



## CORPORATE LIABILITY

Tim Drake on how to avoid getting 'burned'

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**PLCAA**  
**'84 Tampa**  
NOVEMBER 12-15

SPECIAL  
CONVENTION  
ISSUE

# LAWN CARE INDUSTRY

Serving lawn maintenance and chemical lawn care professionals

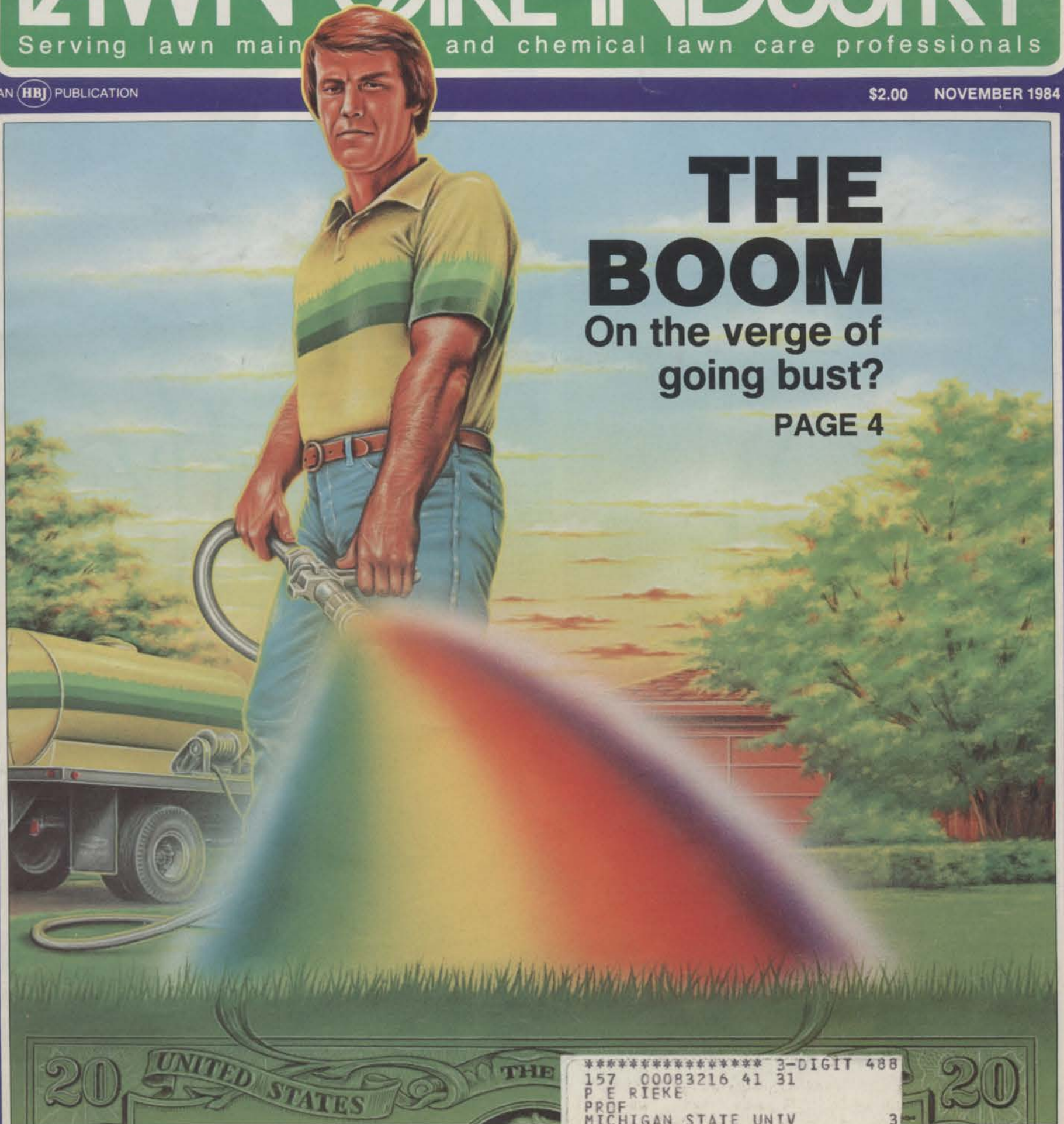
AN **HBJ** PUBLICATION

\$2.00 NOVEMBER 1984

## THE BOOM

On the verge of  
going bust?

PAGE 4



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# LAWN CARE INDUSTRY

Serving lawn maintenance and chemical lawn care professionals

## THE BOOM

### End of '80s may mean big slowdown

If your company is growing with the lawn care industry, you've experienced a 20-25 percent annual increase in revenues over the last few years. But, come the end of the decade, you can expect a drastic downturn in those relatively large figures.

As a matter of fact, most experts are predicting lawn care revenues to drop into the 6-8 percent category typical of most mature industries by 1990.

"It's really a very normal type of industry growth," says analyst Mark Parr of Cleveland, Ohio, plugging lawn care statistics into a semi-bell curve he calls a "product life cycle."

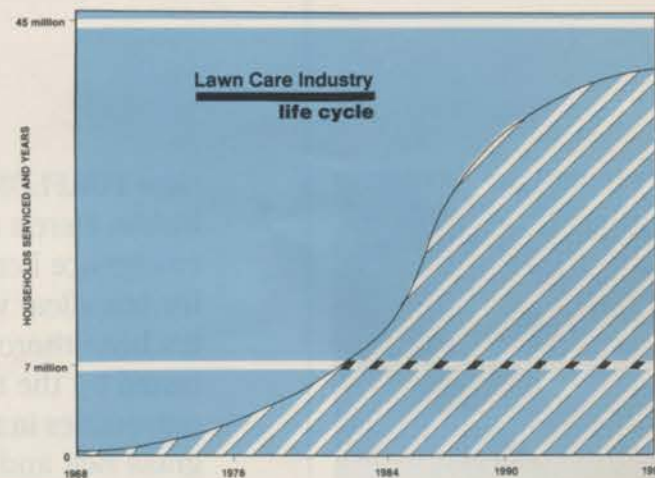
Market analysts believe that the poten-

tial national market is 45 million households. At the industry's current growth rate, it will reach a near-saturation point in about six more years.

"You've got a five-year window to grab customers, then you're going to get consolidations," Parr says. "In the interim, the people who are not smart marketers will be pushed out of business—and that's typical."

As a matter of fact, part of the mid-western section of the country is experiencing more market maturity. "If you took Ohio through the product curve, it would be closer to two-thirds of the way up that

to page 44



Milt Kageyama, Roger Farrington



The Ford intermediate walk-behind

### Chemicals, equipment

## O.M. Scott, Ford surprise market with new products

O.M. Scott & Sons and Ford Tractor Operations may have surprised the lawn care market by

independently announcing new product entries this month.

O.M. Scott—long known for its involvement in professional lawn care—will have a Turf Weedgrass Control and a Southern Weedgrass Control on the market by the first of next year. Ford Tractor, meanwhile, will enter the market for the first time with small and intermediate commercial walk-behind mowers.

LAWN CARE INDUSTRY received the news from the two companies six weeks ago, and visited their headquarters for exclusive interviews.

### O.M. Scott

"We're pretty excited about the pendimethalin weed control products," says Pro-Turf market-

### 'Hot market'

## PLCAA show smashes marks

At presstime, the Professional Lawn Care Association of America's trade show had grown to a record 232 booths, thanks to the efforts of executive director Jim Brooks, his staff, and an increased interest in the turfgrass industry.

"The size of the show is indicative of the hot market we're in," Brooks notes. "I had originally thought we'd be about 30 percent larger than last year's conference in Indianapolis; now, it looks like we might hit 40 percent."

Last year, the PLCAA trade show consisted of 163 booths bought by 106 companies. Those figures for this year are 232 and 127, respectively. Last year, seven companies bought island exhibiting complexes; this year, there promise to be at least 16 islands.

"Part of the reason is the location, I'm sure," Brooks says. The fifth annual show is slated for the Curtis Hixon Convention Center in the heart of Tampa, Fla., during a time of the year (Nov. 12-15)

when more and more lawn care operators are looking for some "R&R."

Brooks says he is also expecting a "very large crowd," certainly more than the 1,000 who attended last year. Perhaps more like a record-breaking 1,500 to 2,000, he thinks.

For more information, contact the PLCAA at 1225 Johnson Ferry Rd., Suite B-220, Marietta, GA, 30007. Phone number there is (404) 977-5222.



## Ohio-based group is formed to educate public

The Society to Educate Pesticide Safety—a group of six Ohio-based lawn care, pest control, tree care and chemical company businessmen—is trying to halt the pesticide hysteria caused by radical environmentalists.

The group will try to educate the public in hopes of driving away the scare tactics and anti-pesticide information being disseminated by certain special interest groups.

"We are trying to get the truth

out on what they (PCOs and LCOs) are really using, and that this industry is already regulated enough," says George Gossett of Dow Chemical, Midland, Mich.

The executive committee consists of Gossett, Bob Holt of Davey Tree, Kent; Nate Robinson of Leisure Lawn, Dayton; Ray Gibson of Ohio City Communications, Cleveland; and Lauren Lanphear of Forest City Tree, Cleveland. The group hopes similar organizations spring up in other states.

Under the direction of STEPS, three noted scientists visited Cleveland media to begin the education process. The organization has also attended many local council meetings in an attempt to answer citizens' questions about urban pesticide use.

Lanphear, who is an arborist, says the lawn care industry should not be alone in the battle.

"This problem, while this year may be targeted at lawn care companies, is an industry-wide prob-

lem," he notes. "If lawn care gets regulated, it's only a matter of time before other businesses using pesticides are targeted for similar restrictions."

STEPS' long-range plans include getting a chemical/agricultural curriculum introduced at the high school level.

"We have to show them facts and statistics," says Gossett. "People just don't understand. Ignorance is one of our biggest enemies."

## Congressmen visits Chicago

U.S. Congressman George O'Brien (R-Ill.), seated in the photo at right, met with Chicago-area lawn care businessmen recently to discuss pending legislation that would affect the industry.

Congressman O'Brien met with the lawn care group at Nice N Green, Romeoville, Ill. Nice N Green owner Jim Mello, standing in photo, says that O'Brien has kept in close touch, and has offered suggestions to lawn care businessmen about how to influence industry-related legislation.



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## MEMOS

**CHEMLAWN STOCK** dropped from 31 to 24 in early fall, and some investment analysts have put it on their "sell" list. Part of the reason for the drop was the pesticide problems that are heating up the industry nationwide. Analysts feel it could create problems for ChemLawn and the other lawn care companies, and rightfully so.

**IRON COUNTRY:** According to sources inside the industry, iron applications could be the next major area of expansion for lawn care companies, following closely in the footsteps of disease control and aerification. Iron sulfate applications generally improve the color of the turfgrass plant. The biggest problem with iron is that it has a tendency to stain concrete. But, apparently, more and more lawn care companies are adding it to their programs.

**NO RELATION?** John Kenney, president of Turf Doctor, Framingham, Mass. has a message for all those people who read LAWN CARE INDUSTRY. "Steve Kenney up in Buffalo is not a relative of mine," John snickers. The September issue of LCI told the plight of Steve, who was hauled into municipal court for letting his suburban lawn grow to ridiculous heights.

**THE MIDWEST** continues to be the stronghold of the lawn care industry, according to membership figures released recently by the Professional Lawn Care Association of America. The PLCAA lists Illinois as having the most members (56) with Ohio second (50), Indiana third (34) and Michigan and Pennsylvania tied for fourth (32 each). The only states without any PLCAA members are Alaska, Arizona, New Mexico and Wyoming.

**MEL McDANIELS** returns to the Chipco Bluegrass Festival for the second consecutive year during the PLCAA Convention and Show this month in Tampa, Fla. This is the third (and possibly last) year for the popular Bluegrass Festival, which will be held barbeque-style. Rumor has Rhone-Poulenc, the event's sponsor, diverting funds toward another PLCAA project that would benefit the group's entire membership, and not just those attending the annual convention.

**THE EPA** is on the verge of tightening farm pesticide rules, according to an Associated Press report. The tightening will help protect farm workers against exposure to pesticides, and include: providing training, supervision and medical attention; strengthen protective clothing requirements; and lengthen time intervals for re-entry of field after application of some pesticides. Such new rules could end up affecting the lawn care operator in more ways than one.

**CUTS ARE LOOMING** for the University of Missouri's turfgrass program, according to Dr. John Dunn. In a letter to members and friends of the Missouri Valley Turfgrass Association, he outlined the university's financial plans. "Loss of the turfgrass program at this time would be a sad development," Dr. Dunn wrote, emphasizing that Missouri could be the first state in the nation to lose a turfgrass program.

**THE RUMOR MILL** continues to churn out scoops: look for Stauffer Chemical Co. to introduce a major project at the PLCAA convention this month. Herb Day and Frank Lukasik have been working on a program to promote the lawn care industry to consumers, and will announce details—which involve PLCAA members—during the conference's educational session.





Dr. Karl Danneberger (back to camera) addresses participants at Ohio turf field day.



Dr. Joe Vargas (center) describes a bit of research at Michigan turf field day.

## Fall features turf field days

The fall months of August and September provided a perfect backdrop for turfgrass field days held in Georgia, Michigan and Ohio.

The University of Georgia event, held in Athens, attracted a crowd of more than 200, a 47 percent increase over 1983 attendance. Topics covered were evaluations of fungicides, effects of cultural practices on pre-emergence herbicides, growth regulators and subsurface irrigation.

More than 350 turned out for the Michigan State event in East Lansing. They heard about research on Kentucky bluegrass performance, plant growth regulators, crabgrass control, wetting agent use and effects of irrigation, fertility and wetting agents on *Helminthosporium* melting out and dollar spot.

The field day at Ohio State in Columbus also drew more than 350 participants, though it was OSU's first in three years. Research covered included fungigation, thatch management, ammonia volatilization, late season fertilization, rhizotron studies, plant growth regulators and natural shade performance.

## Ciba-Geigy will expand turf sales

Ciba-Geigy Corp. has created a new five-person sales force to serve the turf and ornamental market. They will work with chemical distributors and lawn care companies, among others, in disseminating information about Ciba-Geigy's line of fungicides and insecticides.

The salespersons are: Joy Fulmer of Winter Spring, Fla.; Hugh Hardie of Cameron, Mo.; Tino Lopez of Mesa, Ariz.; Jeff Mellinger of Fort Wayne, Ind.; and Tom Nash of Mt. Lebanon, Pa.

Lawn care chemicals marketed by the company are Subdue, a turf and ornamental fungicide; Triumph, a turf insecticide for grub and secondary pests that is awaiting EPA registration; and Banner, a new fungicide for the control of brown patch and dollar spot in turf, also pending at the EPA.

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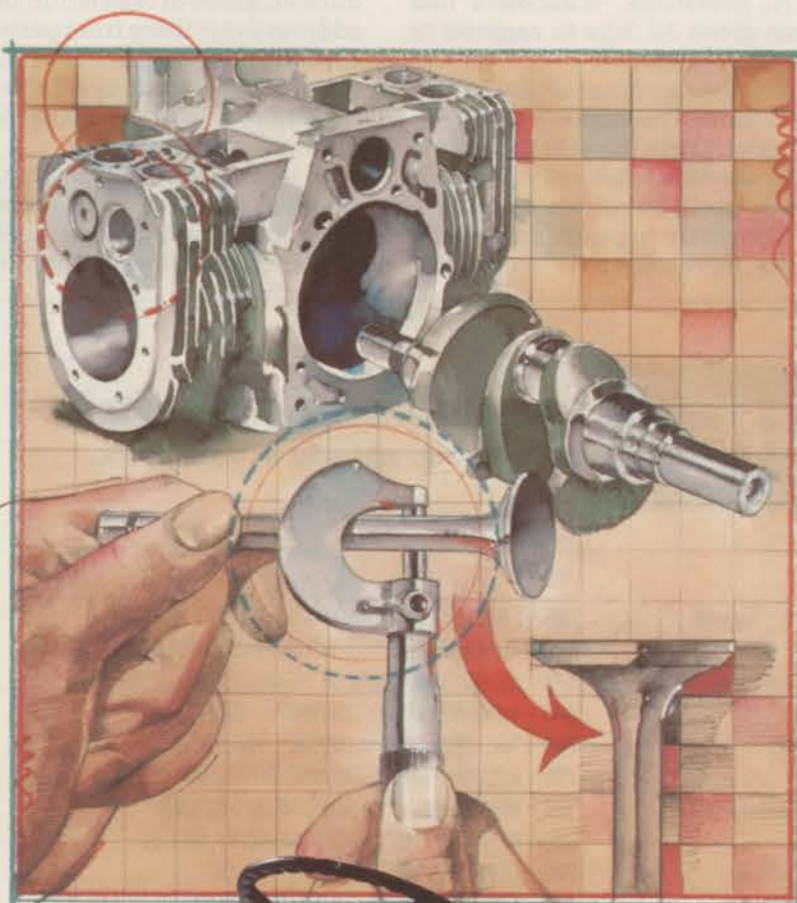
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# PPPF sues city of Wauconda

The Pesticides Public Policy Foundation has filed suit against the city of Wauconda, Ill.

Earlier this year, Wauconda's City Council adopted a bill that required a sign to be posted on all land which had been treated with pesticides. Since, all but a few lawn care companies have discontinued treating lawns with chemicals in that city.

"We have filed suit against Wauconda on several grounds," claims PPPF director Dave Dietz. "First, that it's pre-empted by

both state and federal legislation. Second, that it's discriminatory. And third, that there are some unresolved Interstate Commerce Commission questions."

At presstime, Wauconda had been given 30 days to respond to the complaint.

Since many other communities were using Wauconda's statute as a model, Dietz expects the suit to have an effect not only in Wauconda itself, but also nationally.

Elsewhere in pesticide politics, these developments were pro-

gressing at presstime:

● The prospect of more federal legislation this spring became more imminent.

