what they were going to get for what they were going to pay."

"They expected perfect. They didn't get it. Therefore, lawn care didn't work."

"It's going to take more time, more energy and probably more money for lawn care companies to get and keep a new customers," adds Harder.

"It's definitely going to take more communication, more thoughtful communication."

Jimmy Connelly's Evergreen services almost exclusively commercial and industrial properties with some schools and public property too. Some of his clients are the high-tech companies that sparked Boston's remarkable business surge. Though many are struggling now, they still want to project a strong image.

Beautiful turf encircling their offices pronounce that yes, they're still prospering even when the reality is less encouraging.

"We had some accounts where they were laying off employees but they wanted their

lawn to look good. They said, 'It's important to us to maintain our image. Can you do the lawn on Saturdays?' They didn't want employees to see our trucks there," says Connelly.

Corporate accounts look at their turf and grounds as part of their identity, their "calling card," says Connelly who started his company 10 years ago battling first for a share of the residential market, then aiming Evergreen to bigger and, finally, the biggest turf accounts in the area.

"It's definitely a niche but it works for us and it's where we want to be," says Connelly.

Even so, the weakening New England economy cost Evergreen several top accounts. They didn't give up lawn care. They opted for lower-priced competitors. Connelly concedes the bidding process can become cut-throat.

"By the time I caught on, then aggressively went after some more accounts, it was too late," he said. "I'm just going out and beating a path again and reestablishing some of these accounts."

Yes, I probably got complacent in generating new business."

He feels the area's slowdown "is more spoken gloom than actual doom" but he's still attempting to become more cost effective, particularly in production.

"We want to do big business. We've got the equipment. My employees don't walk lawns, they ride them. Like the marines, we don't need a lot of guys, just a few good men."

The 1990 season, with no

extended dry spells and no major outbreaks of either turf pests or diseases was appreciated, he adds, but it didn't provide the LCO with the quality program an opportunity to distinguish their service.

"You could get by by shooting some straight urea and using some pre-emergent. So the proof was not in the pudding this past year," he says.

Those clients choosing low-bid service during the economic downturn may yet, depending on 1991 growing conditions, relearn the bromide—you get what you pay for.

"And we're left with the shambles of what they've (low-ballers) done because now the customer thinks they can get the job done for so little," Connelly adds.

Leuders of Leuders Tree & Landscape, sees the sluggish economy pruning away what he describes as marginal customers.

"They never really believed in the benefits of what they were receiving in the first place," he says. In fact, many of these same customers probably switched from company to company prior to the recession.

Says Leuders, "there's little brand loyalty in lawn care."

But, perhaps the biggest wildcard in the Boston-area lawn care picture is the public's perception of the safety of lawn care.

Boston, a city of commerce and culture, concerns itself little with matters agronomic. You'd have to drive long and hard to find a farm of any reasonable size outside of the metro area, in fact.

Says TruGreen's McDonough, "The pesticide issue is an unknown but potentially important factor. I don't think many people have left lawn care programs be-



It's going to take more time, energy and money for LCOs to get and keep new customers—Paul Harder, Prescription Turf

cause of the publicity—the public is intelligent enough to understand perceived risk and real risk, but the real question is *what happens to those people who have never used our services?*

"If they listen to those people who don't like us, they get scared."

Says McDonough, "the real issue may not be the customers we've lost, but rather the customers we may not gain because of the pesticide issue."

Some LCOs are combating both the slow economy and pesticide issue

CLCA looks, plans ahead

SACRAMENTO, CA—The California Landscape Contractors Association approved a new three-year plan which outlines the following six goals:

1 Increase political impact. The Legislative Committee will expand to include a member from each chapter and will be considering hiring a staff liaison. The Committee will develop a legislative agenda.

2 Develop and implement a public relations plan. The Speakers Bureau Committee will activate an external speakers bureau and hire a trainer to provide presentation skills to its members. The CLCA Board of Directors, upon recommendation by the Public Relations Committee, will hire a PR firm on retainer.

3 Increase member recruitment and retention. The Membership Committee will develop a plan and consider hiring a membership staffperson. The Committee will achieve by the following year a minimum of 85 percent member retention.

4 Increase services to members. CLCA will investigate the feasibility of a labor pool or hiring hall and develop a wage and benefit survey.

5 Direct involvement in environmental issues. The Environment Committee will issue reports on the impact of landscaping on the environment. It will also collect and analyze proposed environmental legislation for its impact on contractors. The Water Committee will implement a water auditing certification and standards program.

6 Ensure financial stability. The Budget Ways and Means Committee will review and recommend rebuilding the dues schedule. It will develop budget guidelines, and will explore and implement new funding sources.

LCI

The real issue may not be the customers we've lost, but the ones we may not gain—Paul McDonough, TruGreen of Boston

with as much one-on-one contact with customers as possible.

Both direct mail and telemarketing seem to have lost some of their effectiveness in this tighter market.

"This is the year we let people know we're thankful for their commitment to us," says Harder of Prescription Turf.

Adds Ficco of Partners Quality, "business people, and particularly ourselves, are going to have to realize we can't be pessimistic any longer and take a stand to do business, to let people know the type of service we can provide.

"We're just going to have to tell them and keep telling them until they get the message."

LCI



1991 NUS dates

GAITHERSBURG, MD—NUS Corporation announced its 1991 schedule for its Instructor Skills Workshops:

• **Training the Trainer Workshop.** Houston, March 5-8; Cincinnati, June 18-21; Washington D.C., Sept. 24-27; Atlanta, Nov. 5-8.

• **Training Analysis & Design Workshop.** Houston, March 12-14; Washington D.C., Sept. 17-19.

• **Training Evaluation Workshop.** Cincinnati, June 11-13; Atlanta, Nov. 13-14.

Contact: NUS Corporation 301/258-2459. LCI

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This session at PLCAA Conference was well attended

Shetler, Wilkinson provide IPM insights

NASHVILLE, TN—Integrated pest management (IPM), the theory and the reality often don't mesh too well.

At the PLCAA Conference here in late October, Dr. David Shetler, of The Ohio State

University, outlined an "ivory tower" look at IPM; Dr. James Wilkinson, chief operating officer, Erbaugh Corporation, Hudson, Ohio, gave some reasons why it doesn't work that way.

"We need to educate customers that just having a few bugs in their lawns do not mean that we have to spray something"—Dr. David Shetler, OSU

"We in the lawn care industry have some major obstacles facing us which are going to inhibit our capability to practice IPM," said Wilkinson.

Obstacles, Wilkinson said, include:

- **Training and turnover.** The industry brings many new people on every spring and these people must be trained and made productive in a relatively short time.

- **Customer expectations.** Have LCOs led customers to expect too much in the way of

weed and insect control?

- **Production IPM.** With its emphasis on inspection and monitoring, slows production.

- **Treatment cycles.** Most LCOs are on six to eight week application cycles. Technicians don't—not unless there are service calls—return to customers' properties before the next application round.