"We expect Congress to introduce all kinds of legislation that'll address everything from pesticide application to registration," Dietz claims. "We expect to see a 'Son of Harper's Ferry'—as well as a lot of nieces and nephews."

● In Texas, the state commissioner of agriculture has proposed rules affecting pesticide application, including the posting of signs

where the chemicals are applied, and pre-notification of fields within a mile of the application. Obviously, Dietz notes, this type of legislation would affect not only farmers but also LCOs.

● The controversial Lesniak Bill has had preliminary hearings in New Jersey.

Twenty witnesses have been called in, and many of them opposed passage of the legislation, which promises to require mandatory pre-notification and a virtual state duplicate of the federal EPA pesticide registration process.

● The California State Legislature scored a victory from the pro-pesticide users' point of view when it overturned a state Supreme Court ruling which granted local communities the power to preempt state and federal pesticide legislation. The legislators' action came Aug. 30, saving that state from another court suit by pro-pesticide interests.

● The Massachusetts workers' right-to-know laws were implemented Sept. 26. They are so strict that they could send many companies—including lawn care—out of business.

"We hope to meet with industries in Boston soon to hammer out what we're going to do," Dietz says. "We don't want to step on anybody's toes. And I wouldn't be at all surprised to see us in court on this one, too."



Dietz

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LCI 11/84

## OTF show at popular center in Columbus

This year's Ohio Turfgrass Conference and Show returns to the popular Ohio Center in Columbus, following a one-year stint in Cincinnati.

More than 2,000 attended the show last December, an all-time record.

According to Dr. John Street of Ohio State University, who is program coordinator, the educational session lineup is almost complete. Among the speakers will be Dr. Harry Niemczyk, OARDC; Dr. Bobby Joyner, ChemLawn; Dr. Al Turgeon, Tru-Green; Dr. Elton Smith, OSU; and Dr. Alex Shigo.

Keynote address is "The Image Game," a look at turfgrasses around the world. Separate sessions will also be held on professional lawn care, grounds maintenance, athletic fields and golf turf.

The event will be held Dec. 3-6. For more information, contact Dr. Street at 2021 Coffey Rd., Columbus, OH, 43210. Phone number there is (614) 422-2601.



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NOVEMBER 1984

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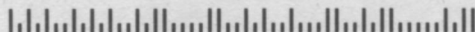
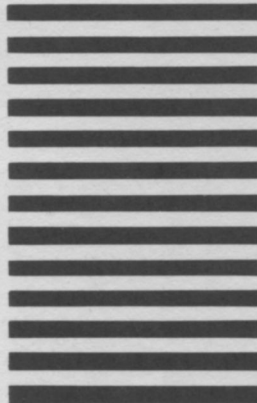
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## Royalty check is unusually large

Lofts Inc. recently awarded Rutgers University royalties totaling more than \$65,000. President Jon Loft presented the check, which was accepted by Dr. Lowell A. Douglas, chairman of Rutgers' Department of Soils and Crops.

Loft credited the unusually high royalties to the increased demand for high-quality turfgrasses.

The check represented royalties on 1983 harvested turfgrass seed developed by Rutgers, including two Kentucky bluegrasses (RAM I, Mystic) and five perennial ryegrasses (Palmer, Repell, Diplomat, Yorktown, Yorktown II).

## California opening up?

The chemical lawn care market in California, heretofore relatively undeveloped, could be opening up in the near future.

Western Farm Service has started seven branches since April, and plans to expand its operations.

"People from California really don't understand what lawn care is all about," says Western Farm's sales and marketing manager Ron Carruth. "It takes a real sales job—lots of advertising."

"So we're not making money yet, but we've put together a five-year forecast and we're optimistic."

Western Farm Service has been an agricultural distributor and wholesaler in California, Oregon, Arizona, Washington and Idaho for 30 years.

"The lawn care business was a natural thing for us to go into," Carruth notes. "And the only problem we've had is that things have happened faster than what we had forecast."

Western Farm has about 30 trucks running out of eight lawn care branches, one each in San Diego, Riverside, Ontario, Orange County, the San Fernando Valley, Ventura, Santa Barbara and San Francisco/East Bay.

Its lawn care service is known as Green Lawn Experts.

## ALCA seminar aimed at CEOs

A seminar being held in Phoenix, Ariz. by the Associated Landscape Contractors of America is titled "Planning for the Future." It is aimed at CEO/owners of landscape management firms.

Issues to be covered by Cliff Kraft of Organizational Development Associates are: development of a mission statement; criteria and strategy for expansion; developing goals; and strategies for achieving goals.

The seminar will be held Nov. 28-30. For more information contact ALCA, 405 N. Washington St., Suite 104, Falls Church, VA, 22046. Phone number is (703) 241-4004.



Jon Loft, chairman of Lofts Inc. (foreground), presents a check for \$65,232.26 to Rutgers University personnel. Also representing Lofts is Dr. R. Hurley (left). Accepting the check, from left are: Dr. H. Indyk, Dr. R. Duell, Dr. C.R. Funk, Dr. L.A. Douglass and Dr. R. Engel.

## Large crowd is expected at CLCA

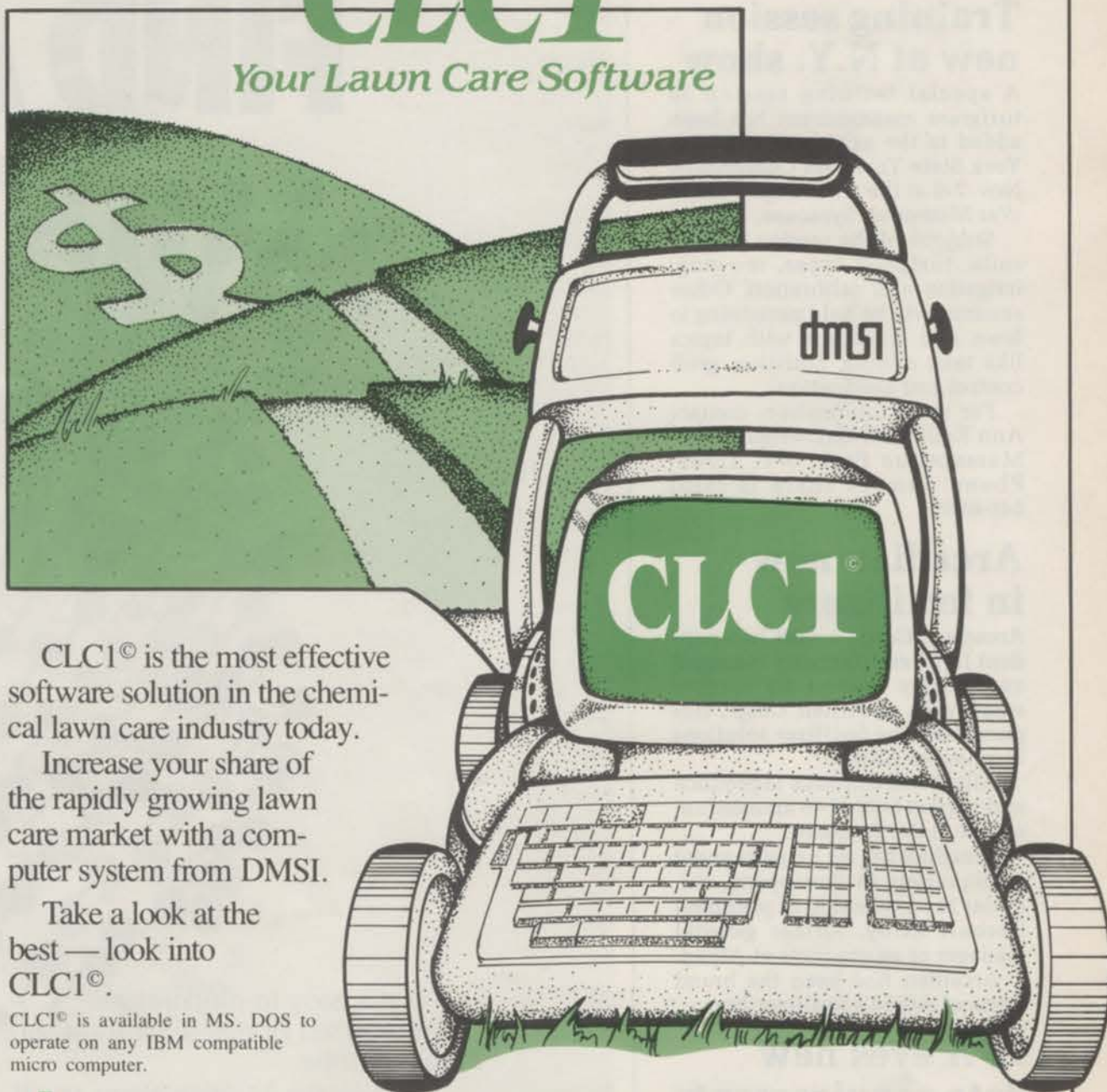
Pre-registration for the California Landscape Contractors Association convention Nov. 8-11 "has been great thus far," says convention chairman Nelson Colvin.

Functions at the Ixtapa, Mexico, convention include election of officers, presentation of the 29th annual Trophy Awards, a beach party, president's reception, banquet and dance.

For more information, contact Colvin or Sharon McGuire at the CLCA headquarters, 2226 K St., Sacramento, CA, 95816. His phone number is (818) 999-2043; hers is (916) 448-CLCA.

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## Dow announces new herbicide

The Dow Chemical Co. has placed a new broadleaf herbicide, Turflon D, on the lawn care market.

Turflon D, according to Dow, controls a broad spectrum of weeds, including oxalis, wild violet, ground ivy, spruce and veronica in cool season grasses.

"In addition, Turflon D is quite immobile in soil, so there is minimal chance to damage to ornamental shrubs and trees by root uptake," says product marketing manager Vince Geiger. "This is a low volatile ester formulation that was field tested extensively with no evidence of off-target plant damage due to volatility."

Turflon D contains two pounds of 2,4-D and one pound of triclopyr butyl-ethyl esters per gallon of formulation. It is packaged in 2½-gallon plastic containers, two per carton. It mixes well with liquid fertilizers and other turf chemicals.

## Training session new at N.Y. show

A special training session in turfgrass management has been added to the agenda of the New York State Turfgrass Conference, Nov. 7-9 at the Onondaga County War Memorial, Syracuse, N.Y.

Subjects of the session include soils, turfgrass types, mowing, irrigation and calibration. Other sessions will be held pertaining to lawn and landscape with topics like tank mixing, nutrition, grub control and aerification.

For more information, contact Ann Reilly, 210 Cartwright Blvd., Massapequa Park, NY, 11762. Phone number there is (516) 541-6902.

## Arcadian new in fertilizers

Arcadian, Corp., a new independent fertilizer company managed and partly owned by former employees of Allied Corp., has purchased the fertilizer solutions business of Allied.

Allied will continue to produce and market Sulf-N 45 ammonium sulfate, a dry fertilizer.

Arcadian has set up permanent headquarters in Parsippany, N.J. under the leadership of president Herbert Kirby, former general manager of ag products at Allied.

Arcadian had been the brand name of Allied's fertilizer line.

## EPA eyes new data requirements

The Environmental Protection Agency has sent to Congress new data requirements for the registration of pesticides, according to *Chemical Week*.

The new rule specifies, in one place, all the data requirements for getting a pesticide registered. It is an improvement on the 1975 basic requirements, the article said.

# PLCAA asks assistance of members

Don Burton, government affairs chairman for the Professional Lawn Care Association of America, has asked the help of PLCAA members in an effort to get the Public Issues Alert Committee off the ground.

In a letter to the general membership, Burton said, "We have decided it best to have all member firms serve as local monitors." The letter went on to ask members to stay abreast of matters concerning lawn care operators in general.

Some of the concerns were delineated: pesticide use and han-

dling, pesticide waste disposal, runoff of chemicals, insurance matters (including Workman's Compensation, vehicular accidents, environmental contamination and liability), fertilizer and seed use and restrictions, advertising and promotional practices, and legal issues related to lawn care.

Burton also distributed forms



Burton

to aid members when they report news to the PLCAA headquarters.

"A sense of duty and shared mutual concern for the problems we face makes your volunteering to aid the association and industry commendable and appreciated," Burton wrote.

A network of coordinators within each state served by the PLCAA is also being developed.

"Ultimately, the P.I.A.C. may broaden its activities," Burton wrote, "to include disseminating useful pesticide information guidelines within the industry, and to help educate the public."

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service advantage going. You've got an important selling advantage.

So make sure you consider Briggs & Stratton when you're looking at power options. And when a customer asks about service, show him our little map.

He'll get the point.



## UPFRONT

## Bo Derek and you, the LCO



Dudley Moore said it in the motion picture 10: "On a scale of one to ten, she's an eleven." He was speaking, of course, about bo-dacious Bo Derek, the title character.

And that statement just about sums up how I've been feeling during my two-year relationship with the lawn care industry. Why? Because it's been, without fail, a delightful

experience to meet and talk with you.

It's easy to approach a lawn care operator—any lawn care operator—shake hands, loosen the tie, roll up the sleeves and have a pleasant discussion.

Buy an LCO a beer and he's in seventh heaven. Tell him a dirty joke, and he'll tell you one back.

Ask him how business is

going, and there's no beating around the bush, no hesitancy. "Tell you what, Jer, I been turning customers away hand over fist." Or, "Jer, some of the people in this town wouldn't know a good-looking lawn from a pile of dead weeds."

Our company, HBJ, publishes about 80 trade magazines, most from our headquarters in Cleveland. And most of the other editors aren't nearly as lucky as I. They've got to pry information out of used-car-salesmen-types whose only inclination is to make sure they get all the credit, and that the blame is well-distributed.

Because the industry is so young, I have another advantage over my cronies here at HBJ: in most cases, I'm talking to the person who started the lawn care business. And it's so much easier to get straight answers when the person you're questioning has a hands-on comprehension of how the business works.

In some of the other industries for which we publish magazines, the corporate executive was hired two weeks ago from some other corporation, and doesn't know a diddeley about his company.

So there are times when another of the editors around HBJ asks a corporate executive "how's business," and gets a half-hour of "well...er...ah."

It has been—and will continue to be—a real education getting out from behind the desk. Sure there are times that, because of your ebullience and enthusiasm, I come back to the office ready to pull a Rip Van Winkle. But it's been worth it—every time out. Because, while I'm making the rounds with you, I'm learning. And that's what's fun.

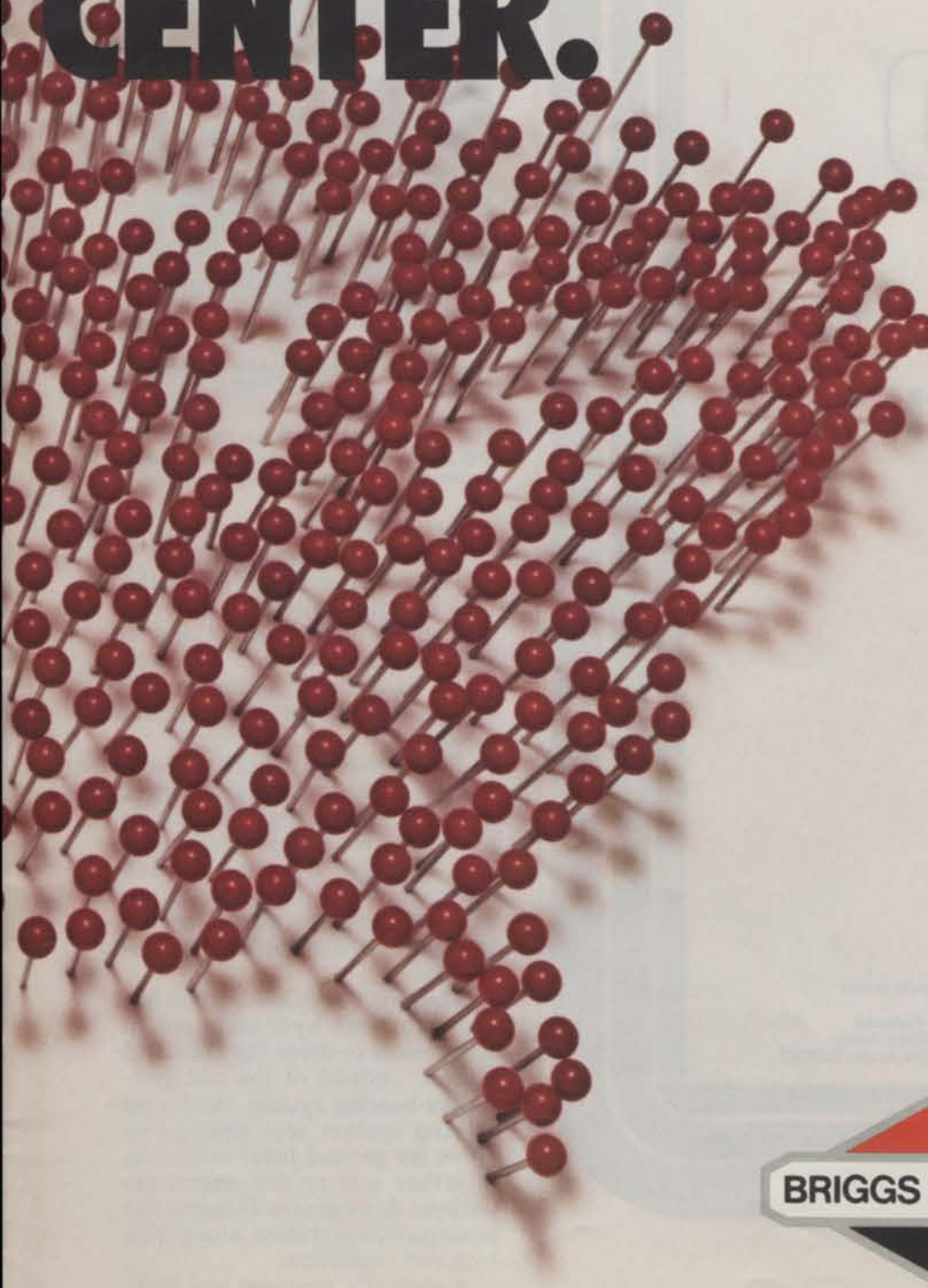
Thus, on the dawn of the fifth annual Professional Lawn Care Association of America's convention and show, I have a special message I'd like to convey to both segments of our readership (chemical lawn care operators and landscape maintenance contractors):

Thanks. Looking forward to meeting you, or seeing you again. If not in Tampa or Hawaii, some other time. Keep up the good work. If ever there was an "11," it's the people associated with the lawn care industry.

*Jerry Roche*

Jerry Roche  
Editor

# TO HELP YOU & STRATTON CENTER.



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## Anatomy of a truck

# Initiative, stubbornness and necessity are prime requisites for designing your fleet

The business of designing a lawn care tank truck is tricky and confusing; seeking the right combination of efficiency, safety and durability. But—in the end—it's also very satisfying.

That's what Bob Smith and Steven Tangsrud of Denver Leasing and Manufacturing found out recently. When contacted by Ever-Green Lawns owner Dick

Miller, they were asked to make him some trucks. The ensuing months (during which the Jet Mixer DL-1300 tank truck was created) involved initiative, stubbornness and, most importantly, necessity.

"We were confident, but also surprised that everything went so well," says Bob Smith, director of engineering and design.

"We've been in the lawn care business for 10 years and always built our own equipment," notes Miller, who cites rising fuel and maintenance expenses as the reason for contacting the pair. "But Ever-Green came to a point, as we believe other operators have, where substantial truck design changes were needed and possible."

Smith and Tangsrud first discussed basic directions. Then they went to the applicators themselves, and finally to the Professional Lawn Care Association of America.

"The common concerns voiced by drivers were clogging of the pumping system due to rust accumulation, and difficult handling of the truck as a result of the typical round tank and high center of gravity," Tangsrud says. "In addition, some emphasized the importance of cosmetics, of keeping the trucks clean and bright."

Smith adds, "There are areas that operators should consider in selecting a new truck. For instance, is the truck chassis rated for the loads you intend to carry? How well is the truck constructed? What are the loading capabilities? How easy is it to put

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The Jet Mixer DL-1300 has a 300- and two 500-gallon compartments. The pumping system delivers five gallons per minute.

in gear? These are the kinds of questions you need to ask."

The pair decided to build the tank of stainless steel, which can withstand wide fluctuations in temperature, and last up to 20 years. In addition, stainless steel helps prevent rust and frequent repainting.

They chose an elliptical shape for the tank, to achieve a lower center of gravity, and placed it on an International Harvester frame. The tank was designed for one 300-gallon and two 500-gallon compartments to allow for the transport of three different substances.

The new Ever-Green truck has an industrial hydraulic pump with motor to drive the chemical pumps, instead of the old belt-pulley-bearing system. And a jet mixing system was devised to allow for ground level induction of either wet or dry chemicals without damaging or clogging the basic pumping system, along with hydraulic agitation.

A specially enclosed and lock-





able rear storage compartment was attached. Other features chosen were automatic transmission for ease of operation, and a diesel engine for fuel efficiency.

According to Smith, through the first 15,000 operating hours of the new trucks, both fuel costs and maintenance costs were reduced by about half.

"Certainly, the bottom line for most operators considering a major new purchase is the initial investment versus return," says Smith. "The operator must be able to justify the initial added expense, aware that he will face a payback as a result of the fuel and maintenance savings and less downtime. In Ever-Green Lawns' case, the payback is about one season."

Though the challenge of designing the tank truck is over, Smith and Tangsrud point out that what they learned can be adapted to other types of lawn care equipment. They offer advice to those considering a new design or modification of existing equipment:

"The first step is to develop a clear-cut detailed description of what you're seeking," Smith suggests. "Then, make a thorough evaluation of what already exists in the industry. Go to the trade shows and other industry activities, and ask component manufacturers what their production plans are. Also, talk to other industry representatives to gain additional insights."

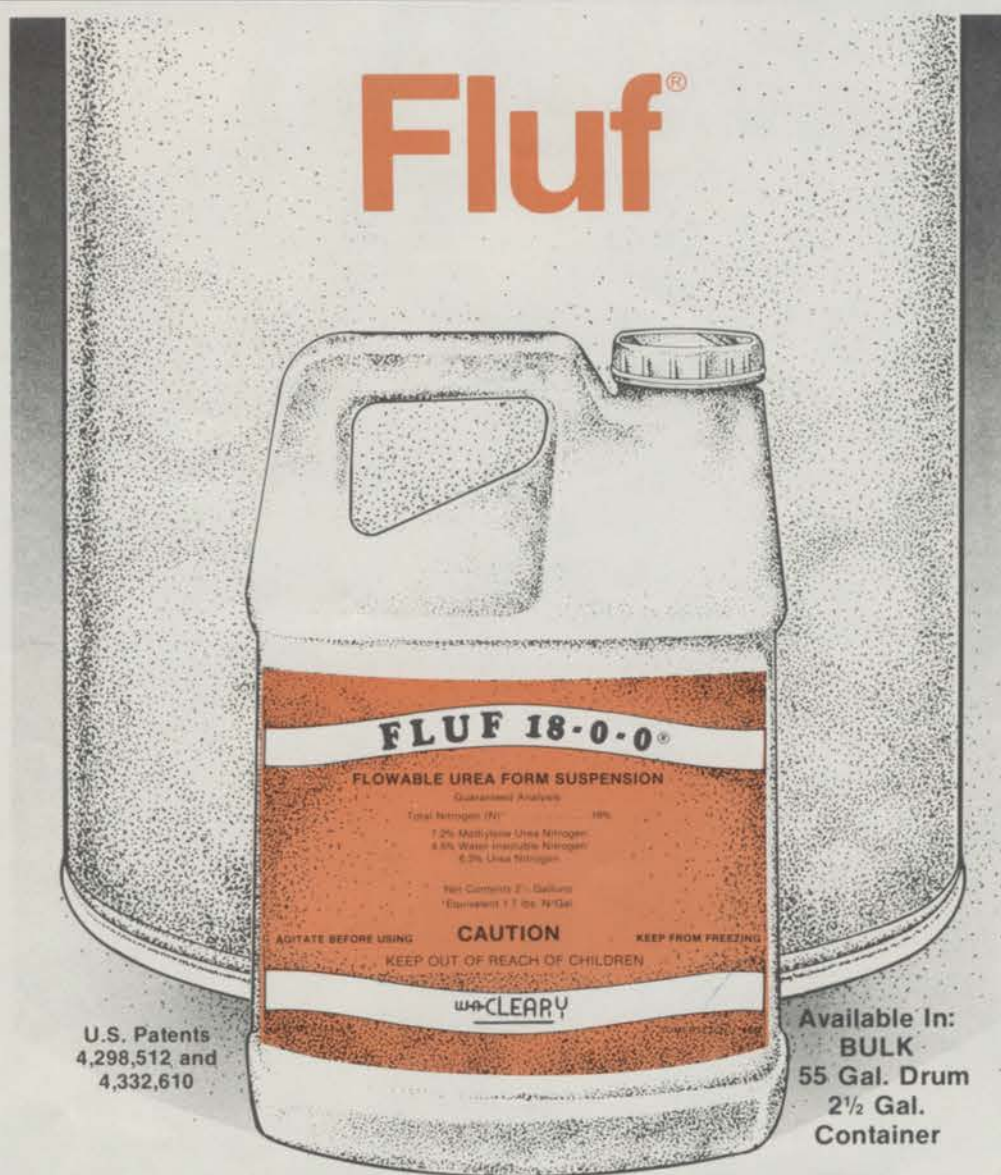
Both stress the importance of being innovative and willing to take risks.

"The lawn care industry may not have had as many resources in the past," Tangsrud concludes, "but it is changing rapidly, and there are a number of promising developments being planned."

"The future of the professional lawn care field is exciting." ■

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## The collections game

# Of 'IGOTS' and 'GIMMEES'

Whether you know it or not, you're diversified. Of course you're in lawn care. But part of you is in the smithing business.

Our large banks and multi-nationals of today were at one time "smiths:" they held other peoples' gold and issued paper receipts which had been exchanged for services based on their honesty and integrity. Since coins were frequently just too heavy and cumbersome, work and payment became a paper honoring system. Then leveraging and money-lending became formalized.

Today, most of your hold paper, representing one to ten percent of your business ("receivables"). You have provided a service, self-financed it, and hold a piece of paper saying you are owed.

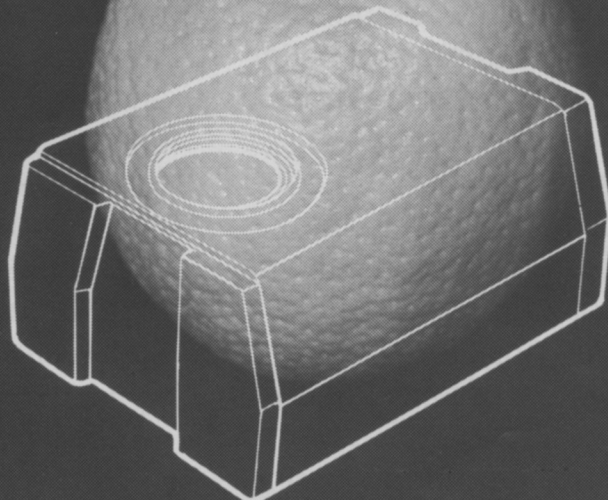
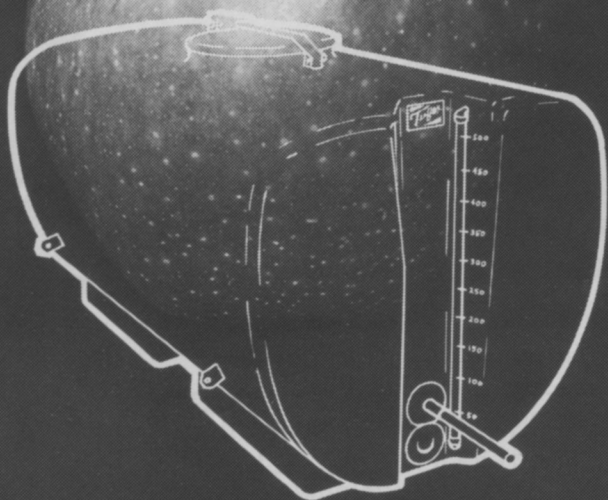
The medium of most payment is check, credit card, etc. In 1976-77, 23.94 percent (\$2,106 billion dollars retail) were so made. Only 9.51 percent of all payments were in cash, and an amazing 75.55 percent of all transactions were done on a totally electronic or bank credit basis.

You have provided a small but valuable service; you've lent your company's time, material, equipment and employees to a customer and now have only a "receivable" to show for it.

In the parlance of Bankruptcy Court, you are a general unsecured creditor. And to make matters worse, you're not even perceived as a vital service.

You, then, are being held in balance. You've become an unwitting player in what I call the "Collection Game."

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**By L. James Martin  
PLCAA**

The "Collection Game" does not have a published set of rules. So let me explain the game.

First, there are two types of players. The principal type is the IGOT, opposed by players on the other side of the board called GIMMEES.

The GIMMEES (of which you are one) can have as many team members as they wish, but still get only one play per round. Any team member can make the GIMMEES play. No GIMMEE ever knows where or what the other GIMMEES are doing, how, or when. Plays normally occur twice a month, and almost always on the 30th or 31st. The GIMMEES also never know how many of them there are unless the game reaches a stalemate, at which time the board transmutes into a new game called "Bankruptcy."

The IGOT (consumer) has all the game materials. First, he has two kinds of chips: JACKPOT chips (the object of the game) and two types of BS chips called SYMP chips and OFFENSE chips. Only the IGOT knows how many he has and where they are hidden. The only fact known to the GIMMEES is that there aren't enough JACKPOT chips for all the GIMMEES.

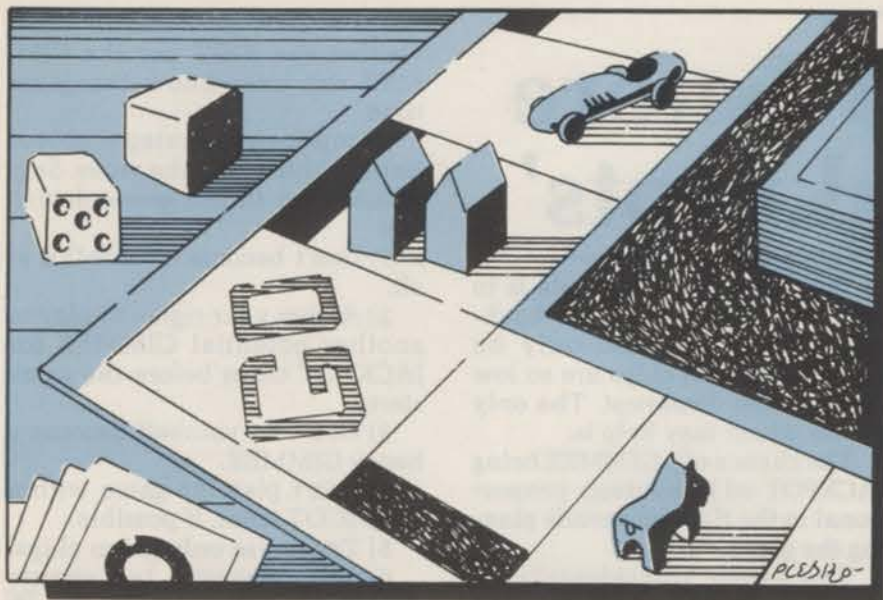
Each GIMMEE has a fixed number of papers (not to exceed 10) called OUs, and—by paying the referee 20 cents—gets to try to stick an OU on the IGOT. Meanwhile, the IGOT gets to change his name, his hiding positions, his bank, his marital status, unlist his phone number, change his employment or use other disguises to avoid being stuck. If the GIMMEES are collectively doing too well, the IGOT is entitled to

L. James Martin



L. James Martin is a practicing attorney in Kent, Ohio. He is also administrator for the Professional Lawn Care Credit Association of America.





one free disappearance (see the "Bankruptcy Game.")

Once a GIMMEE successfully hits the IGOT, the IGOT gets to remove and pile OUs. The GIMMEE gets no choice as to how many OU piles there are, or which one he goes into. In fact, unless you "JACKPOT," you never know.

This portion of the game goes on until each GIMMEE gets three OUs in the same pile. (Called the Rule of Three, based on an old and erroneous belief of the Phoenicians that—regardless of the number of IGOT piles—three in the same pile within a 90-day period will bring yours to the top of a pile.)

Coincidentally, an undisclosed rule is that any change in the OU from one GIMMEE team member to another disqualifies the previous OUs from counting on the three rule. For example, if one of the GIMMEES is a company, and another is the company's collection agent, their OUs do not add together (called the non-tacking rule) and the last team member to stick must reach three of his own.

Once any GIMMEE gets three OUs on the IGOT, he is entitled to receive a BS chip. The IGOT can use any chip for any GIMMEE, but not the same chip twice. He can use the same chip more than once for different GIMMEES, however.

The GIMMEE never knows, of course, how many BS chips there are. And, there are, you'll recall, two piles of chips.

The first is the SYMP pile and consists of: (1) I'm laid off; (2) I/my wife/my child has been sick/hospitalized; (3) I'll do what I can; (4) I have an inheritance coming soon; (5) I've had to help my mother; (6) I don't have it; and (7) "the check's in the mail."

The object of the SYMP chips is to get the GIMMEE to forget the number of OUs piled, and start his plays again. It's a lot like going to jail in Monopoly. The IGOT, of course, is still holding onto his JACKPOT chips, waiting to see if he has to give one up. If the GIMMEE forgets the OUs piled, he forfeits his JACKPOT chip and goes back to the start. Of course, what the GIMMEE never knows (until now) is that his only chance at the JACKPOT chip is when his OU is on top of the pile.

The second pile is the

OFFENSE chips. Here, if the IGOT feels threatened (for instance, if the OU comes to the top of the pile more than once), he will play one of the following: (1) I'll notify the Better Business Bureau; (2) you killed my lawn (tree, dog or family member optional); (3) I'll sue; (4) I'm filing bankruptcy; (5) I didn't order/receive it; (6) we're separated and it's his/her bill; or (7) I'll write a letter to the editor.

These chips, unlike the SYMP chips, are designed to make the GIMMEE make the move called a "write-off." If done, the GIMMEE must drop out of the game. He gets no refunds from the referee, and the IGOT gets a free dinner for two or movie of his choice on a SMART CHIP.

The GIMMEES should know that OUs have a specific gravity: some are lighter, some heavier. This is why the Rule of Three fails. The heavy ones sink in the pile, and the light ones rise.

The lightest of all is the mortgage OU; next, the car OU. Then, food OUs, utility OUs, installment OUs, credit card OUs, etc. They will float by any heavier OU on their pile. The principal qualifier for a heavy OU is that its size be greater than the following formula:

JACKPOTS—(light OUs and entertainment, which the IGOT never voluntarily ceases). Hospital OUs (heaviest of all) and "peanuts" OUs must make some special moves to top the pile.

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(Called a BLASTER.) This requires, however, disclosure of an axiom relating to a peanuts OU, a hitherto undisclosed rule which is now revealed at great personal danger:

**The IGOT has JACKPOT chips to pay you.**

Think about that! It's obvious: that's why you're a "peanuts" OU. The only problem is that you don't know you're a peanuts OU. Hence, the second axiom:

**If you're OU's smaller than 100, you're a peanut.**

But back to the IGOT. He shuffles through his OUs twice a month in accordance with game rules. He checks to see who's stuck him (to be piled on the bottom) and whose are already piled. If there are too many peanuts or heavies for his JACKPOT chips, he: (1) moves; (2) juggles; (3) pays the noisiest; or (4) passes on to the Bankruptcy Game.