- **Equipment.** Some new product delivery equipment—soil injection systems, controlled drop applicators, etc.—is becoming available. It must be proven to be both reliable and cost effective.

Three premises

To understand integrated pest management (IPM), practitioners—or potential practitioners—must understand three premises, said Dr. Shetler:

- 1 No single control option will be successful.** The practitioner must thoughtfully use all options, or combinations of them, and not rely solely on either pesticides, biological (few professionals have much faith in them yet) or cultural controls.

- 2 Pest populations must be monitored.** "This is probably the biggest problem with IPM," said Shetler. "We do not have adequate sampling and monitoring procedures."

- 3 Customers must be educated as to what the practitioner is trying to accomplish.** "The mere presence of a pest is no reason to justify a control option," said Shetler. "We need to educate customers that just having a few bugs in their lawns do not mean that we have to spray something. The same thing with weed control. We need to indicate that we didn't need to use a herbicide on that one dandelion."

Shetler said increased understanding of these principles could lead to fewer blanket pesticide applications by LCOs. Continual applications of pesticides, he said, encourages the development of resistance to products by pests, and increased microbial degradation of products.

Also, pest development varies with weather conditions and in different lawns and areas, another reason why "calendar date" applications may not be as effective as they should be.

"Every year we find that we never have an average year," he said as he encouraged LCOs to sharpen their pest mapping skills.

Better mapping

"What we're finding out is that you can locate neighborhoods. You can say that this neighborhood is a billbug neighborhood or this neighborhood is a white grub neigh-

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borhood," said Shetler. "When you've marked those neighborhoods, then you can use an IPM program for that neighborhood, and not necessarily for that individual customer."

"If you need to route grub insecticide for a larger customer base, you can route those particular neighborhoods and those particular lawns."

Although Shetler said LCOs may consider alternative control products he can't recommend them. He said neither bacteria nor nematodes have demonstrated that they're ready for the market yet.

Wilkinson defended the use of blanket applications—but with a qualification.

"We must ensure that we're monitoring the need for blanket applications of pre-emergent herbicides and also of surface insect controls," said Wilkinson. "It's important that we are absolutely positive that these blanket applications are required."

Why are they required?

Said Wilkinson, if they aren't applied it may require more product to control the crabgrass or insect problem later in the season which may increase, rather decrease, pesticide use.

Wilkinson advised turf managers to scrutinize the areas and neighborhoods they're treating with an eye to cutting back on pesticide use.

Is it always necessary?

"Is it always necessary for us to apply a pre-emergent herbicide in shady areas or in

shady neighborhoods? Generally, crabgrass is not as much of a problem in these areas," he said.

fescue lawns.

Also, LCOs can do a better job yet of offering and selling services such as aeration and

"It's important that we are absolutely positive that these blanket applications are required"—Dr. James Wilkinson, Erbaugh Corp.

He said the industry used to do a better job of differentiating neighborhoods—a neighborhood of sodded bluegrass lawns with irrigation will require different care than a neighborhood of non-irrigated

overseeding, and getting customer cooperation in proper mowing and watering.

"It's time for us to take customers by the hand out onto their lawns and show them the results of mowing too low, or



too infrequently, or mowing with a dull blade," he said.

Wilkinson said implementation of IPM practices by LCOs, ultimately, is based on better technician training.

"We need to provide them with constant training to make sure they are up to speed on the various pest management principles that they'll be confronting every day," he said. LCI

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Flower power wins Shell Oil new CLCA award

NEW ORLEANS—Is the green industry important to corporate America? You bet it is.

More evidence surfaced recently when the California Landscape Contractors Association (CLCA) awarded Shell Oil Co. with its first-ever Landscape Enhancement Award. The award recognizes a company that enhances the environment through landscaping.

CLCA honored the oil company because of its innovative landscaping and use of flowers in its service stations.

"Shell's philosophy is to maintain a good appearance," said Shell's manager of retail marketing, J.J. Gleeson. "Dealers are encouraged to plant flowers at stations to improve our image. Even though it's on a volunteer basis, it's embraced by our 10,000 stations nationwide."

Dealers plant anywhere from 5,000 to 15,000 plants twice a year. Districts help dealers with flowers. LCI

NEWSMAKERS

Doug Moody starts management firm

PLCAA drops a staffer in effort to save money

In a cost-cutting move, the executive committee of the Professional Lawn Care Association of America in December eliminated the position of deputy executive director.

Losing a job as a result was **Douglas Moody** who had been with PLCAA since September 1985.

"Yes, I was surprised," Moody told *Lawn Care Industry*. "It happened very suddenly."

Moody had been responsible for the membership development and membership services functions at PLCAA and had helped to put together the Association's pollution liability insurance program. He also edited and wrote much of the Association's newsletter as well as developed many of the communication pieces it provided member companies.

"One of my goals was to give every lawn care company the opportunity to shine as a professional," he said.

Moody, who came to PLCAA from New Jersey, will draw on his experience with PLCAA and also as an officer in other turf and business associations in forming his own company, Moody Management and Marketing Services. He said he can provide management and consulting services to both associations and companies.

"I'll continue to bring fresh ideas to a company or association's communications program, build public relations plans and membership marketing strategies, and even manage one or more small associations," he said.

The PLCAA executive committee also decided not to fill the position of education director left vacant with the

resignation of Dr. Barry Troutman late last summer.

The Davey Tree Expert Company awarded **Lawrence M. Way** a \$500 grant. Way is a landscape/nursery student at Pennsylvania College of Technology, Williamsport.

The Ohio Turfgrass Foundation elected **Joseph Motz** as its president for 1991. The OTF is a 1,500-member organization.

Motz is president of Motz Lawn Care and Motz Sports Turf. He's secretary/treasurer of The Ohio State Extension support committee, a national delegate to the Council on Agriculture Research and Training and a past board member of the Professional Grounds Management Society.

Southern Turf Nurseries, Atlanta, named **Don W. Roberts** as its consulting turf agronomist. Roberts worked for Pennington Enterprises Inc. He's also worked with the University of Georgia Extension Service and the Clemson University horticulture department.

Dave Alexovich is manager of Lesco Inc.'s new regional distribution center/warehouse in Charlotte, NC. He was previously manager of purchasing in Lesco's Rocky River, Ohio, headquarters.

Brian S. Winkel joined Fermenta ASC, Mentor, Ohio, as senior sales representative. His territory covers Illinois, Missouri, Iowa, Minnesota, Wisconsin and Nebraska. He lives in Aurora, IL.

John R. Smith became president of the Specialty Products Division of Vigoro Industries, Fairview Heights, IL. Smith will work out of the Win-



Doug Moody



Don Roberts

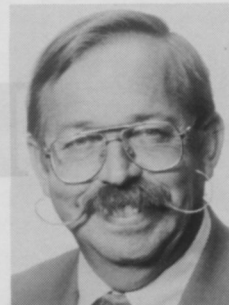


The Davey Tree Expert Company brought these 25 sales representatives to company headquarters in Kent, Ohio, for additional sales training this fall. The Kent employees participated in sales simulations by visiting Kent-area properties and making quotes. Afterwards, they met to discuss and evaluate sales preparation.