Heavy and peanut GIMMEES, then, must fight to overcome the specific gravity rule, the axiom of which is:

**If I can ignore you, I will.**

This is done by using a NOISE OU, making the BLASTER move. It's the special green one, different because it's star-shaped and designed to stick in, and not to, the IGOT. This is done by a six-pointed series of appendages known as litigation points.

Each IGOT has a natural undisclosed resistance to four or five NOISE OUs. That is, he has a special pile of "juggle" JACKPOTS for them, which are funded by mom, dad, secret savings or by borrowing from another GIMMEE. IGOTS call this "consolidation."

If a heavy or peanut can get to be one of the four or five NOISE OUs at juggle time, the IGOT will frequently pay him.

Green OUs come in three or more shades. You, unfortunately, cannot tell how your shade appears to the IGOT. Some, also unfortunately, are colorblind.

There's the pale green one, called the company final notice. The least reliable in flight, they frequently miss.

The medium green one, sometimes called the agency OU, hits but seldom produces immediate JACKPOT because the IGOT knows each agency OU is usually followed by two more before he has to act.

The dark green one is called the shyster OU, and usually comes from a lawyer. Unless the IGOT has played many times, this frequently will result in both a hit and a JACKPOT for peanuts OUs.

The darkest green one, almost black, is the LS (lawsuit) OU, which requires the IGOT to do something.

One of the rules of the game is that the IGOT must use JACKPOT chips in response to the LS OU. The question is then, whether or spend chips to make the LS OU go away: that is, JACKPOT him—or to buy his own shyster OU and create a stalemate.

For peanuts OUs, shyster OUs cost the IGOT more chips than JACKPOT-ing the GIMMEE. If

## 'JACKPOT before IGOT bankrupts'

this occurs, the GIMMEE is out of the game and a new one takes his place. (Called "winning," sometimes refers to being paid.)

If, however, five heavy OUs use the LS OU, then the game becomes transferred to Bankruptcy. In bankruptcy, any GIMMEE who hasn't JACKPOT-ed has to return all his unused OUs, forfeits his 20 cents and goes home. (Game usually over.)


Thus, the unwritten rule is to JACKPOT before the IGOT bankrupts. One problem: only he knows when his chips are so low that he must bankrupt. The only axiom which may help is:

**The chance of a GIMMEE being JACKPOT-ed is inversely proportional to the time he spends playing the game.**

This axiom, coincidentally, is known only to the referee, who

keeps a fixed time on the game. Neither the IGOT nor the GIMMEE can ever know the game time.

Complicated strategic moves have evolved over the years. Suggestions for future game-playing are:

- 1) Don't become a GIMMEE at all.
- 2) Assign your rights to play to another potential GIMMEE for JACKPOT chips before the game starts.
- 3) Don't let yourself become a heavy GIMMEE.
- 4) Don't play the game with a large IGOT team, if possible.
- 5) Try to use only green chips.
- 6) Don't expect a two-minute warning! 







Tim McCoy (kneeling) checks out some of the features of the Moyer Lawn Care equipment with co-workers John Pope and Mark Phipps at the company's Souderton, Pa. fertilizer facility. McCoy is in charge of the lawn care division.

### Few problems

## No pressure from top at Moyer L.C.

This lawn care company doesn't have to worry about pressure from the top to grow.

Neither does this lawn care company have to worry about the availability of chemicals for turf applications, nor about servicing trucks, nor about obtaining customers, nor about laying off personnel in the winter.

What lawn care company is this?, you find yourself asking.

Moyer Lawn Care, Souderton, Pa. And if that name is familiar, it's because Moyer & Sons is also a wholesaler of liquid fertilizer in the northeast and mid-Atlantic.

"If we had a big growth campaign, it'd do more harm than good," relates Tim McCoy, retail turf manager for Moyer & Sons. "We don't want to take customers away from anyone—because we'd be taking customers away from our customers."

Moyer Lawn Care operates within a 15-mile radius of Souderton with a modest customer list of 1,000. But that's just a minor portion of the whole Moyer & Sons organization.

"If you're in the same business as your customers, they can relate to that," notes Mark Phipps, sales representative for specialty fertilizers. "We are a fertilizer company in the lawn care business, and not the other way around. Lawn care is something we care about, but we don't emphasize it."

Department manager Ken Clemmer says the family-owned business is, in effect, nine businesses: feed supply, fuel oil, pool service, specialty feed and seed, solar installations, lawn care, ag fertilizer, grain brokerage and retail sales.

"Our emphasis is on service," notes Phipps. "We have a team approach to service and consultation."

Clemmer is a member of the Moyer family. Pope, Phipps and McCoy are three of the very few managers not members of the family.

Pope has a master's degree in horticulture, Phipps a bachelor's in ornamental horticulture and McCoy on-the-job training as the son of a landscape contractor.

So what is the major problem McCoy and Moyer Lawn Care have to cope with? Crabgrass and its control.

"This year, crabgrass was pretty bad," McCoy says. "Weed control is always a big problem. If a product doesn't work if applied properly, your hands are tied."

But generally, the people at Moyer Lawn Care don't have much to worry about. Even the Moyer name is well-respected in the small but community-oriented town of Souderton, which is situated just north of Philadelphia.

Any problems they've encountered, they've solved and passed that information to their customers.

"We can tell our customers—both lawn care and chemical buyers—that we really know what we're doing, because we've stumbled through it before," concludes Pope.

—Jerry Roche

## Crabgrass and spurge won't see the light of day

Unless you stop crabgrass and spurge weed seeds as they germinate, you'll end up fighting them day and night.

Crabgrass and spurge are your most serious weed problems. And if not controlled, both plants will produce thousands of seeds which can remain in the soil for years and become the source of new weeds season after season.

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What's more, *Dacthal* effectively controls over 20 other annual grasses and broadleaf weeds. Including foxtail, purslane and common chickweed.

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Plus, you can apply Dacthal to over 120 ornamental flowers and shrubs, too.

This season make Dacthal your turf preemergent herbicide. It's available in both wettable powder and flowable formulations. There's just no better way to prevent crabgrass and spurge from seeing the light of day.



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## Preventative and curative

# Selling disease control programs

Jim Guimond, president and owner of Lawn People, Wallingford, Conn., is still shaking his head in surprise.

The reason? An unexpected bonus he reaped from a fungicide program. Guimond decided to initiate a two-part preventative spray program this season because of some serious fungal problems experienced last year by some of his customers.

Early last spring, in addition to his regular services, he began

spraying for fungi on the lawns of those customers who requested a treatment. The initial application was made in mid-April, with a second follow-up spraying in mid-June and July.

Before this, Lawn People had not sold fungicides because Guimond didn't believe they were worth his while. Turf fungicides generally had to be reapplied every 10 to 12 days to effectively control fungus diseases. So Guimond thought such repeated

treatments would not be cost-effective for either him or his customers.

However, since he found that Chipco 26019 needs to be applied only once every 30 days, Guimond hoped he could develop an effective, practical and cost-effective fungus control program.

The program has proven to be a resounding success. Not only has Lawn People provided excellent disease control, both preventatively and curatively, but it's so

successful that a full-time person has been added solely to apply fungicides.

"Our original purpose in starting a fungicide program was to satisfy a need of our customers, not make a buck," Guimond explains. "But we've been selling thousands of dollars of product, so it's turned into a very profitable situation."

"To tell the truth, I never thought anyone would pay for a fungicide program. For the past 10 years, I've been giving fungicides away without charging. Of course, I only used them on a very limited basis then."

### Weather woes

Guimond believes recent weather has been largely responsible for an increase in fungal disease. "We've been experiencing more complaints during the past few years," he observes. "I would say leaf spot, dollar spot, *Fusarium* blight and brown patch are now more chronic. About 10 percent of my customers had a serious fungal problem last year."

Cold, wet springs and hot, dry summers, plus watering bans, plus increased use of high nitrogen fertilizers have encouraged spread of the four major turf diseases.

Guimond has been very pleased with Chipco 26019's performance. Not only does it fit his schedule because it's the longest-lasting turf fungicide available, but it also mixes well, is easy to apply, is extremely effective and has a low toxicity.

Guimond reports no fungus on lawns where the product was applied as a preventative, and control of lawns where it was applied as a curative.

Lawn People, which services approximately 25 million square feet in 45 towns of central Connecticut and the New Haven area, specializes in chemical lawn care, as well as providing seeding, renovation and aeration. Its people, Guimond claims, are all specially trained in detecting and identifying fungus diseases. The business thus sells from four to five new fungicide applications every day.

### Mailing sent out

Lawn People introduced its new service to customers through an attractive, informative mailing sent out just before the season began. The letter described fungal diseases, explained how weather and ecological conditions affect them, and how a preventative fungicide program could help control diseases. It concluded with a description of the two-application preventive program (Lawn People charges \$6.50 per thousand square feet for the first application, \$8 per thousand for the second) and a number to call for more information.

According to office manager

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"The NEW Leaders in the Lawn Care Industry"





Lynn Szeligowski, approximately 10 percent of Lawn People's customers registered for the fungicide program as a result of this mailing. Most were people who had experienced such problems the previous year. Since then, another 10 percent have bought the program.

An average application costs about \$60, and Guimond is surprised at the ease with which people are willing to pay to keep their lawns healthy. He says his customers seem to be happy with the results they see.

Lawn People follows label directions for a preventative rate for the first application, and doubles the curative rate recommended on the label for the second application. Third applications are made as needed, at no extra cost to the customer.

"I would hate to charge the customer again," Guimond explains. "At this point, he has already spent a lot of money with us, and our original purpose for starting the program was to provide a service."

"Even though we explain very carefully that we can't guarantee a 100 percent cure in an infected lawn, we truly believe that Chipco 26019 gives us a good chance to save a lawn."

Everyone has fungus problems in their lawn, Guimond contends. "The degree is the problem. Many times when a lawn turns yellow, and people think it's a lack of water, it's really a fungus disease."

"From my experience, though, people are willing to pay extra to keep their lawns looking good." ■



Jim Guimond of Lawn People, Wallingford, Conn., begins spraying a customer's lawn with fungicide to prevent diseases from sprouting up. Guimond has successfully sold his disease control programs.



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### **Coming months in LCI:**

#### **DECEMBER**

- Lawn care supplier marketplace

#### **JANUARY**

- Business outlook, for 1985
- Reports on PLCAA, ALCA Maintenance conventions
- Granular fertilizers for lawn care

#### **FEBRUARY**

- Weed control hints
- New chemicals on the market

#### **MARCH**

- Insect control hints
- On-the-job safety



## NEWSMAKERS

The Professional Lawn Care Association of America has accepted the following individuals as new members:

**Greg Tenold**, Spokane Metal Products, Spokane, WA; **Daniel Hedglin**, OMC Lincoln, Lincoln, NE; **John Benton**, Greencare, Metairie, LA; **William Nass**, Florida Turf-Grass Association, Orlando, FL;

**Kent Hahn**, Hahn, Inc., Evansville, IN; **Gary Weisberg**, Greenskeeper Scientific Lawn Care, Lynn, MA; **Joseph DeLucia**, Lawns by JM, Pembroke, FL; **William Teamerson**, Environmental Management & Design, Webster, NY;

**James Connelly**, Evergreen Lawn, Belmont, WA; **David Waddy**, Green Go, McAllen, TX; **Thomas Mann**, The Greenskeepers, Eagan, MN; **Frederick Keier**, Greenyard Lawn Spray, Wyandotte, MI;

**Greg Coulter**, Grounds Management Service, Houston, TX; **Edward Hersch**, Hersch's Lawn Spray, Southfield, MI; **Ken Byrne**, Kenjo/Spring Green, Georgetown, TX; **R.D. Kugler**, Kugler Lawn Care, McCook, NE;

**Joseph Zollo**, Lawn Doctor of Columbus, Columbus, GA; **Gary Vitt**, Lawn Doctor of Colorado Springs-Pueblo, Colorado Springs, CO; **David Cimiluca**, Lawn Doctor of Daytona, Palm Coast, FL; **William Luenberger**, Lawngevity Lawn Care, Chicago, IL;

**Roger Sturgis**, The Lawn Ranger, Weston, MA; **C. Saunders O'Quinn**, Lou San Enterprises, Raleigh, NC; **Robert LaMacchia**, Metro Turf, Dimondale, MI; **Keith Waller**, Perfecturf, Mentor, OH; **John Weber** and **Mike Burylo**, Perma Green, Fraser, MI;

**A. Maris Franke**, Practical Solutions, Worthington, OH; **Robert Duvall**, Rainbow Landscape & Maintenance, Kennesaw, GA; **Dick Minoia**, Rochester Turf N Tree, Rochester, NY; **Dan Warehime**, Senske Weed & Pest Control, Spokane, WA;

**Sam Edwards**, Seminole Lawn and Landscaping, Tallahassee, FL; **Steven K. Bell**, SKB Lawn Industries, Tucker, GA; **Thomas Amstutz**, Spray-a-Lawn of Pittsburgh, Orrville, OH; **Dr. Timothy H. Bower**, Sunbelt Seeds, Norcross, GA;

**Dennis Wimmer**, Turf Tech, Schaumburg, IL; **Joseph Turchi**, Turchi Lawn Care, Norristown, PA; **H. David Hays**, Yardmasters, Kennewick, WA; **Dale Deverman**, Great Northern Equipment, Springfield, IL;

**Joseph Farrell**, Farrell's Lawn-care-Plus, West Paterson, NJ; **James Buell**, Turf Care, Westminster, MD; **Gerald Rhodes**, Maasson's Landscape Service, Nichols, NY; **Richard Moon**, Landscapes Unlimited, Snellville, GA;

**Greg Lester**, North Atlanta Lawn Maintenance, Atlanta, GA; **Salvatore Pompeo**, S.J. Pompeo,

Grosse Pointe, MI; **W.B. Hamilton**, Southern Landscape Services, Broken Arrow, OK; **Bard Stads-vold**, Stads-vold's Lawn and Landscape, Rochester, MN;

**Sterling Davis**, Sterling Insect/Lawn Control, South Portland, ME; **James Link**, The Toro Co., Minneapolis, MN; **Herb Holtmeyer**, Tops Pest Control, Bellevue, NE; **M.J. Hulbert**, TKS Turf Care, North

Tonawanda, NY;

**Steve Tubbs**, Turf Merchants, Albany, OR; **Dr. Steve Szabo**, Lawn Genie, Monsey, NY; **Dominic Caloia**, Advanced Lawn & Tree Systems, Hicksville, NY; **Jacob John Fisher**, Bergen Community College, Paramus, NJ;

**Richard Catanzariti**, Lawn-A-Mat, Oradell, NJ; **Bernie Leclair**, Bernie's Yard Care, Winnipeg,

Manitoba, Can.; **Mary Lynn Anderson**, Shamrock Lawn Care, Marshall, MN; **Dale Dunn**, Executive Lawn Care, Hilliard, OH;

**Louis Charbonneau**, Hortijet, St. Remi, Quebec, Canada; **Gene Hill**, Georgia Marble, Atlanta, GA; **Robert LaVoile**, A-Ace Pest Control, Culver City, CA; **Bob Herold**, Agway Gardens, Clay, NY;

**George Anderson**, Altra Corp., Elk Grove Village, IL; **Phyllis Bru-**

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**baker**, Brubaker Tree & Lawn, Maplewood, NJ; **James Schryver**, Carey's Professional Turf Services, Des Moines, IA; **Timothy Thornton**, Chesapeake Lawn & Home, Beltsville, MD;

**Peter Wanner**, CovenTree Green, Pottstown, PA; **Brian Reynolds**, Custom Grounds Keeper, Bristol, CT; **Michael Davis**, Davis Landscape Maintenance, Aurora, CO; **Ted Smith**, Smithco, Wayne, PA;

**Bradford Baker**, Turf-Care, Stuart, FL; **Matthew Siano**, M.J.S. Lawn Care, Grafton, VT; **Gregory**

**Mooney**, Sunshine Lawn Service, Engelwood, CO; **Harry Douglas**, Douglas Lawn Care, Franklin Lakes, NJ;

**Brad Johnson**, Green-Up, Tulsa, OK; **Tom Selstad**, Selstad Lawn Ranger, Great Falls, MT; **John Coyne III**, Sears Lawn Care, Norcross, GA; **Mark McKee**, McKee's Lawn Service, Greencastle, IN.

The following people are among the newest members of the Associated Landscape Contractors of America:

**Stephen G. Thurman**, Accent

on Landscaping, Huntington, NY; **Lewis Block**, American Tree Service & Landscape, Washington, DC; **Caron N. Beard**, Beard Landscape Development, Maryville, TN;

**Michael Myers**, Caribbean Landscape & Pool, Nassau, Bahamas; **Todd Gilson**, Gilson Landscaping, Scottsdale, AZ; and **Robert Furman**, Soylen Green Landscape Specialists, Bohemia, NY.

Most recently inducted into the membership of the Professional Grounds Management Society

were these individuals:

**Buck Buckingham**, Teak Nursery & Landscaping, Lafayette, LA; **Thomas Cappilupo**, Frank's Creative Landscaping, Melrose Park, IL; **Daniel Hart**, Hart's Green Machine, Upper Marlboro, MD; **Richard Reasoner**, Dendron, San Ramon, CA;

**R. Michael Rian**, Rian Lawn Maintenance, Indianapolis, IN; **Ralph Synnestvedt Jr.**, Synnestvedt Nursery, Glenview, IL; and **Charles Whelan**, C.P.W. Property Management, Southampton, NJ.