LCI

terhaven, FL, office. His division markets fertilizer products under the brand names Par Ex and Woodace.

James Bridges, Jr., became general manager at Southern Turf Nurseries Fredericksburg, VA, production farm. Bridges has over 26 years experience in golf course turfgrass management. He has served as president of the Tennessee Golf Course Association, the Southern Turfgrass Association and the Tennessee Turfgrass Association.



James Bridges

STN also reports that its president **Dr. Tim Bowyer** will serve on the Golf and Landscape Operations Industry Advisory Committee for the Lake City Community College, Lake City, FL.

Dr. T. Karl Danneberger became technical advisor for Fine Lawn Research. From 1983-1989 Danneberger was assistant professor in the Department of Agronomy at The Ohio State University.

Briggs & Stratton, Milwaukee, appointed **Floyd Bretzman** to director of sales administration. He joined B&S in 1984. He and his wife Marcia live in Whitefish Bay.

B&S promoted **George R. Thompson** to director of corporate communications. He joined B&S in 1976 after playing professional basketball with the Milwaukee Bucks. He's a graduate of Marquette University.

Thomas L. Smith, Spring Grove Cemetery & Arboretum, Cincinnati, was elected as the president of the Professional Grounds Management Society (PGMS). Other officers:

• 1st vp, **John Abernethy, Jr.**, Lenoir, NC;

• 2nd vp **John Michalko**, Cleveland, Ohio;

• treasurer **Robert F. Rubel**, Fort Worth, TX;

• mid-west regional director **E. Earl Wilson**, Maineville, Ohio;

• far west regional director **Charles E. Wilson**, Los Angeles, CA;

• director-at-large **Teddi Davis**, Cleveland, Ohio.

The PGMS reported that **Joseph Bevilacqua**, became the 25th person and **George W. Meeks**, the 26th, to earn the Grounds Manager Certificate.

Bevilacqua has worked for the U.S. Government for 34 years and is employed by the America Battle Monuments Commission of Washington, D.C.. Meeks is employed by Environmental Care, Inc., Houston.

Rain Bird Sales, Inc., Glendora, CA, named **Scott Salter** as marketing manager for its Golf Division.

LCI

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PA firm outlines strong training program

NASHVILLE, TN—Technician training effects a lawn care company's production, the number of service calls and customer complaints it experiences and, ultimately, the amount of profit it generates.

Philip Voystock made these points in a presentation at the Professional Lawn Care Association of America Conference here late in 1990. Voystock is training coordinator of Lawn Specialities, Hazleton, PA.

Initially, LS's training was concentrated in a four-day period in March, just prior to the eastern Pennsylvania company's first round of lawn applications. Newcomers and experienced technicians both received essentially the same instruction, most of it presented by Voystock.

Technicians hired during the course of the application season received a condensed one-day version of the same program.

Through the spray season, Lawn Specialities scheduled short weekly update sessions for technicians. Sometime in July, the company provided a mid-summer training day.

Needed improvement

"It was convenient for management and for the training coordinator. It took little time out of our production schedules but we realized it had some problems," said Voystock.

One of the biggest problems was the amount of information it attempted to deliver at one time.

"It was like saying, 'Let's gather as much mud as we can, throw it against the wall, and see what sticks,'" said Voystock.

"Not much stuck," said Voystock.

In redesigning LS's training program, Voystock sought to break training into different levels, and offer experienced and newly hired technicians different levels of information.

"I could not come up with a way to train both of these groups at the same time and make it effective for both," he explained.

Another problem: the previous training didn't deliver enough quality review time.

Said Voystock: "If we didn't have a system in place for proper reviews, chances are most of what we did in our initial training was a waste of time."

Staff members help

Also, LS was not using enough of the experience of other people on the staff. Management—particularly Voystock—assumed too much of the training responsibility.

"I felt that having experienced people involved in training might make the information more palatable for the new people," said Voystock.

"If you can get some of your front-line people and not just management involved with training, I think you'll be better off."

LS broke its training program into five areas, making each the responsibility of another experienced person on the staff:

• **Company policies & safety.** "The owner or maybe the branch manager should cover this topic," said Voystock.

• **Equipment.** A company's most experienced or ac-

complished technician. Or, perhaps, the company mechanic.

• **Programs & documentation.** The company office manager. The individual who designed and implemented your system.

• **Technical information.** The individual with the degree in agronomy. Perhaps, the most experienced technician.

• **Sales & service.** A sales or service manager. The most experienced sales person.

Each of these five areas is

supported by extensive and well-organized files.

"If your notes are well-writ-

files, familiarize themselves, add some additional notes and do a decent job of explaining

"If dragging a spray hose and dealing with customers all day long isn't the new person's cup of tea, they'll find out in two or three days"—Phil Voystock, Lawn Specialities

ten and well-organized, any capable person should be able to pick this material out of the

the topic to your new people," said Voystock who felt LS See **TRAIN** on page 26

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Fertilizer definitions finally being formed

GREENSBORO, NC—Definitions concerning fertilizers that industry will use with increasing frequency are taking form.

The lead organization for defining these terms is The Association of American Plant Food Control Officials (AAPFCO). Late this summer The Labeling and Terms Committee of AAPFCO met and agreed on the following definitions.

These definitions (or ones very similar) will likely become increasingly accepted:

- **Natural fertilizers.** A substance composed only of natural organic and/or natural inorganic fertilizer materials and natural fillers.

- **Natural inorganic.** A mineral nutrient source that exists in or is produced by nature and may be altered from its original state only by physical manipulation.

- **Natural organic fertilizer.** Materials derived from either plant or animal products containing one or more elements (other than carbon, hydrogen and oxygen) which are essential for plant growth.

These materials may be subjected to biological degradation processes under normal conditions of aging, rainfall, sun-curing, air drying, composting, rotting, enzymatic, or anaerobic/aerobic bacterial action, or any combination of these.

These materials shall not be mixed with synthetic materials or changed in any physical or chemical manner from their initial state except by physical manipulation such as drying, cooking, chopping, grinding, shredding, or pelleting.

- **Organic fertilizer.** A material containing carbon and one or more elements other than hydrogen and oxygen essential for plant growth.

- **Synthetic.** Any substance generated from another material or materials by

means of a chemical reaction.

The AAPFCO representatives also discussed the use of such terms as *non toxic*, *environmentally safe*, *no toxic chemicals*, *chemical free*, etc.

There was some feeling among members that marketers of such products should provide substantiation of their claims. This topic will receive further discussion during the winter board meeting of AAPFCO. LCI

TRAIN

from page page 25

needed a half day for each topic.