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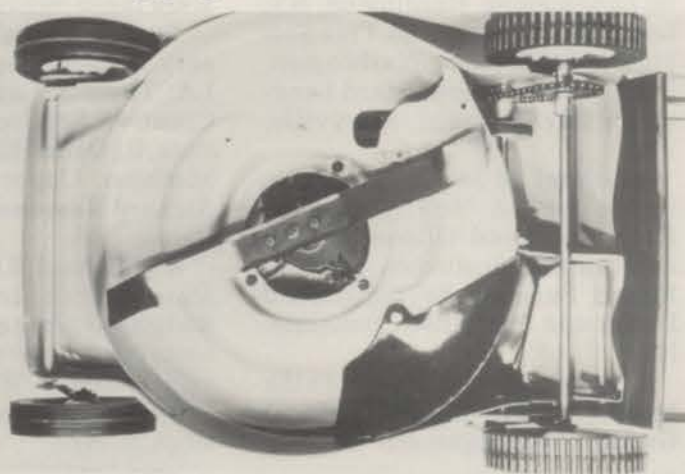
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## Equipment

# Preparing your mowers for winter

Check the underside of your lawn mowers. They may need painting to withstand the wet weather that comes every winter. Other checkpoints for winterizing your mowing equipment are given in the story at right.



The coming of November also means the coming of the early stages of winter. So you should be thinking now about a schedule for winterizing your lawn mowers to add extra years to their life.

Ross Nelson, National Service Director for the Toro Co., has a standard operating procedure for winterizing mowers. He suggests:

- With the engine off and the traction control in the disengage position, remove the high tension wire from the spark plug and drain the gasoline from your engine, according to the instructions in your owner's manual.

- Reconnect the wire and start the engine, letting it run at idle speed until it stops. Let the engine cool and disconnect the wire again. Drain the crankcase of oil, making sure to reseal it after draining to prevent dirt from entering the engine.

- With the wire still disconnected, tip the mower on its side and remove any dirt or grass clippings sticking to the housing. You may find that the underside of a steel deck needs a new paint job to prevent oxidization (rusting).

- Check the blade fastener and blade for general condition and sharpness. If either needs servicing, follow your owner's manual instructions. Rotary mowers, remember, should always be sharpened on the upper surface only.

- Right the mower. Clean dirt, grime and grass clippings from the outside of the engine, shrouding and top of the mower housing. Special attention should be given the cylinder head fins and blower housing.

- Now remove the spark plug, clean it and re-gap or replace it with a new one recommended by the manufacturer.

- Wash air cleaner elements in a liquid soap detergent and warm water solution. Dry the element (avoid twisting it) and saturate it with oil. Squeeze out the excess oil and reassemble the air cleaner.

- Check and tighten all nuts, bolts and screws. If any part is damaged, repair or replace it.

- Refill the crankcase with the recommended oil to its proper level. Lubricate and grease other parts of your mower as recommended in your operator's manual.

- Store it in a clean dry place, covering it to protect it from dust and dirt.

- Wait for spring.

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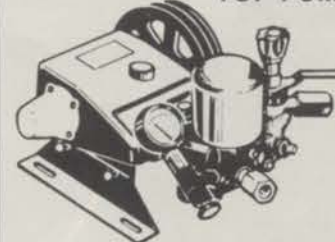
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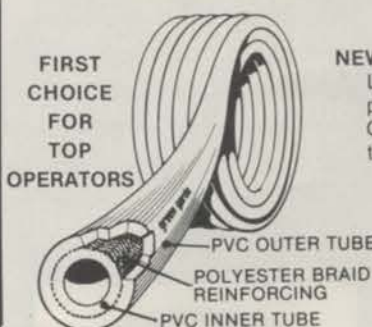
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## November

**Southern Turfgrass Association Conference and Show**, Nov. 4-6, Birmingham (AL) Civic Center. Contact: Dr. Richard Doble, 3606 Meadow Oaks, Bryan, TX, 77802. (409) 846-0360.

**Missouri Valley Lawn & Turf Conference**, Nov. 5-7, St. Louis Marriott Pavilion Hotel. Contact: Terry Turner, UMC Office of Conferences, 344 Hearnes Building, Columbia, MO, 65211. (314) 882-4349.

**New York State Turfgrass Association Conference and Trade Show**, Nov. 7-9, Syracuse, NY. Contact: Ann Reilly, NYSTA, 210 Cartwright Blvd., Massapequa Park, NY, 11762. (516) 541-6902.

**Garden Industry of America/West**, Nov. 8-9, Anaheim (CA) Convention Center. Contact: Paul Anderson, GIA/West, Box 1092, Minneapolis, MN, 55440. (612) 374-5200.

**California Landscape Contractors Association Annual Convention**, Nov. 8-11, Ixatapa, Mexico. Contact: Bob Gouley, 2226 K St., Sacramento, CA, 95816. (916) 448-2522.

**Professional Lawn Care Association of America Conference and Trade Show**, Nov. 12-15, Curtis Hixson Hall, Tampa, FL. Contact: Jim Brooks, PLCAA, 1225 Johnson Ferry Rd., Suite B-220, Marietta, GA,

30007. (404) 977-5222.

**Clemson Turfgrass Conference**, Nov. 13-14, Clemson (SC) Ramada Inn. Contact: Dr. Landon C. Miller, Horticulture Dept., Clemson University, Clemson, SC, 29631. (803) 656-3403.

## December

**Ohio Turfgrass Foundation Conference and Show**, Dec. 3-6, Columbus, OH. Contact: Dr. John Street, Ohio Turfgrass Foundation, 2021 Coffey Rd., Columbus, OH, 43210. (614) 422-2601.

**New Jersey Turfgrass Expo**, Dec. 3-6, Atlantic City, N.J. Contact: Dr. Henry Indyk, Rutgers University Cook College, Soils and Crops Dept., P.O. Box 231, New Brunswick, NJ, 08903. (201) 932-9453.

**Texas Turfgrass Association Conference and Show**, Dec. 9-12, San Antonio (Tex.) Convention Center. Contact: Dr. Richard Doble, Dept. of Soil and Crop Sciences,

Texas A&M University, College Station, TX, 77843. (409) 845-4826.

**Landscape Design Short Course**, Dec. 10-12, OARDC, Wooster, OH. Contact: Fred K. Buscher, OARDC, Wooster, OH, 44691. (216) 263-3831.

**North Central Turfgrass Exposition**, Dec. 11-13, O'Hare Exposition Center, Rosemont, IL. Contact: Dr. Thomas Fermanian, University of Illinois, 116 Illini Hall, 725 S. Wright St., Champaign, IL, 61820. (217) 333-2880.

**Pennsylvania Turfgrass Conference and Trade Show**, Dec. 17-20, Hershey (PA) Lodge and Convention Center. Contact: Christine King, 412 Blanchard St., Bellefonte, PA, 16823. (814) 355-8010.

## January, 1985

**North Carolina Turfgrass Conference and Exhibit**, Jan. 2-4, Charlotte (NC) Sheraton Hotel. Contact: W.B. Gilbert, 1119 Williams

Hall, Box 7620, North Carolina State University, Raleigh, NC, 27695. (919) 737-2657.

**Landscape Design Short Course**, Jan. 9-11, OARDC, Wooster, OH. Contact: Fred K. Buscher, OARDC, Wooster, OH, 44691. (216) 263-3831.

**Associated Landscape Contractors of America Convention and Trade Show**, Jan. 20-24, Kona Surf Resort, Kailua-Kona, HI. Contact: ALCA, 405 N. Washington St., Falls Church, VA, 22046. (703) 241-4004.

**Virginia Turfgrass Conference and Trade Show**, Jan. 23-25, Virginia Beach (VA) Pavilion and Tower. Contact: J.R. Hall III, Agronomy Dept., Virginia Tech, Blacksburg, VA, 24061. (703) 961-5797.

**American Sod Producers Association Mid-winter Conference**, Jan. 30-Feb. 1, Disney World Contemporary Hotel, Orlando, Fla. Contact: Douglas Fender, APSA, 4415 W. Harrison, Hillside, IL, 60162. (312) 449-2890.

## LAWN FUNNIES



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## Florida spotlight

# 10 steps to effective spraying

It's no secret in the lawn care industry: there's more to effective spraying than just mixing chemicals and putting them on the lawn.

Greg Clendenin, branch manager for Middleton Pest Control, Orlanda, Fla., has found some ways to make sure that your lawn spraying work is more effective.

Middleton, which has been in business since 1952, does about 65 percent of its business spraying lawns. That makes it one of the

largest non-franchise lawn spraying companies in central Florida.

Clendenin, who supervises a staff of 17 employees, believes that the most common problems in lawn spraying are easily corrected.

"I have found that, too often, lawn spraying operations don't use those products that have been proven effective," says Clendenin. "Sometimes they are switched because a newer prod-

uct is cheaper, or because it's just new. We stay with what works, until someone comes along and proves that something else does a better job.

"Another problem is not using the product for the purpose that is intended. If Dursban is supposed to handle mole crickets, it doesn't make much sense to use it on chinch bugs. Mis-use can cancel the effectiveness of any good chemical."

Middleton has found 10 ways to really improve business. While chemicals may differ in their use (depending on location), these tips can work almost anywhere.

1) **Safety is not a product of luck.** Clendenin believes that safe use of chemicals is also the most effective use. If mixing directions call for specific amounts, use them. Don't "eyeball" mixtures.

Sprayers that overlook safety will also overlook effective spraying. Not only will this endanger your ability to solve your customer's problem, but it can also result in costly injuries to your employees.

2) **Go to a binary mixing system.** Binary mixing means separating the elements of your chemical mixtures. For the most part, that means keeping your chemicals apart from water.

Middleton's trucks have separator tanks for water and chemicals.

Clendenin says this allows your sprayer to mix only that amount of spray needed for each job. Binary systems are safer, since trucks don't carry potentially dangerous mixtures. They are also more economical: each job can be prepared according to the amounts needed, cutting waste.

3) **Label everything.** Since most chemicals come in large drums, they have to be broken down into usable containers. Many times, these are not labelled, which can result in dangerous and wasteful preparation of chemical mixtures.

4) **Different strokes for different folks.** Not all chemicals are created equal. Make sure that what you're using is the most effective product available for the condition you're treating.

Naturally, cost is a factor, but it shouldn't be the only one. The type of application that is used is something that Clendenin thinks is often overlooked. You, and your sprayers, should make sure that all possibilities are checked out. Only then should you decide what product will be used, and how it will be applied.

5) **Know thy enemy.** You may be an expert on some types of lawn control problems. But what happens if the job you're doing isn't among them? Industry knowledge about lawn problems increases each year, and new products are released more than that.

What are you doing to keep up with them? Are your employees getting any information from product literature and publications like LAWN CARE INDUSTRY? Clendenin says they should be.

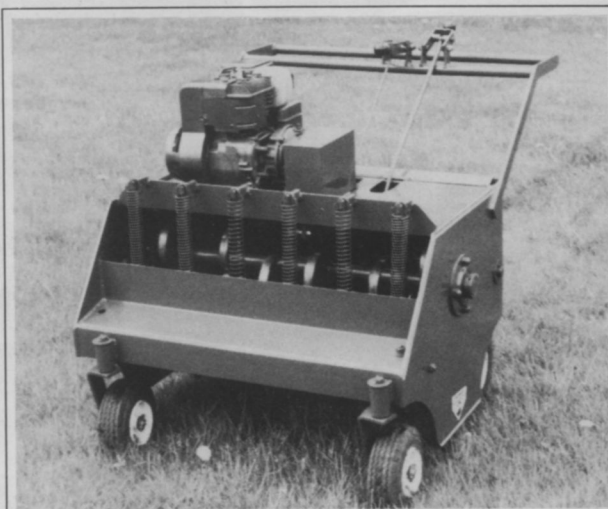
6) **To spray is to know what is going to come out of your equipment.** Middleton uses a variety of sprayers and nozzle heads, since some problems require a fine

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Middleton trucks are set up for binary mixing procedures. Note cover door at rear of truck (left photo), used for separating chemicals from water. A deep probe (right photo) is used for spot treat-




ments, such as next to plants of foundations. Note folded yellow hose, which is used because of proven longer life. These are just two of Middleton Pest Control's techniques.

That means an employee has to be thoroughly trained.

Clendenin believes that a major portion of success can be traced to emphasis being placed on training, which includes both classroom and field work, followed by regular field inspections. Refresher courses can help more experienced employees. Clendenin also suggests making employees sign off when posted chemical and procedural changes are made.

If you're looking to improve your operation—and you should be—these tips could be just what you need. They've worked for Middleton Pest Control.

And, let's face it: it's hard to argue with success. 

spray, some a more forceful spray. Your technicians should be equipped with different types of spraying equipment, and they should know when their use is required.

For example, Clendenin equips his technicians with 5/50 citrus tips for some types of spraying, but they're nozzles that should be changed if a different type of spraying is required.

7) **B-Y-O: "build your own."** Middleton makes much of its own equipment. For instance, the company built its own heavy duty spraying wand made from yellow hose, 1/2-inch aluminum pipe, 1/2-inch quick couplings and 1/2-inch Apollo valve. The wand is easily serviced, and replacement parts are easily and inexpensively available.

8) **If you use it, don't lose it.** Servicing your equipment is almost as important as having the right equipment.

All wands and spray heads should be flushed out daily. Tanks should, likewise, be cleaned, but after each type of different chemical use.

You should try to use brass or stainless steel couplings and wand tips. They are more durable and less likely to corrode from chemical use.

Make some provision for equipment accountability. Don't let your sprayers substitute for equipment. If something is missing, replace it. A few dollars for a new spray tip is a lot cheaper than having to re-do an entire spraying job that was done incorrectly.

9) **Know the limitations of the business.** Make sure you know what types of jobs you're equipped to handle and—more importantly—know which ones you're not equipped to handle. Using the wrong equipment could turn any job into a fiasco. By the same token, proper chemicals and the people to handle them are equally important.

Field follow-up can help you find out what your strengths and weaknesses are. By all means, work on your weak points, but don't let your customer pay the price for that improvement.

10) **Training is the bottom line.** All the steps mentioned above will do nothing unless you can get that right mixture of the right equipment for the right problem.



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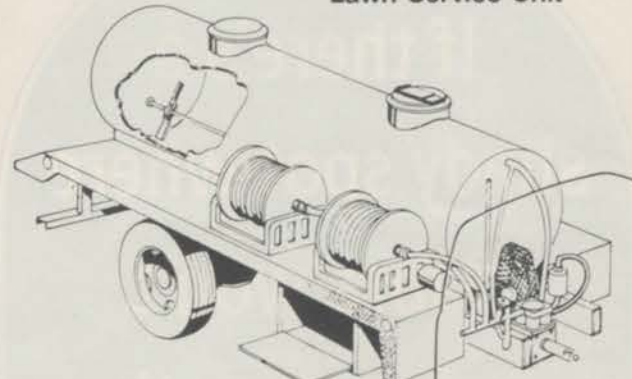
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# You can get 'burned' using herbicides easier than your customer's lawn can

Using chemicals to control turfgrass weeds has an extremely high potential for damage suits, a practicing expert has told the annual Grounds Maintenance Short Course in Columbia, S.C.

"I don't know of any business that carries the high liability that this business does, and has such a small amount of monetary reward," said Tim Drake of Uni-

versity Lawn & Shrub Care, Spartanburg, S.C.

Drake, who was involved in chemical weed control before he started his own business in 1966, related a personal experience.

One small job ("every bit of \$50") a few years ago involved spraying zoysiagrass with 2,4-D early in the season—just before the dogwoods were to bloom.

Eighteen 20-year-old pink dogwoods on the property, which had not been properly cared for during a previous year's drought, ended up dying. Besides having to overcome the bad publicity that followed the episode, Drake's company had to pay \$1,800 for the dogwoods, including \$500 out of company coffers. (Insurance took care of the rest.)

Everyone involved in selective weed control on turf should be on the lookout for stress plants on a job site, Drake admitted.

"I think that you're going to see a lot of plants kicking off in June and July because of stress," he said. "Any time you walk into a yard, you'd better be looking for stress plants: plants that have not been planted or watered properly, that have been weakened by anything. Once you walk onto that property and something dies, you've bought it."

Most problems, he said, stem from misunderstanding a herbicide's capabilities, and of being in a hurry.

"The burden lies on us to make certain the people we send out do the job right, and to make sure that they understand all the dangers and all the problems involved in herbicides," Drake said.

## Big differences

"There's an awful lot of difference between what insecticides will do and what herbicides will do. If you misapply an insecticide, you might knock the leaves off, you might get a little burn on something that's tender, but that plant will re-leaf and come back. But if you misapply a herbicide, you've got big problems."

"Everybody is law suit crazy. They want to sue you—and they will. I've seen too many cases in the last 18 years where a herbicide has been misapplied. I've been called as an expert witness, served as a juror, and been hauled into court myself."

About the only thing that the chemical weed control operator can control is what goes into the tank, he said. "And if we mess up, who is going to stand behind us? If we apply according to the label, we might get a little help from the manufacturer. But it's no good if you don't read the label."

"And you've got to make sure that the man you send out there, whether it's with a Flit gun or a 500-gallon tank, also understands it. He's the man who represents your company, and he's the man who can make or break you."

Neglecting this can cause a lot of problems, Drake said. "I don't recommend it, but you can overspray with Roundup and get good results and not hurt your plants—providing you know the limitations of your plants and the limitations of whatever herbicide you're using. If you get just a little too much on sweet gums, you'll



Drake

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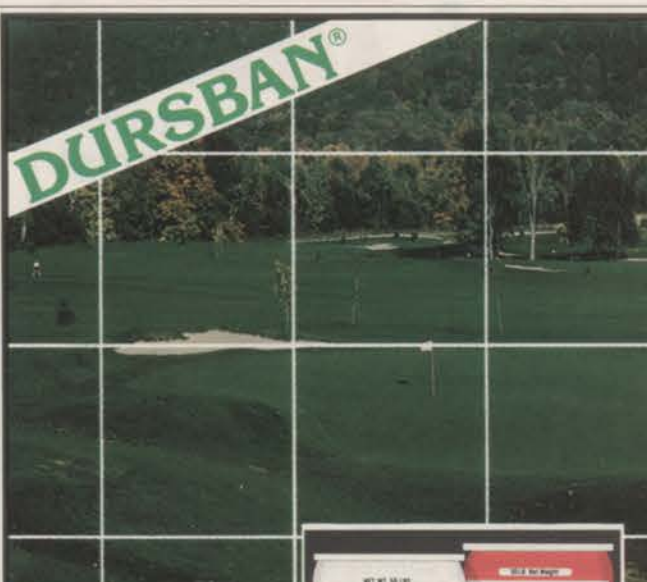
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have trouble, but if you use a low concentration of Roundup you won't have any problem."