Hands-on vital

Also, LS wanted to incorporate more hands-on training with the classroom work so that after the first half-day of training, new technicians got the opportunity to actually begin spraying (on company property, using water) or using spreaders.

After the second half-day of training, the new hires actually got to accompany an experienced technician on spray-

ing assignments.

"If dragging a spray hose and dealing with customers all day long isn't the new person's cup of tea, they'll find out in two or three days," said Voystock.

Flexibility is built into the system by giving trainers a framework of several weeks to cover all topics.

Reviews are scheduled, once during the first two weeks of every month and once the last two weeks.

"We have preset agendas in our files for all of these meetings throughout the course of the year," said Voystock. Then, when a rain date comes,

the material is ready for a review.

In this way, for example, all technicians can acquire a good understanding of grubs and grub control, just before they have to deal with grub problems.

The question LCOs must ask themselves, said Voystock: "Am I teaching my people the correct information at the proper ways that make it as easy as possible for them to learn that information and use it daily."

LCOs should be aware that as the focus of their company changes, so must their training change, he added. LCI

There is some turf even DURSBAN can't protect.



Lesco Inc. opens Charlotte center

CHARLOTTE, NC—Lesco Inc., Cleveland, Ohio, opened a new regional distribution center/warehouse in Charlotte, NC, in mid January.

"The Southeast is an area enjoying substantial growth," said James I. FitzGibbon, chairman and chief executive officer of Lesco.

The distribution center—38,400 square feet with six loading docks—is at 5130 A&B Hovis Road, near the intersection of I-85 and I-77. It will stock fertilizers, turf and horticultural control products, seed, turf equipment, etc. LCI

Granted, Dursban* turf insecticide won't do you much good in a dark alley. But when it's time to get tough on surface-feeding insects, it doesn't make any sense to take chances. What makes sense is using the

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simply no better value for liquid turf care applications.

One tough insecticide. What's more, Dursban turf insecticide offers excellent residual, low odor and superb broad-spectrum control. The

'Bridge' fertilizers merge the strengths of organic, synthetic

BY J. MARK NUZUM

Increasingly, lawn care operators (LCOs) are taking a proactive approach to the "decade of the environment".

They're exploring alternative products and technologies, re-evaluating pest management involving chemical controls, fertilizer usage and modified cultural practices such as the Professional Lawn Care Association of

America's Grasscycling program.

Even so, LCOs know the public still demands high-quality landscapes and lawns.

Until recently, LCOs had to choose between synthetic fertilizers and natural (or organic) products, each with its own set of strengths and weaknesses. But, there's another choice, *bridge products*, products containing a balance

with synthetic ingredients.

These bridge products provide the safety and benefits of a natural fertilizer without sacrificing the strength, spreadability and lower cost of synthetics.

This approach is agro-environmental but, even if these products weren't needed for today's environmentally conscious market, they would still be developed as an excellent

fertilizer for soil and turf.

Natural organic fertilizers are derived from plant and animal products and have the advantage of feeding both the turf and soil microbes, refurbishing the turf with necessary nutrients and the soil with organic matter.

Organics not perfect

Organics generally release nutrients slowly, feeding plants over long periods of time and reducing wasteful overuse of the product by eliminating or reducing leaching of these nutrients out of the root zone.

In addition to their envi-

ronmental attributes, the gradual breakdown of natural organics supplies the soil and turf with complex proteins, carbohydrates, micro-nutrients, and enzymes, creating a balanced, more robust soil environment optimum for plant functions.

Although these all-natural organic fertilizers provide solutions to some problems, they also have significant drawbacks for LCOs. They're ordinarily low analysis; they must be applied in large quantities to be fully effective. Also, they generally lack the initial green-up by which customers judge fertilizer results, leaving customers dissatisfied before the advantages of the organic applications are realized.

Chemical dependence?

Providers in the lawn care industry have traditionally treated residential lawns with synthetic fertilizers designed to stimulate the plant rapidly and provide an appealing, quick green-up.

What synthetics don't provide are natural organic complexes that help build a healthy soil base for turf.

Overuse of synthetic fertilizers often leave customers with an application-dependent lawn. Plants may appear healthy, but the soil environment is depleted, leaving the turf susceptible to drought, heat, disease, insects and fungus.

Soil is alive

The soil is a complex environment, molded by living organisms. For example, the earthworm keeps the soil aerated, creating channels for water distribution and root growth. Bacteria and fungi are also necessary to maintain balance. Beneficial nematodes, bacteria and fungi help keep turf-damaging nematodes, bacteria and fungi in check.

Soil microorganisms also break down organic and mineral materials in the soil making them available for plant use.

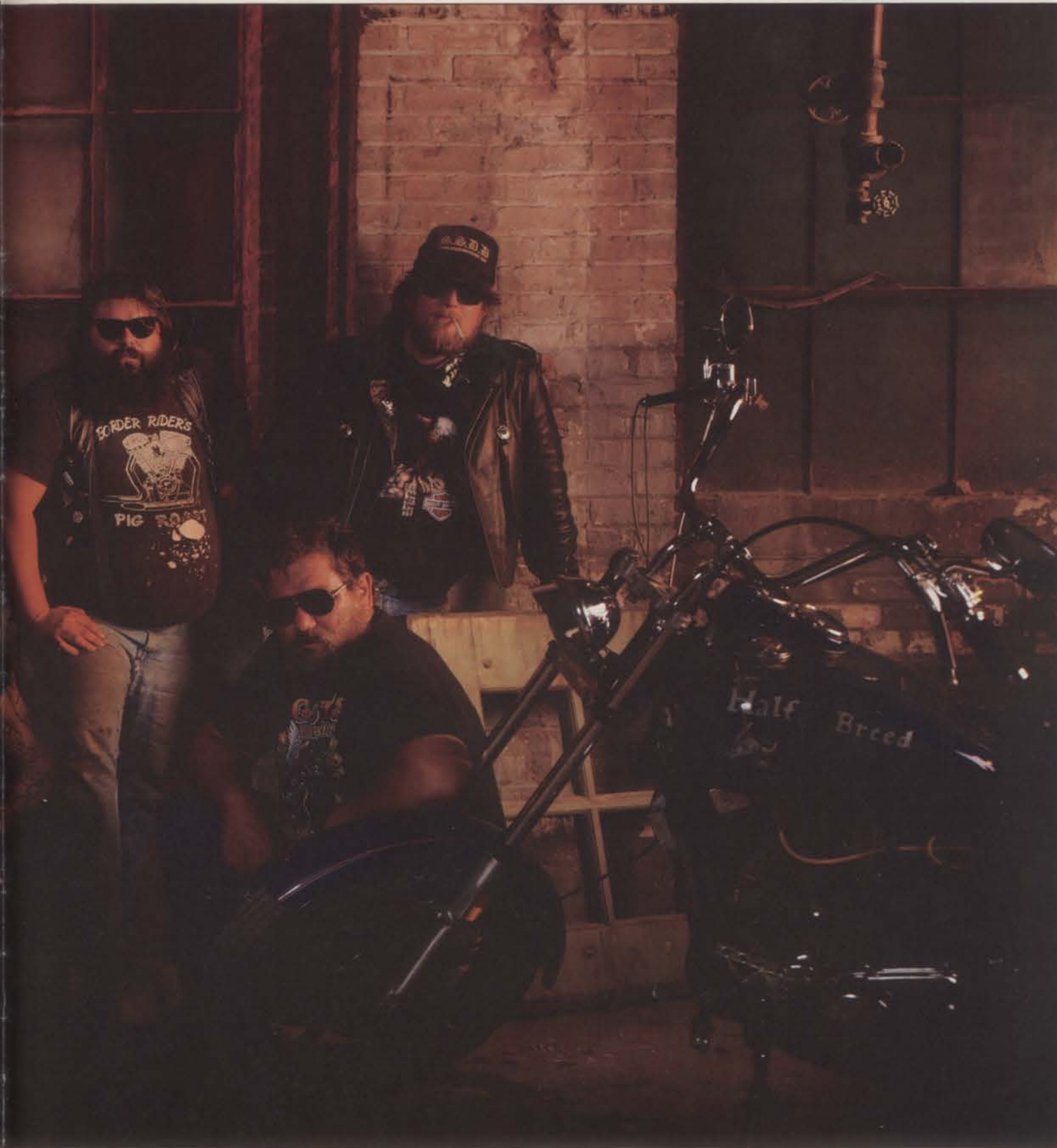
Keeping this dynamic environment in balance is the key to quality economical turfgrass management.

The bridge products are made from materials that enhance macro and micro-organisms in the soil, each of which has a synergistic role in plant life functions.

The company taking the lead role in providing these bridge products is Harmony Products formed in January 1989. Harmony was formerly a division of Nitrex. LCI

About the Author

J. Mark Nuzum is president of Harmony Products, Chesapeake, VA. He is an agronomist and has held executive positions with Rollins Lawn Care, Tidewater Agricorp Inc., Lebanon Chemical Corp. and was vice president of Nitrex.



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NEW PRODUCTS

Retain helps fertility, water holding in soils

Retain increases organic matter in all soils, improving soil fertility and water-holding capacity, says manufacturer Agri-Mart.

Retain is encapsulated and can be applied with a hose-end, pump-up or broadcast sprayer (or injected through an irrigation system). It contains soil bacteria, hormones, enzymes, pre-impregnated seaweed, carbon, amino acids, vitamins, macro and micro nutrients. Commercial users can get the product in 5-gallon pails and 55-gallon drums.

Agri-Mart says Retain improves soil permeability, nutrient availability, seed emergence and creates a deeper stronger root structure.

Circle No. 130 on service card.

**Granular spreader now easier to transport**

The ESC-External Spreader Carrier allows an LCO to carry a granular spreader on a truck more easily. It fits vans, pickups, flatbeds and most any vehicle with a bumper or bed.

Circle No. 131 on service card.

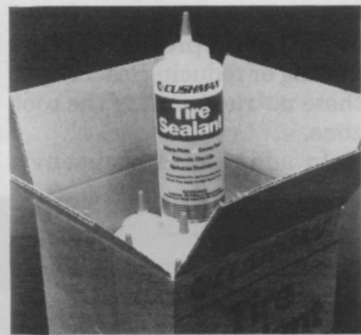
New sealant offers help for flat tires

Cushman offers a tire sealant compound that virtually eliminates flat tires on utility vehi-

cles, mowers and other grounds maintenance equipment.

The sealant seals tread punctures up to 1/4 inch, as well as bead leaks, rim leaks and tube-related leaks. It's formulated with a latex-glycol base and is water soluble so it can be washed out with water when a tire is removed from the rim.

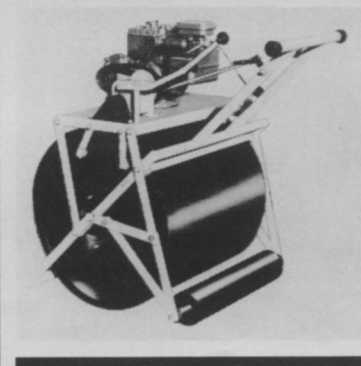
Circle No. 132 on service card.

**Power roller has several applications**

Northeast Power Products offers a 1/3-ton walk-behind Brutus power roller. It's especially suited for freshly seeded areas, athletic tracks, golf greens and tennis courts.

The Brutus roller can be fitted with an optional sprinkler reservoir and cocoa mat for blacktop patching work. It's powered by a 3-hp Briggs & Stratton engine.

Circle No. 133 on service card.

**Mitsubishi shows dump body with big capacity**

Mitsubishi Fuso Truck of America, Inc., offers a dump/utility box body combination on its 11,600 lb./GVW FG434 4WD and on its 13,500 lb./GVW FE-HD444.

The 3-cubic yard capacity Landmaster dump body with a tapered floor can be unloaded

either by lowering the entire tailgate or by opening a chute in the tailgate.

Mounted independently from the dump body on each side of the truce are contoured utility boxes offering a total of 48.5 cubic feet in storage space.

Circle No. 134 on service card.

**This Bear makes big spreading jobs easy**

The Bear Spreader is a five-cubic-yard capacity top-dresser that makes big jobs fast and easy. It uses a 60-inch, nylon brush to spread various types of materials evenly and clump free.

Its steel gauge construction

and chain-driven floor make it almost indestructible. It also has wide floatation tires.

Circle No. 135 on service card.

ten and adjustable so that one size fits all. They weigh just 4 ounces each and have a one-year replacement guarantee.

Circle No. 137 on service card.

**Echo's big generator loaded with features**

Echo's EG-5500E generator features solid state ignition, quick-glance fuel gauge, circuit breakers on all circuits, 12VDC circuit for 12-volt equipment operation, 120VAC for household power when needed, low-tone, spark-arresting muffler.

This is Echo's most powerful generator with a large fuel tank for extended operation between fillups.

Circle No. 138 on service card.

Trial-size pints of Image® now offered

American Cyanamid introduces pint-sized containers of Image® herbicide in a tip-and-pour container. (The herbicide continues to be available in quarts and gallons.)

One pint of Image will treat more than 20,000 square feet at 0.75 fluid ounces/1000 square feet. This is a special trial-size container that will be shipped to distributors for the 1990 season only.

Image offers excellent nut-sedge control and is labeled for use on several difficult-to-control weeds found in warm-season turfgrasses, says the company.

Circle No. 139 on service card.

**A choice of two new small chipper/shredders**

The Bear Cat light-duty chipper/shredders will handle up to 1" limbs. The model 70169 comes with a 1.2-hp Briggs & Stratton electric motor while the model 70210 has a 2-hp B&S gas engine. The models have two chipping blades and weigh 70 and 80 lbs. respectively.

Circle No. 136 on service card.