#### Patience needed

Patience is also needed, he said, because of problems created by the weather.

"You can get yourself in trouble if the wind's blowing 18 miles an hour and you say, 'Boy, I'm behind. I've just got to get this job done,'" Drake noted. "You could be laying yourself open to a lot of liability. If there's a field of soybeans or cotton or okra or tomatoes across the road, you've got big problems just sitting there waiting for you."

Drake said he has sprayed under a lot of azaleas with 2,4-D, "but I wouldn't tell anybody else to use it. You've got to pick your day, with absolutely no wind and no air inversion layer, or you'll be in trouble. That was before we had Casaron or Ronstar G." And for broadleaf weed control in most situations, Drake prefers Trimec.

#### Use good brands

He warned against buying unknown weed killers: "Buy a good brand of herbicide so that if you have a problem, the people who produce it will be able to stand behind it."

"2,4-D by itself is fine; I've been using it for 18 years with no problems. But Trimec, or any combination of 2,4-D and MCPB, is a little broader spectrum."

A new product, Purge, Drake said, is becoming popular for use on centipedegrass, St. Augustine or any warm-season grass except bermuda. "It will eat bermudagrass like chocolate candy. It will clean weeds out of bermudagrass in the spring, but when it starts growing, keep Purge out of it. I put it on some experimental plots, and it killed some of the grass totally graveyard dead."

Drake likes MSMA "for a lot of things, and for cleaning out crabgrass it's not bad." He also likes Ronstar G; but, he said, the key to crabgrass control is proper mowing and healthy turf.

Even with improved chemicals, the liability risk is still high, Drake noted.

"People are naturally afraid of herbicides, and that's why they hire us. If it were simple, they would do it themselves. When you go out there, be forewarned and look for stress plants that may kick off."

University Lawn and Tree requires a signed contract which stipulates that it is not responsible for damage to plants that are not hardy. "If my men don't get the thing signed that's my fault," Drake said. "So if we get hung, it's our fault."

The short course was sponsored by the South Carolina Lawn and Turfgrass Association, Clemson Cooperative Extension Service and Recreation and Parks Society.

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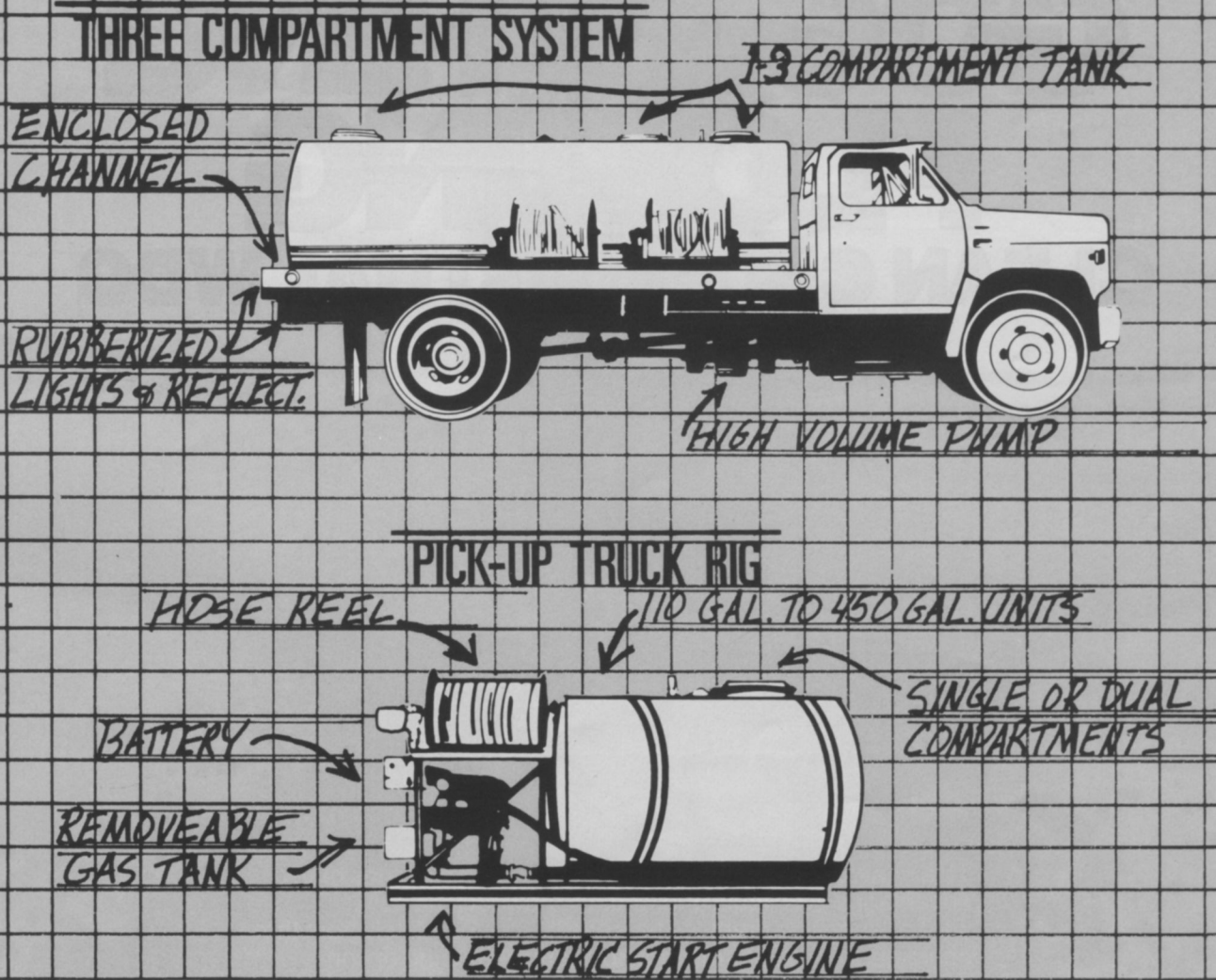
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## Winter approaches

## Beware the dreaded snow molds

The lawn care manager who retreats to the office to catch up the books once the cold weather hits is missing the boat.

He should also be on the constant lookout for winter snow mold. According to Dr. Peter Dernoeden, extension turf specialist at the University of Maryland, snow protects dormant turfgrass plants from dessication and frost. But it also provides a micro-environment conducive to development of

low temperature, pathogenic fungi.

Like most other disease problems, Dernoeden says, there is no shortage of fungal species capable of damaging turf during cold periods between the late fall and early spring.

The most common low-temperature fungal diseases in the central Atlantic states are pink snow mold (*Fusarium nivale*) and gray snow mold (*Typhula incarnata*). In the northern extremities

and western mountain regions of the U.S., other snow mold fungi actively attack turfgrasses. Examples are *Typhula ishikariensis*, *T. idahoensis*, *Schletrotinia borealis*, and an unidentified fungus called Low Temperature Basidiomycete (LTB).

Other diseases known to be active under snow cover include red thread (*Corticium fuciforme*) and leaf spot (*Helminthosporium* species). During cool moist periods of early spring, low tem-

perature brown patch (*Rhizoctonia cerealis*) is a common disease of bentgrass turf in Maryland.

Snow mold fungi are remarkably active at temperatures slightly above freezing. Snow molds are only damaging when turf is dormant or when growth of turf has been retarded by low temperatures. Under these conditions, turfgrasses cannot actively resist invasion by snow mold fungi.

Although known as snowmolds, these fungi can attack turf with or without snow cover. In general, the diseases develop whenever temperatures are cool (32-60 degrees Fahrenheit) and there is an abundance of surface moisture.

## Pink snow mold

When pink snow mold develops in the absence of snow, the disease is called *Fusarium* patch—not to be confused with *Fusarium* blight, a summertime disease.

Conditions favoring pink snow mold include low to moderate temperatures, plenty of moisture, prolonged deep snow; snow fallen on unfrozen ground; lushness stimulated by late-season applications of nitrogen fertilizer; and alkaline soil conditions.

Symptoms of this disease appear as small water-soiled patches, two to three inches in diameter, that may increase in size to one to two feet in diameter and coalesce. The pink coloration of affected turf at the edge of the patches is produced by the pinkish color of the mycelium. (Mycelium is the vegetative body of a fungus that is composed of a network of fine tubes often appearing in cottony.)

The mycelium mats the leaves, and plants eventually collapse and die. Mycelium on the leaf blades produce naked fruiting bodies (sporodochia), upon which spores are borne in prodigious numbers. These spores are easily spread by machinery and foot traffic.

When damage occurs under snow, the extent of injury is usually more severe than the *Fusarium* patch phase, especially at the interface between melting snow and turf. *Fusarium nivale* is able to survive unfavorable environmental stress as spores and as resting mycelium that remain viable in plant debris.

Pink snow mold attacks a wide range of turfgrass species under snow, including perennial ryegrass, Kentucky bluegrass, bentgrass and the fescues. *Fusarium* patch (that is, without snow cover phase) is generally most destructive to annual bluegrass and bentgrass.

For many years, the standard fungicidal control has been mercurous and mercuric chloride.

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The soluble mercuric chloride provides quick kill and the insoluble mercurous chloride provides persistent protection. Pentachloronitrobenzene (PCNB) and benomyl also provide good control.

Fungicidal control is best achieved with a preventative application prior to the first big snowstorm of the year. Subsequent applications should be made during mid-winter thaws and early spring snow melt in areas where the disease is a chronic problem.

## Gray snow mold

Gray snow mold, or *Typhula* blight, is also a serious disease of turfgrasses as well as cereals in North America and Europe. Initially, symptoms appear as light brown patches, two to four inches in diameter, enlarging to two feet in diameter and coalescing.

Gray snow mold also occurs with and without snow cover; however, damage is usually minimal in the absence of snow. Like pink snow mold, *Typhula* blight is more damaging under prolonged deep snow with maximum injury



### Fusarium patch



### Typhula blight

occurring at the turf-snow melt interface.

Gray snow mold initially begins its disease cycle as a saprophyte attacking dead organic matter. Under snow, however, the fungus moves onto living leaves, sheaths and may ultimately invade the crown. Normally, *Typhula* does not completely kill crowns, so plants generally recover during the spring. Conversely, pink snow mold more frequently invades crown tissues and kills turf.

*Typhula* sp. survive unfavorable environmental conditions as sclerotia. Sclerotia are compact masses of fungal mycelium covered with a dark-colored, protective rind. Sclerotia are chestnut brown or black in color, and are

less than one-eighth of an inch in diameter.

When cool moist conditions return in late fall, these sclerotia germinate to produce fungal mycelium or a specialized fruiting body upon which spores are borne. All species of *Typhula* that attack turf produce similar symptoms. Sclerotial color is one of the primary characteristics pathologists use to differentiate between the three species of *Typhula* known to cause gray snow mold.

Gray snow mold, like pink snow mold, is best controlled using an inorganic mercurial applied on a preventative schedule. Chloroneb as well as cadmium-based fungicides also

provide effective control of the diseases

### Other snow molds

Two other previously-mentioned snow mold diseases are caused by *Sclerotinia borealis* and LTB. These diseases are known to occur in Canada, Alaska and parts of Minnesota.

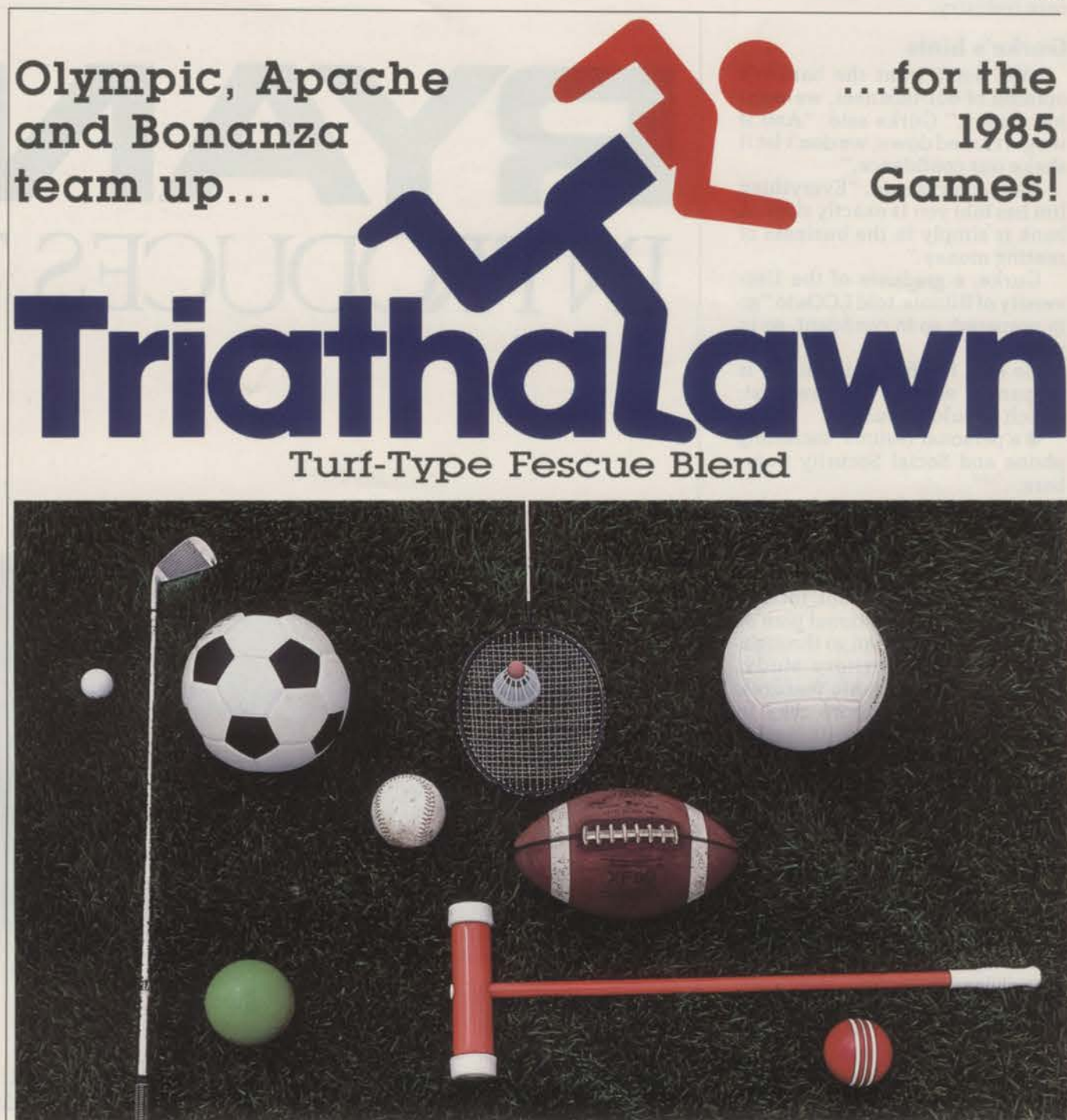
*S. borealis* is a destructive disease of creeping bentgrass, and also attacks creeping red fescue and Kentucky bluegrass. Fall rye and winter wheat are also hosts of this pathogen. *S. borealis* produces large black sclerotia, but belongs to a taxonomic order of fungi that is unrelated to *Typhula* sp.

LTB is a common disease of red

fescue and Kentucky bluegrass lawn turf in western Canada and Alaska. It also attacks cereal crops and legume forages. LTB occurs in sclerotial and non-sclerotial forms with the latter type being most common. This fungus is not believed to be a member of the genus *Typhula*, but instead to be a species of *Coprinus*.

Although snow mold disease is not a major problem through the mid-Atlantic states during normal winters, they have the potential to become destructive, particularly in western Maryland.

Because of the snow mold threat, the prudent turfgrass manager should keep a watchful eye out for the development of these diseases.



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## The loan officer

# 'We want his money'

What happens when you get a lawn care operator and a bank loan officer in the same room together, in front of a lot of people?

That was the situation during a Professional Lawn Care Association regional seminar in the Chicago area when Jim Gurke of Spring Green, Naperville, Ill. and Ward Sterns of the Bank of Naperville gave back-to-back speeches on securing loans for the lawn care industry.

### Gurke's hints

"We don't want the banker's opinion of our business, we want his money," Gurke said. "And if we get turned down, we don't let it shake our confidence."

Later, Sterns said, "Everything Jim has told you is exactly right. A bank is simply in the business of renting money."

Gurke, a graduate of the University of Illinois, told LCOs to "go in prepared, go in confident, go in poised."

He said the first thing to do is prepare a written loan request, which should include:

- a personal resume, including phone and Social Security numbers;
- personal financial statements, including personal collateral, net worth and business financials;
- a statement of intent, including a proposed operational plan of action should the loan go through;
- a market/territory study, including demographic features, competition and reasons why to enter the marketplace (if loan is for territorial expansion);
- a marketing and advertising plan, including any recent media publicity on the industry itself;
- cash flow projections, including three scenarios: worst case, probable case and best case; and
- the loan request, considering the complete financial package, down payment vs. loan, collateral, and method of repayment.