Adjustable pads can protect working knees

KneeEase Knee Pads are made of contoured foam rubber cushioning inside, nylon fabric outside with a plastic knee cap. Two elastic fastener straps make them easy to fas-

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NEW PRODUCTS

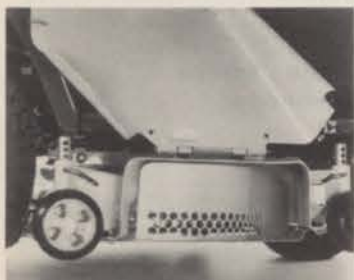
**Gandy Turf Tender can do several jobs**

Gandy's 3-point, hitch-mounted, 42-inch Turf Tender accurately spreads sand, salt or sodium chloride over icy surfaces; top dressing over turf; or granular materials over nursery rows.

The 42-inch wide hopper

with tool bar attaches quickly. The hopper holds 3.5 cubic feet of material and features a spreadplate for sheet-like applications. Split internal rotors are driven from each end by 12-volt electric motors.

Circle No. 140 on service card.

**John Deere adds a mulching attachment**

John Deere engineers designed a new leaf mulcher attachment that holds dry leaves in the mowing chamber so that the cutting blades can chop them into tiny particles.

The attachment can be placed in the mower discharge opening and secured with one bolt. The attachment can be added to several John Deere mowing machines.

Circle No. 141 on service card.

Software company offers inexpensive help

Simple Software Products offers six computer programs for subcontractors: Estimating, Job Costing, Inventory with Purchase Order, Accounts Receivable and Payable, Payroll, and Checking with General Ledger.

These programs cost from \$100-\$195 each. The software runs on IBM or Apple Macintosh computers and include a Lotus 123-type spreadsheet with easy-to-read manuals.

Circle No. 143 on service card.

**Restraint bar is easy to install and take out**

The Holdit™ is a multi-purpose restraint bar for pickups, vans and trailers. It's made of galvanized steel and has punch-formed steel feet with neoprene pads. It's available in two sizes, 63-77 inches for full-size and standard bed pickups vans and trailers and 49-63 inches for mini pickups.

Circle No. 144 on service card.

**Plant stress monitor "reads" plant's health**

Conservation Technologies, Inc., says its portable, battery-operated, infrared plant stress monitor reads and records plant leaf and ambient temperature, relative humidity and solar radiation.

Data processed by the unit provides information in detecting moisture levels, salinity, disease, insect damage, soil compaction or soil type variations days before plants display visible signs of stress.

Circle No. 145 on service card.

For More Product Information
Circle Number on Service Card

Feb.

11-14 Pennsylvania Nurserymen & Allied Industries Conference.

Hershey Lodge, Hershey, PA.
Contact: PNA, 1924 North Second St., Harrisburg, PA 17102.

12 Sprayer Calibration for Landscape Pest Control.

University of California Cooperative Extension short course. Fresno, CA. Contact: Pam Elam 209/488-3285.

14 Connecticut Turf & Landscape Conference.

Exhibition Hall, Hartford Civic Center. Contact: Elizabeth Maisano, P.O. Box 876, Bethel, CT 06801. 203/791-8615.

19-20 Northeastern PA Turfgrass & Grounds Maintenance School.

Luzerne County Community College, Nanticoke, PA. Contact: William Pencek, Lackawanna County Cooperative Extension, 200 Adams Ave., Scranton, PA 18503. 717/963-4761.

19-20 Central Illinois Horticulture Seminar.

Holiday Inn, East Peoria. Contact: Mary Lou Carlson, Peoria County Extension Service 309/686-6033.

20 Turfgrass Irrigation Management for Professionals.

Parlier, CA. Contact: Norma Steinwand 209/891-2543.

21 Practical Turfgrass Disease Diagnosis.

University of California Cooperative Extension short course. Fresno, CA. Contact: Pam Elam 209/488-3285.

21-22 Landscape Industry**Conference & Trade Show.**

Holiday Inn, I-70 East, Denver. Contact: Associated Landscape Contractors of Colorado, 3895 Upham St., Suite 150, Wheat Ridge, CO 80033. 303/425-4862.

26-28 Western PA Turf Conference.

Pittsburgh Expo Mart/Radisson Hotel, Monroeville, PA. Contact: PA Turfgrass Council, Landscape Management Research Center, Orchard Road, University Park, PA 16802. 814/863-3475.

26-28 ILCA Winter Seminar.

Rosemont Holiday Inn. Contact: Illinois Landscape Contractors Association, 2200 S. Main St. #304, Lombard, IL 60148. 708/932-8443.

28 The Elements of Landscape Design.

University of California Cooperative Extension. Fresno, CA. Contact: Pam Elam 209/488-3285.

March

8-9 CLCA Winter Tri-Board Meeting.

Radisson Hotel, Sacramento. Contact: Micheyl Barnett 916/448-2522.

13-14 Reinders 10th Turf Conference.

Waukesha Expo Center, Waukesha, WI. Contact: Ed Devinger, Reinders Brothers, Inc., 13400 Watertown Plank Road, Elm Grove, WI 53122. 414/786-3301.

**Husqvarna trimmers with better balance**

Husqvarna unveils a new line of trimmers featuring a vertically mounted cylinder for improved balance and easy-access controls.

The two new trimmers are model 26LC with a 26cc engine and model 32LC with a 32cc engine. The inverted cylinder on both models give the engine a high center of gravity matched against the low center of gravity of the trimmer head.

Circle No. 142 on service card.

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914-428-2517 in NY
FAX: 914-428-2780

P.O. Box 1259
White Plains, NY 10602

Circle No. 107 on Reader Inquiry Card

**BLACKBURN****The leader in pesticide posting.**

An inexpensive way to meet posting regulations! Blackburn's handy 4" x 5" and 5" x 6" banner flags are shipped straight. You bend the PVC staff so the flag hangs for easy reading. Custom printing available in choice of 7 colors. Flags come in choice of 11 colors. Send us your state's posting regulations and specifications. We'll help you comply.

CALL FOR FREE CATALOG!

West of Rockies
800/552-FLAG (3524)
P.O. Box 276
Cambria, CA 93428

East of Rockies
800/942-5816
P.O. Box 86
Neligh, NE 68756

ASK ABOUT OUR UPSIDE-DOWN MARKING PAINT!

Circle No. 101 on Reader Inquiry Card

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RATES: \$1.05 per word (minimum charge, \$40). Boldface words or words in all capital letters charged at \$1.30 per word. Boxed or display ads charged at \$90(1X), \$85(3X), \$80(6X), \$75(9X), \$70(12X) per column inch (one inch minimum). (Frequencies based on calendar year). Agency commission allowed only when camera ready art is provided by agency. For ads using blind box numbers add \$20 to total cost of ad per issue. Send ad copy with payment to: DAWN NILSEN, LAWN CARE INDUSTRY, 1 E. First St., Duluth, MN 55802. 218-723-9179. Fax Number 218-723-9615. **BOX NUMBER REPLIES:** Mail box number replies to: LAWN CARE INDUSTRY, Classified Ad Department, 1 East First Street, Duluth, MN 55802. Please include box number in address.

FOR SALE

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

PUMPS: Reconditioned Wanner Hydra-Cell D-10, D-25 and John Bean Pumps. New and reconditioned parts and service for your pumps. Industrial Services Company, 2727 Rome Corners Road, Galena, Ohio 43021 - Call Jim Hughes 614-965-4112. 4/91

FOR SALE: Lawn Spray Truck 1989 C-30 with Perma Green Spray System, custom fiberglass tanks and bed, 4 compartments, 1-200 gallon, 2-100 gallon and 1-30 gallon tanks. 4 separate pumps and 3 hose reels, 1 with injection. Dry storage compartment. Contact Paul at Lawn Specialties. (717)459-1114. 2/91

300 GAL. TUFLEX sprayer with 550' 1/2" hose, reel, gun and new 5 hp Wisconsin engine. \$1,200. **1,500 GAL. POLY**, vertical storage tank with new 3 hp Briggs, pump and approx. 25' delivery hose. \$400. If interested call Steve at 517-646-8600. (Central Michigan) 2/91

FOR SALE: 2 spray trucks - 1979 Ford F600, \$7,700. 1981 Ford F600, \$9,200. Both have 1200 gallon steel tanks, Hannay reels and PTO driven bean pumps. Equipped to spray. Nu-Lawn, South Vienna, Ohio. In Ohio call 1-800-368-5296. Outside Ohio 513-828-1321. 3/91

USED CHIPPERS, BUCKET TRUCKS, BOOM TRUCKS: Stump grinders, stake bodies, tree trucks and dumps. New Morbark and Asplundh Chippers. Rayco stump grinders at discount prices. We also buy trucks and equipment. Opdyke, Inc., Hatfield, PA (Phil. area) 215-721-4444. 8/91

FREE PARTS CATALOG - If you own a 32-38-48-52-61" walk-behind or riding mower and feel you're paying too much for your parts and equipment call PRECO DISTRIBUTORS today. We have BELTS, BLADES, WHEELS, GRASS CATCHERS. Replacement parts that fit Bobcat, Buntion, Kees, Exmark, Scag & others. Engines and Parts for Honda, Kawasaki, Briggs & Stratton and more. Order your free catalog 24 hours a day. TOLL FREE 1-800-428-8004, US, in Mass. 1-800-421-3900. Preco Distributors, 97 Center St., Ludlow, MA 01056. TF

One Lawn Truck - Mercedes Benz Diesel. Excellent condition-1981. 1,200 gallon 2 compartment stainless steel tank. Also holds 1,000 lbs. of dry fertilizer. Hydro-cell 25 gallons per minute pump. 2 hose reels with guns. \$10,200. 201-891-6035. 2/91

SPRAY TRUCK - 1983 6.2 Liter GMC Diesel 4 speed, upgraded PTO system. Proturf 600 gal. split tank (400/200). Meyers pump. Two Hannay reels, with 350 ft. hoses. Professionally maintained, excellent condition mechanically and in appearance. \$13,900. Treeland (203)372-3511. 2/91

TREE & SHRUB SPRAY TRUCK: 1978 GMC 6500, 60K miles w/1000 gallon spray unit. Hypro 40 G.P.M. pump, Kohler 23 HP motor, Hannay 6000 series electric reel, 300' hose & 785 gun. Excellent condition. \$8995. 1000 gallon Norwesco poly spray tank, almost new, includes all hardware. \$750. 516-585-1300. 2/91

EDUCATIONAL OPPORTUNITY

GRAYSON COLLEGE, Denison, Texas: Two-year technical program in Golf Course and Turfgrass Management. 18-hole golf course on campus. Dormitories, placement assistance, financial aid and scholarships available. Contact: GCC, 6101 Grayson Drive, Denison, TX 75020. 214-465-6030, extension 253. 6/91

HELP WANTED

Landscape Supervisor: Established Michigan Contractor looking for self-motivated individual with 5 years minimum experience to manage crews and oversee landscape installation. Send resume and salary requirements to: DeAngelis Contractors, 22425 Van Horn Road, Woodhaven, Michigan 48183. EOE. 4/91

TWO POSITIONS AVAILABLE: EXPERIENCED ESTIMATOR & CONSTRUCTION GENERAL SUPERVISOR. General Contractor seeking individuals experienced in estimating and site development. Supervision of personnel and dealing with governmental agencies required. Send salary and resume to: DeAngelis Contractors, 22424 Van Horn, Woodhaven, MI 48183. E.O.E. 4/91

General Manager: Lawn Care Co. established 20+ years looking for extremely motivated, extremely knowledgeable tree care person to start and grow tree care division. Must have experience in treating and diagnosing. Qualified applicant will have total responsibility for starting and growing tree and shrub program in our area. Excellent opportunity for unlimited growth and earnings. Send resume and salary requirements to Michael Papp, Echo-Wood Services, P.O. Box 104, Califon, NJ 07830. 2/91

ACHIEVERS - WHERE IS YOUR SECURITY? We are an aggressive, growing lawn care company looking for franchisees and/or working managers - working towards ownership to insure their personal future and stop worrying about layoffs. We are looking to open the Philadelphia-Camden-Trenton market this Winter-Early Spring, plus a few others to be determined by the individual involved. Call or write for interview at P.O. Box 5677, Rockville, MD 20855. Super Lawns. 1-800-44-LAWN1. 3/91

EHRlich GREEN TEAM: Due to continued growth and expansion, we have several positions becoming available now and into 1991. These include Management, Sales and other positions. The Ehrlich Green Team is a regional, diversified lawn and tree care company. We are a division of the J.C. Ehrlich Company with a commitment to quality customer services since 1928. The Ehrlich Green Team has pioneered integrated pest management principles in lawn care and tree care. We are seeking individuals who are achievement and results oriented and enjoy hard work. Tree experience will be helpful, but not essential. If you have a desire for advancement and self development, we would like to talk to you. Prompt attention will be given to responses which include a resume and compensation history. Strict confidentiality is assured. Please reply to: John A. Carson, Division Manager, Ehrlich Green Team, J.C. EHRlich CO., INC., P.O. Box 13848, Reading, PA 19612-3848. EOE M/F. 2/91

HELP WANTED: Lawn/tree & shrub man. Driving, dedicated, self-starter. Experience preferred. Plant identification, disease identification, spraying, deep-root feeding. Pruning knowledge helpful. Strong desire to achieve. Stability and natural inclination most important. Starting income based on experience. Send resume to Lawn Care, PO Box 5479, Pocatello, Idaho 83202. 2/91

SERVICES

TELEMARKETING SALES LEADS FOR SPRING SELLING SEASON GENERATED BY PROFESSIONAL TELEMARKETING SERVICE. Company established in 1984 and has over 100,000 leads worth of experience. Qualified leads which include prospect full name, spouses name, full address, telephone number, lawn concerns and 3 other qualifying questions. Live operators trained specifically on your account. We can target by zip code or street to focus on your best selling area. Good cost per lead means low cost per sale. Clients include 26 Lawn Doctor franchises and several regional companies. For details and start up kit call Edward DuCoin, Impact Telemarketing, Inc. 1-800-522-8446. 2/91

Training Programs: Effectively train your new and experienced employees in the least amount of time with minimal management involvement. Complete weekly lesson packages including handouts, quizzes and documentation forms. Train at your location, at your convenience. Topics include pesticide safety and handling, agronomic and horticultural issues, customer service and sales, driver safety and more. Both lawn and tree and shrub care programs available. Recertification credits often available. Pesticide Compliance and Training Services, Inc. Call Paul Skorupa at 401-294-1384. 2/91

BUSINESS OPPORTUNITIES

ACHIEVERS WHERE IS YOUR SECURITY?