Steps to consider in presenting the written request are:

- choose several lending institutions, securing an appointment with the highest-ranking official of the commercial loan department;
- enter the meeting with confidence;
- show your preparations;
- give a brief verbal statement of intent;
- hand the banker the written plan, and discuss its highlights;
- probe for a possible offer, terms or a timetable for approval; and
- wait patiently.

"Your victorious attitude is essential," Gurke noted. "If you've been turned down previously, you should say, 'yes, we did get turned down, but here are

the reasons why, and here are the reasons why we're going ahead.'"

### Sterns responds

Sterns, president of the Bank of Naperville, followed up by giving a bank's criteria for granting loans: character, capacity, capital, conditions, collateral.

Character is one's willingness to repay, Sterns said. "The personal commitment to repay the loan is very important."

Capacity to repay depends on the business's cash flow. "In the banking business," Sterns said, "there are three important considerations: cash flow, cash flow and cash flow."

Capital is the amount needed for a typical successful venture, more important in the lawn care industry because of its seasonal nature and the fact that it's a service business.

Conditions of the economy are



Jim Gurke

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Ward Sterns

also important, and the economy is very strong now, so conditions are right, Sterns contended.

"And collateral is important, but in the final analysis it's not that important," he continued. "We lend on equipment, though the equipment is depreciating. We see very little stocks and bonds used as collateral today. But we sometimes look to the borrower's equity in his home, if it's absolutely essential."

Sterns covered a few basic concepts with the audience. They are, in his own words:

● "Generally speaking, if you want the money right now: no. If you want the money in a little while: probably. But if you can give us some time, we'll work

something out."

● "Communicate with your loan officer. Don't bother him every week, but talk to him and show him the figures, at least twice a year, plus when the situation arises."

● "A line of credit should be established. Plan ahead. Use it, pay it back; use it, pay it back."

● "You're the one at risk. We have a way of getting our money back sooner or later, anyway."

So even though Gurke and Sterns are from different sides of the fence, they agreed on a number of points. Foremost: have a plan, put it on paper and present it to your loan officer in plenty of time for him to follow up.

—Jerry Roche

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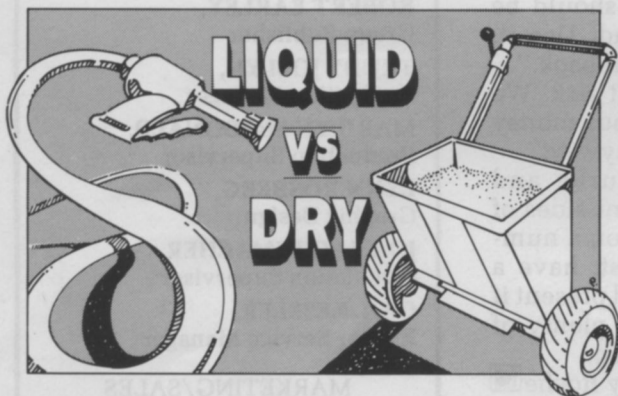
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Circle No. 108 on Reader Inquiry Card



## Liquid vs. granular

## Edge goes to liquid herbicides



ED. NOTE: This is the third of six stories on the attributes of liquid versus granular formulations for the application of lawn care fertilizers and pesticides.

By Dr. Robert Shearman  
University of Nebraska

Controversy over liquid and dry lawn care application programs carries over to the herbicides commonly used in lawn care. According to recent studies, there is no difference among liquid and granular preemergence herbicides,

but there might be one among postemergents.

Postemergence and preemergence turfgrass herbicides are formulated as solutions, emulsions, wettable powders, flowables, granules or dusts.

Programs emphasizing liquid herbicide application rely on emulsion, wettable powder and flowable formulations. Dry programs rely on granular formulations for their herbicide applications.

Granular herbicides are dry formulations consisting of discreet small particles, and are designed to be applied without a liquid carrier. Herbicides applied in granular formulation are usually attached to inert carriers such as corncob, vermiculite, clay and sand, or attached to fertilizer particles.

Granular herbicides can be applied without water, but they require enough bulk to distribute them uniformly. This bulk adds to their cost, since packaging, shipping and storage associated with granular herbicides are more expensive than those associated with liquid formulations.

Granular herbicides require less expensive application equipment than do liquids, but they tend to roll off leaves, depending on carrier, granule size and leaf wetness. Thus, granular herbicides are considered less desirable for use than liquid formulations where foliar absorption is required.

#### Preemergence herbicides

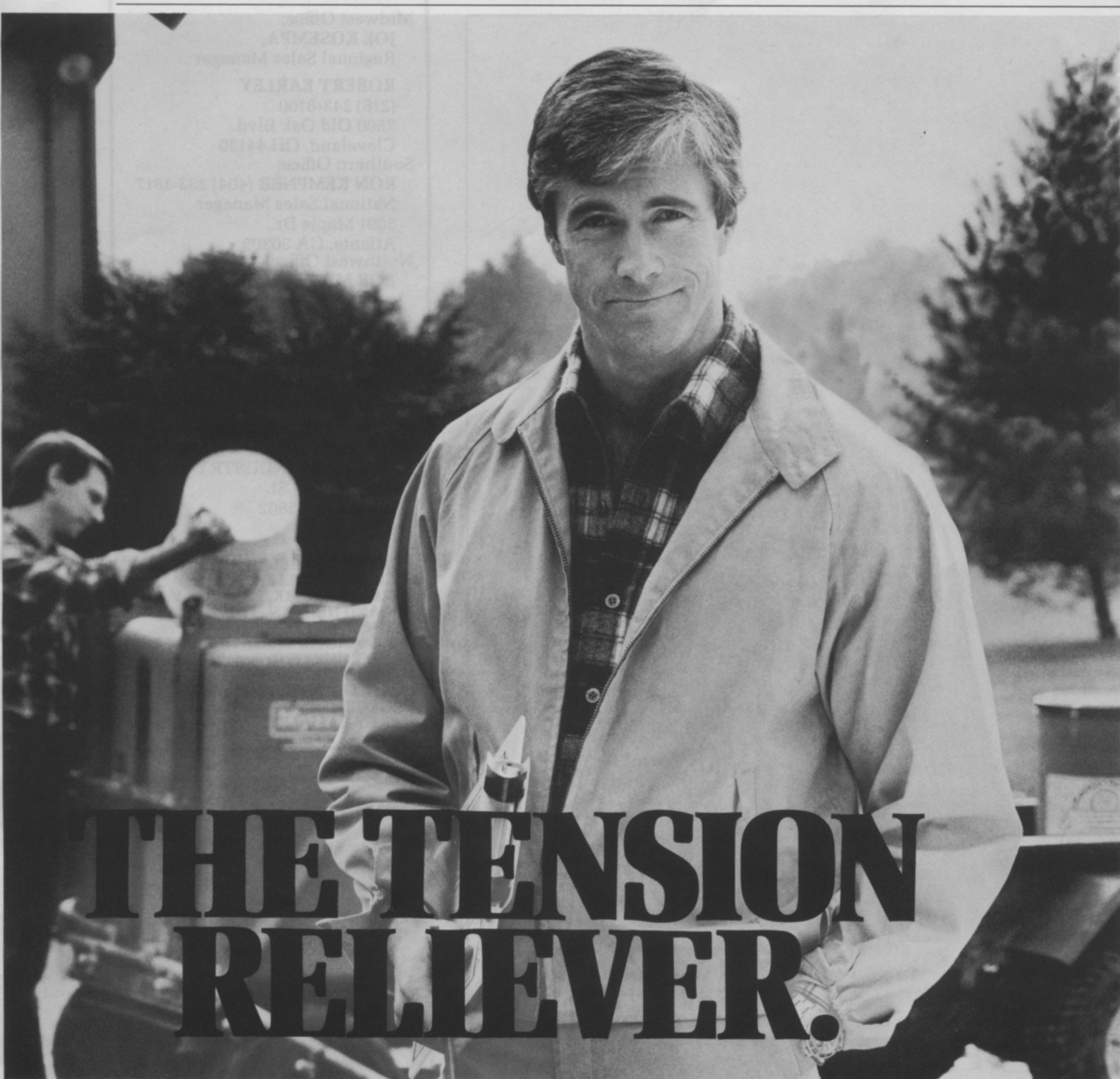
Preemergence herbicides are commonly available in liquid and granular formulations. Studies at the University of Nebraska have compared many of these formulations for their control of spotted spurge and crabgrass.

Granular, wettable powder, flowable and emulsifiable concentrates have been studied, using such herbicides as benefin (Balan), bensulide (Betasan, Presan, Lescosan and Weedgrass Preventer), DCPA (Dacthal), and oxadiazon (Ronstar). (See Tables 1, 2 and 3.)

In general, differences in control have been noted between herbicides, and at different herbicide rates, but not within herbicides between formulations.

For example, bensulide (Tables 1 and 2) gave similar control of crabgrass whether a granular or emulsifiable concentrate was used. DCPA gave greater than 90 percent control of spurge and crabgrass in granular, wettable powder, and flowable formulations (Tables 1 and 2).

Since preemergence herbicides control weeds by forming a chemical barrier that prevents weed seed germination or kills weed seedlings before they emerge, it is reasonable to assume that granular and liquid formulations should perform similarly as long as they can form a uniform barrier of adequate herbicide con-



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Table 3. A comparison of crabgrass control using bensulide applied on granular fertilizer carriers and in combination with liquid fertilizer.

Treatment	N-Rate (lbs N/1000 ft <sup>2</sup> )	Bensulide (lbs a.i./A)	Crabgrass Control <sup>y</sup> (%)
Granular (large particles)	1.2	10.0	81
Granular (medium particles)	1.2	10.0	95
Liquid	1.2	10.0	93
Check	-	-	0
LSD(0.05) =			8

<sup>z</sup>Treatments were applied on April 28, 1981.<sup>y</sup>Crabgrass control was based on the untreated control. Data are from August 9, 1981.

Table 4. Broadleaf Weed Control using granular and liquid herbicide formulations with and without fertilizer.

Herbicide <sup>z</sup>	Rate (lbs a.i./A)	Formulation <sup>y</sup>	N-Rate (lbs N/1000ft <sup>2</sup> )	Broadleaf Weed Control <sup>x</sup> Plantain Black Medic
Dicamba	0.28	G	0.8	90 83
Dicamba	0.28	EC	0.8	96 99
2,4-D + MCP	1.3 + 1.3	G	0.8	90 86
2,4-D + MCP	1.3 + 1.3	EC	0.8	100 98
Check	-	-	-	0 0
LSD(0.05) =				6 9

<sup>z</sup>Herbicides were applied as granular fertilizer combinations or as liquid combinations with fertilizer. Applications were made September 10, 1982.<sup>y</sup>Formulations were granular (G) and emulsifiable concentrate (EC).<sup>x</sup>Broadleaf weed control evaluated October 20, 1982 and based on untreated check. Broadleaf weeds were buckhorn (narrow-leaved) plantain and black medic.

centration.

Bensulide (see Table 3) was applied at 10 pounds active ingredient per acre in two granule sizes and as a liquid. The medium granule particle size and the liquid treatments gave similar control of crabgrass, but the larger particle-sized granular treatment performed significantly worse, possibly because the large particle failed to form a uniform bensulide barrier and therefore gave reduced crabgrass control.

So granular formulations should be selected in a particle size that ensures uniform distribution and even barrier formation.

Results from the preemergence herbicide studies conducted since 1976 at the University of Nebraska have demonstrated differences between preemergence herbicides and within herbicides between application rates, but no differences in weed control have been found between granular and liquid formulations.

Therefore, as long as the pre-emergence herbicide selected is applied with appropriate timing and at an adequate concentration, it really makes no difference whether it's in a granular or liquid formulation.

Lawn care operators should scrutinize herbicide research data from their area to become familiar with herbicides, application rates and dates of application that give the best efficacy. With this information, the lawn care program will have the best opportunity to provide adequate preemergence weed control regardless of the formulation used.

#### Postemergence herbicides

Herbicides such as 2,4-D, MCP (mecoprop), 2,4-DP (diclorprop), butril (bromoxynil) and banvel (dicamba) are postemergence herbicides that are commonly applied to turfs for the control of broadleaf weeds.

Weeds such as dandelion and clover absorb these herbicides through their leaves. From there, the herbicide is translocated to the root system and the subsequent death of the plant occurs.

Herbicides such as 2,4-D are more effective when the plant is actively growing, and when air and soil temperatures are conducive for ready uptake by the plant. The longer herbicides such as 2,4-

D remain on the leaf surface, the to page 53

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## FROM PAGE FOUR

### Boom's end in sight?

from page 4  
steep part rather than one-third," Parr contends.

Plugging lawn care figures into Parr's graph is not a difficult job. The industry was virtually brand-new in 1968, so that is the starting point. By 1976, it had grown slightly. In 1984, estimates are that the industry will service about 7

million households. Using those figures on the graph and forecasting down the road, puts the near-saturation mark right around 1990.

So lawn care fits rather comfortably into standard industry growth charts, making it a typical market. That, at least, is one point of view. But there are others.

Former PLCAA president Jerry Faulring of Hydro Lawn, Gaithersburg, Md., questions the concept of growth.

"What do we characterize growth as?" he asks. "Is it revenue

or number of customers? Revenue will continue to grow because there are an increasing number of customers willing to pay more for more services."

And therein lies a possible answer to the end of the boom: addition of services like liming, tree and shrub care, ornamental bed weed management and aeration.

"I see a 20 percent client growth for 10 years, since we're only serving 16 or 17 percent of the potential market now," Faulring continues. "Since everybody's



Faulring



Erbaugh

lawn looks the same now, just like it was 10 years ago, I think people will be demanding more services. So revenue per account will be an important figure for everyone."

Marty Erbaugh of Lawnmark Associates, Peninsula, Ohio, finds it hard to forecast on a national level.

"I think we've got another 10 good years growth," Erbaugh intones. "The reason I say that is, for instance, most of the west is large but lawn care activity is very undeveloped."

"I'm still amazed by the number of first-users we're getting in Cleveland. And in Akron, there's still real growth occurring. By 1990, I can see that dropping back to 7 or 8 percent; but from a national perspective, I'd put it beyond 1990."

John Latting of Bulkem, Normal, Ill., agrees with Erbaugh.

"I still feel we have a good 10 years left, strictly due to the fact that there don't appear to be any big changes in lifestyles," Latting observes. "I think we'll see more apartment-condominium type households, but they still have grounds to take care of."

"There's a lot of market and discretionary income available. The key issues will be environmental issues. And the outcome of



Latting



Benham

those will depend on how we monitor ourselves and how we apply pesticides."

Don Benham of Benham Chemicals, Walled Lake, Mich. likes Parr's figures.

"I think the industry will double in the next five years; my business may double or triple in that time," Benham says. "I would say that about 1989, there'll be a great reduction in growth rate for the industry. Then, it'll get into the normal rate of 4 or 6 or 7 percent a year. Business will always continue to grow, but not gigantically."

Benham foresees a general shakeout when maturity is attained.

"There will be a lot of companies, some very small, falling by the wayside because they're losing buying power," he says. "This

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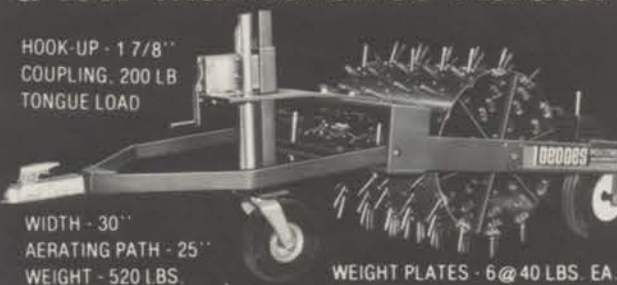


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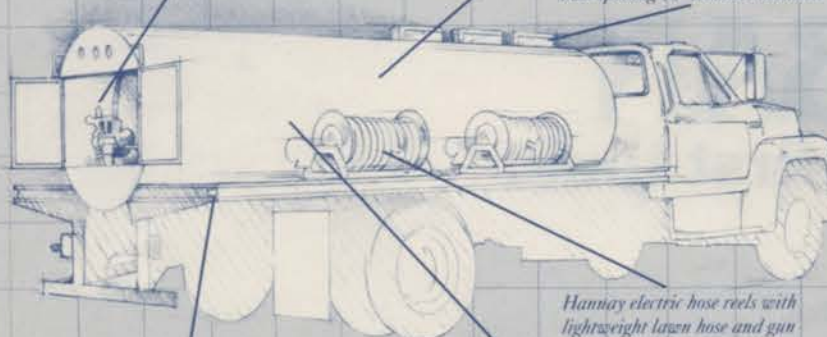
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is starting to catch up to some people even now."

John Kenney of Turf Doctor, Framingham, Mass., and president of the Professional Lawn Care Association of America, tends to agree.

"It seems to me that, in certain specific localities, lawn care has just barely dented the surface," Kenney says. "Particularly the smaller markets where the 'big boys' haven't set up a local shop yet. In those markets, though, 20 or 30 or 40 percent growth a year doesn't mean anything.

"But 10 years from now, real growth in the market is only going to come as a result of new home building," he predicts. "Individual company market shares will only grow at the expense of others. What I'm saying is that, unless somebody builds a lawn area for us, we won't have any more to do."

Bob Scobee of The Andersons,



Kenney



Scobee

Maumee, Ohio, thinks it's extremely difficult to nail down future industry growth.

"It's such a new industry," he claims. "There will definitely be a slowing down, though. I don't know whether it'll be in 1990 or 1995, but that sounds about right.

"Some of the traditional market areas are getting saturated, and if that's the case it could be sooner," Scobee continues. "We don't deal, for instance, in California, so I don't know. But we assume there's going to be good growth after 1990 or 1992, and real growth of some type for the industry for a long time yet."

Gary Sloan of Cushman/Ryan, Lincoln, Neb., sees "a healthy market for five years. After that, it'll be a good business, but growth will slow down."