We are an aggressive, growing lawn care company looking for franchisees and/or working managers - working towards ownership to insure their personal future and stop worrying about layoffs.

We are looking to open the Philadelphia-Camden-Trenton market this Winter-Early Spring, plus a few others to be determined by the individual involved.

Call or write for interview at P.O. Box 5677, Rockville, MD 20855. Super Lawns 1-800-44-LAWN1

REPS WANTED

SALES REPRESENTATIVE: Must have experience in selling fertilizer and turf products to lawn care industry. Chicago position. Excellent salary and benefits! Come grow with us! Send resume to: Tyler Enterprises Inc., P.O. Box 365, Route 53, Elwood, IL 60421, Attention: Sales Manager. 2/91

AD INDEX

NO. ADVERTISER	PAGE	NO. ADVERTISER	PAGE
101 Blackburn	29	114 Maruyama	8
102 Ciba-Giegy Corp.	6-7	115 Mobay	19
103 Dewitt	25	116 Noram	4
104 DowElanco	5	117 OM Scott & Sons Co.	16-17
105 DowElanco	26-27	118 PBI/Gordon	2-3
106 ESC Inc.	28	122 Par Ex	22
124 Green Genie Products Inc.	22	119 Professional Tree and Turf	28
107 Growth Products	29	120 Service Master	12
108 Harmony (Regional)	14-15	121 Special Products	11
109 Henderson Chief	12		
110 Hoechst Roussel	13		
111 Howard Johnson	21		
112 Lesco, Inc.	32		
113 Lofts Seed Inc.	20		

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LANDSCAPE MANAGEMENT is written for golf course and landscape professionals, while LAWN CARE INDUSTRY satisfies the information needs of chemical lawn care professionals. Together, they provide total show and industry news coverage.

You could call their editorial and marketing teams "roadies," because they spend 50% of their time traveling to shows, tracking stories and getting candid perspectives from suppliers. Listed here is just a portion of the shows they'll be attending this year. Frankly, it's the only way to stay on top of late-breaking news and keep both books fresh and on the cutting edge of their market segments. This dedication makes them the authoritative voices on industry problems and opportunities readers need to be aware of...and explains why their competitors look like warm-up acts.

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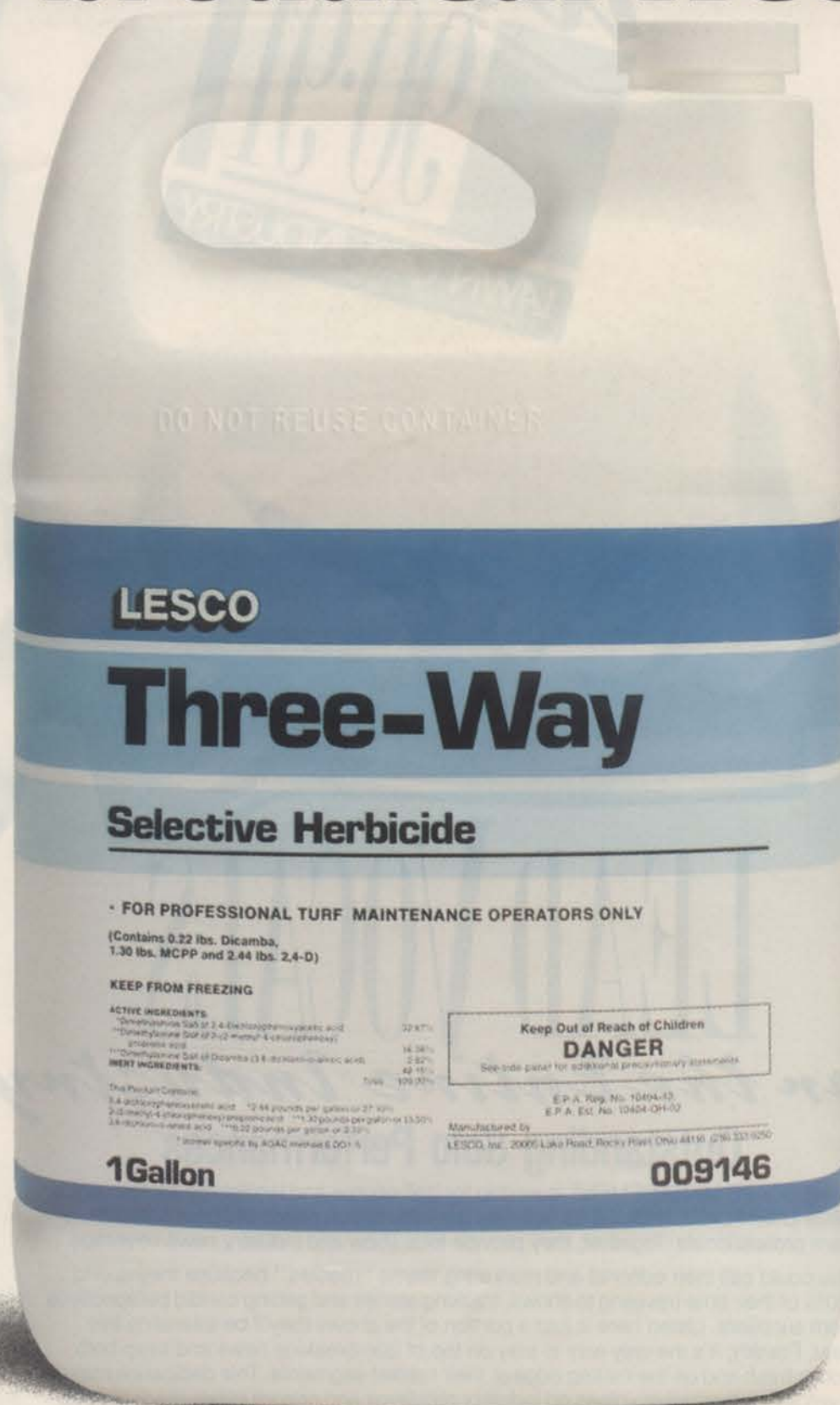
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