Ron Kujawa, of KEI Enterprises, Cudahy, Wisc., is a landscape maintenance contractor who also applies chemicals. "I don't think the current growth is sustainable," he says. "It's easily attainable in certain brand-new markets for five more years. But in most of the markets, that kind of growth seems unrealistic.

"What I find happening is that people start stealing from each other rather than create new business. In five years, there'll be two tiers of operators: successful, highly professional people and others lower on the totem pole. I see the strong surviving and a lot of the other ones ending up out of it."

Benham agrees, saying: "Large guys can buy materials cheaper by volume than small guys. We (dis-

tributors) want the small guys to compete, but obviously we can't sell to them at the same price."

—Jerry Roche

## O.M. Scott, Ford products

from page 4

ing manager Roger Farrington of Scotts in Marysville, Ohio. "It looks like it'll be in a price position substantially below our current

product. And we're thinking that the market will develop in a way that it'll definitely have an impact on professional lawn care."

Turf and Southern Weedgrass controls each provide more than 90 percent control of the following weeds: crabgrass, goosegrass, fox-tail, barnyardgrass, fall panicum, *Poa annua*, chickweed, cudweed, hop clover, henbit, oxalis, evening primrose and prostrate spurge. They can be used on Kentucky bluegrass, perennial ryegrass, fine fescue, tall fescue,

bermudagrass, St. Augustinegrass, centipedegrass, bahiagrass and zoysiagrass.

"And this is not a final list," notes Scotts researcher Milt Kageyama. "This material is primarily pre-emergent activity. It's very strong on the grasses, and also seems to have good activity on dicots."

However, the products cannot be used on bentgrass and annual bluegrass, both of which are sensitive to pendimethalin.

Initially, the two weed control

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Circle No. 127 on Reader Inquiry Card



products will be supplied in granular form, available in bags which cover either ¼- or ½-acre. Farrington and Kageyama say that the products will also be available in liquid form "at some point in the future."

Pendimethalin was first used in the agricultural market as American Cyanamid's Prowl in the late 1970s. In 1982, it was registered by Scott's for use on ornamentals.

"We decided to take a look at it on turfgrass species in 1979, and had some promising results early on," notes Kageyama. "We identified the formulation we wanted several years ago, and now we're more or less fine tuning. We've made over 200 tests."

### Ford Tractor

Ford Tractor, as of this month, will be supplying three commercial lawn mowers to its dealers: a 21-inch, a 21-inch self-propelled and a 48-inch intermediate walk-behind.

"The commercial mowing business is a growing business," notes marketing plans manager Fran Engelhardt of Troy, Mich. "We found our dealers wanted to focus on lawn care equipment, and for Ford that's a natural."

"We think there's a good market between our consumer 1000 line of tractors and the industrial/highway flail mowers, and now we've filled that void. Our distribution system is well-aligned to compete in this market, and the product will stand on its own."

The intermediate is being manufactured for Ford by Gilson (Sensation), long a maker of such equipment.

"We'd like to expand in the lawn care market after creating the basic line this year," Engelhardt notes. "Because of our distributor network, we feel we can hit the ground running."

"This lets us broaden our product base and supports our other products, just as our other products support this."

Approximately 200 of Ford Tractor's nationwide chain of dealers plan to include commercial lawn care products in their inventory.

The 21-inch mowers feature 4 hp Briggs & Stratton I/C engines, and have a two-year limited warranty on everything.

The intermediate lists among its features a floating deck, easy lever height adjustment and "motorcycle"-type steering that allows an extremely short turning radius. The intermediate has a one-year limited commercial warranty, and a two-year limited warranty on its 16 hp Briggs I/C engine.

The 21-inch mowers will sell for about \$700, while the intermediate's suggested retail price is in the vicinity of \$3100.

—Jerry Roche

## TOOLS, TIPS, TECHNIQUES

### Winter tree care

If you've just planted young trees in a client's landscape, there are several ways to ensure their survival through the long, cold winter. Here are some helpful hints offered by Rod Anderson, of the Illinois Nurserymen:

- Choose a species hardy enough to survive your particular area's winters.

- Deciduous trees which have to be dug are better planted after the first leaf fall, while balled trees may be planted anytime until the

ground freezes.

- Mulching after planting will do a great deal to protect young trees.

- Proper moisture and fertilizer in the fall are necessary: check the soil moisture.

- Attach guy wires to the trunk to provide extra support when winter winds start, and wrap the trunk if possible.

The keys: choice, placement, mulching, watering and fertilizing.



650—14.5 PTO hp, 17 engine hp



750—18 PTO hp, 20 engine hp



850—22 PTO hp, 25 engine hp



950—27 PTO hp, 31 engine hp



1050—33 PTO hp, 37 engine hp



1250—40 PTO hp, 44 engine hp



1450—50 PTO hp, 55 engine hp



1650—60 PTO hp, 67 engine hp



## PRODUCTS

### Unique machine for grounds maintenance

A new turf and grounds maintenance machine that features four-wheel drive, four-wheel steering and an unusually low center of gravity has been introduced by Jacobsen.

With both front and rear PTOs and three-point hitches, the 24 hp diesel-powered Jacobsen G-4x4 is a mobile power source for a variety of implements.

Features include: low profile,



wide track more than 53 inches; swing-type rear axle; hydraulic front lift; eight forward speeds from 1.2 to 15.5 mph; four reverse speeds; four-wheel hydraulic disc

brakes; all-weather cab with roll-over-protection and a wiper.

The machine can cut turf with front-mounted rotary or flail mowers, operate a rotary broom and snowthrower, operate a rear-attached spreader and blower. A dozer blade can also be attached.

Circle No. 201 on Reader Inquiry Card

### Thatcher eliminates clean-up time

The Yard-Man Model 24630 lawn thatcher has a hard plastic catcher that meets an extra-wide opening



in the deck to collect thatch and eliminate raking and clean-up time.

Its 12 free-floating flail knives spin quietly inside an all-steel fully baffled deck. Thatching width is 15 inches.

The 3 hp engine has a rewind start and remote throttle. The handle folds down for easy storage.

Circle No. 202 on Reader Inquiry Card

### Ramp-loader has 54-inch wide deck

The new Snowco 20-017 ramp-loading trailer has a 54-inch wide deck and 1,100-pound capacity.

Deck width and square front end construction combine to give more versatility for loading and hauling out-front mowers, lawn and garden tractors and other



three- or four-wheeled vehicles.

Deck height is one foot off the ground for stability at highway speeds. The perforated deck itself measures 54 by 96 inches.

Circle No. 203 on Reader Inquiry Card

### Sixty-inchers are introduced to market

F.D. Kees Mfg. Co. has introduced a line of 60-inch lawn mowers to the professional lawn care market.

The 60-inch, with 16 hp I/C Briggs & Stratton electric start, features a two-point hook-up sulky with a single caster wheel.

Features include a four-gallon capacity fuel tank, baffled under-deck, cam-activated variable-speed pulley, two six-inch scalp prevention rollers, manual choke and three 20 $\frac{3}{4}$ -inch blades.

Circle No. 204 on Reader Inquiry Card



Circle No. 110 on Reader Inquiry Card

# Our line breaks down easily. Our tractors don't.

Outdoor jobs are as simple as mowing a lawn or clearing a driveway. And as tough as grading a home site or digging a drainage ditch.

The only thing most commercial outdoor jobs have in common, in fact, is that John Deere has diesel utility tractors to handle them all.

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As much as our tractor lineup varies in size, there are many similarities you'll see on a closer look.

Like dependable sliding gear transmissions. Water-cooled diesel engines designed for hour after hour of productive work. Safety and comfort features that make long hours on the job easier for you.

Even our more than 50 capacity-matched attachments carry on the John Deere reputation. And of course, you can rely on John Deere dealer service.

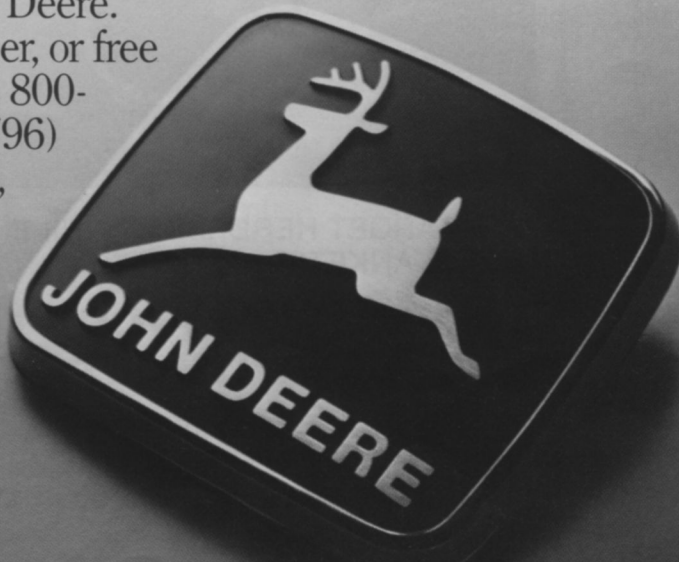
If you're in the market for a utility tractor your business can depend upon, you need only see one company: John Deere.

For the name of the nearest dealer, or free folders on our compact utility line, call 800-447-9126 toll free (Illinois 800-322-6796) or write John Deere, Dept. 67, Moline, Illinois 61265.

John Deere utility tractors. As a line, they hold together very well.

Individually, they hold together even better.

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## Insecticide set for market in '85

Stauffer Chemical Co. has announced a full scale, national marketing of its new 1.E formulation of Imidan insecticide.

The new formulation—sold only in the northeast in 1984—is recommended for control of gypsy moths, tent caterpillars, spring cankerworms and Japanese beetles. It is registered for use on deciduous shade trees, evergreens, shrubs, etc.

"Imidan 1.E will fit in well with IPM programs because it is easy on beneficials," says sales manager Herb Day of Stauffer.

Circle No. 205 on Reader Inquiry Card



## Leak locator for irrigation holes

A new single-channel electronic leak locator has been introduced by Aqua-Tronics Inc. The Model AT-1000 "Mini-Witch" features a built-in windbreaker and receiver which can be worn on a belt clip, leaving both hands free for operation.

It utilizes a highly sensitive "Aqua-Phone" pick-up trans-

ducer which allows information to be picked up that many other locators will miss. The transducer can be used to make point contact readings on pipes, hydrants, valves or any other metallic object.

The Model AT-1000 carries a one-year limited warranty.

Circle No. 206 on Reader Inquiry Card

## Polyethylene tank compact, heavy duty

The agricultural department of Raven Plastics Division is marketing a heavy duty polyethylene tank for pest control and other turf applications. The compact design requires no complex saddling or support structures when mount-



ing.

Tanks are rotationally molded and ribbed for extra strength. U-V inhibitors have been added for protection against sunlight. Gallonage indicators are molded in on both end and sidewall.

Either mechanical or jet agitation can be installed.

The Raven pest control tanks are manufactured in 50- and 100-gallon sizes.

Circle No. 207 on Reader Inquiry Card

## Tool successfully tests for hardness

Terracare Products now has a tool to test the hardness of the soil in a landscape.

The tool comes in especially handy when trying to judge whether conditions are satisfac-



tory to attempt aerification of lawns. It can also tell the operator how much water is needed to soften overly hard ground enough to make conditions for aerification or other necessary work favorable.

Circle No. 208 on Reader Inquiry Card

## Tall fescue gets variety protection

Plant Variety Protection Certificate No. 830023 has been issued to Mustang turf-type tall fescue, a product of Pickseed West, according to Director of Research Dr. Jerry Pepin.

Variety protection for Mustang was granted based on its distinctive dark green color, on strong resistance to *Helminthosporium* net blotch and on excellent turf quality compared to others.

Mustang has demonstrated excellent performance, particularly during periods of hot, humid summer weather, in many turf trials.

Circle No. 209 on Reader Inquiry Card

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44012

# Ryegrass

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In addition to numerous other advantages ryegrass is the one you can count on to germinate in a matter of 7-10 days.

No other grass germinates faster or so quickly develops a strong, deep root system.

Those are two qualities which make it the ideal choice for the winterseeding of dormant turf in the Southern U.S.

But that's not all. Ryegrass is available in either the so-called "workhorse" varieties such as common Oregon annual and Gulf annual or the newer premium quality fine-bladed turf-type "proprietary" varieties.

It is recommended that annual ryegrass be sown at a rate of 10-20 lbs. per 1,000 sq. ft. of turf desired, while the fine-bladed turf-type ryegrasses are normally sown at the rate of 5-10 lbs. per 1,000 sq. ft. Seeding rates will vary, depending upon the desired density of the stand.

Because ryegrass is a cool-season grass it will not survive Southern summers and so can be counted upon to fade in the spring when the native grasses come on. Ryegrass is, however, used for permanent turf in the Northern U.S.

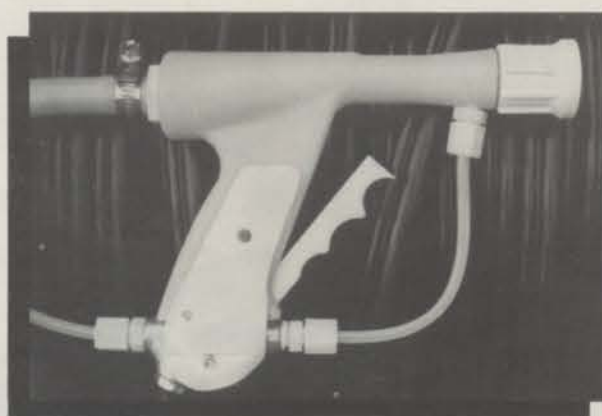
Ask your dealer for brochures about ryegrass or write to

**Oregon Ryegrass Commission**

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Salem, Oregon 97302

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# LAWN CARE INDUSTRY

NOVEMBER 1984

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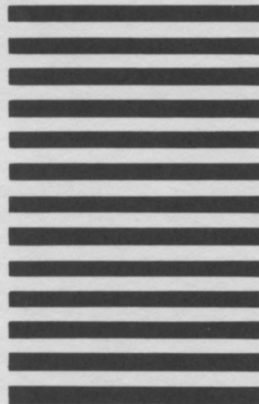
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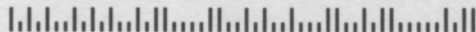
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### Tractor-powered blower introduced

Flory Industries has a new tractor-powered Model 2500 blower. It is intended for use on golf courses, municipalities, parks, highways, industrial plants, construction sites: anyplace where leaves, debris, etc. need to be moved out of the way quickly and efficiently.

The Model 2500 is one of the largest blower models available on the market. It is controlled with a damper and cylinder which allows a variable amount of air without affecting the rpm of the power source. The three-point hitch and drive shaft hook-up allow one man to easily connect and disconnect the blower within minutes.

Circle No. 210 on Reader Inquiry Card

### Fifth edger is added to products

A new lightweight lawn and garden edger is the fifth and newest component of HMC's Green Machine 2300 Expand-It system of yard care tools.

Each of the five attachments in the system is interchangeable with a single power unit, a two-cycle, gasoline-powered engine.

The edger (Model 2350) is highly maneuverable, weighing slightly more than 12 pounds. When coupled with the engine, the entire power tool weighs 21 pounds. The edger's offset design assures that debris is thrown away from the operator. Adjustable blade depth provides flexibility in lawn detailing.

All Expand-It attachments quick-connect to the power unit shaft by loosening two wing nuts. In addition to the edger, they include a string trimmer/brush cutter, a power blower, a weeder/cultivator and a snow thrower.

Circle No. 211 on Reader Service Card

### Pumps suited for irrigation injection

AMF Cuno Precision Control Products Div. offers a variety of pumps ideally suited for injection of fertilizer, insecticides and pH adjustment chemicals into irrigation water.

For injecting chemicals, the M5000 Series chemical metering pumps offer output of up to 25 gph with pressure rating of up to 250 psi and a 10:1 stroke adjustment.

The pH controller pump can provide acid feed, caustic feed or proportional acid and caustic feed for pH neutralization. The pH controller section translates the pH reading from the probe.

Circle No. 212 on Reader Inquiry Card

### Multi-purpose truck for pro lawn care

A unique multi-purpose truck has been designed specifically to serve the needs of the lawn care professional by Arbortech, Inc.

The innovative and versatile product can function in the following different roles:

- as a dump bed with hydraulic scissor hoist;
- as a stake bed to carry bulky



loads like grass clippings, branches, etc.

- as a flat bed to easily side-load and unload sod, plants, shrubs and trees; and

- as a tool storage compartment with 68 cubic feet of storage space.

The flat bed can also be used as

a platform for a skid-mounted spray tank.

Circle No. 213 on Reader Inquiry Card

### Irrigation grip made for long distances

When it comes to installing turf irrigation systems, the King Grip can pull either PVC or poly pipe longer distances than any other grip, say its manufacturers.

The King Grip design keeps grit out of the system, and will not damage pipe. Sizes range from 3/4-inch to 4 inches.

All grips quickly connect and disconnect to all pipe, and are easily adapted to any pipe-pulling machine.

Circle No. 214 on Reader Inquiry Card

# KEEP THE TORCH LIT







### Utility storage box for pickups

Delta Inc. has introduced the Big Dude crossover utility storage box for pickup trucks.

It combines the strength of ribbed steel with the contemporary styling of polymer. Two extra-large lid openings sealed with neoprene provide excellent access to the storage area. The locking system combines the security of a cam lock with separate push-open button.

The Big Dude is available in two sizes for different standard size pickups. A complete installation kit is included with each unit.

Circle No. 215 on Reader Inquiry Card

### Full sprayer line includes 8 models

The Defender line of spray equipment has been released to the professional lawn care market by Wylie Sprayers. Eight different models are available.

The Defender line offers a full range of equipment from a 12-gallon unit for small-scale weed and



insect control to a 300-gallon model on either skid or trailer.

Tanks are made of corrosion-proof polyethylene; sprayers feature a gear reduction engine with diaphragm pumps that run into oil-filled crankcases.

Circle No. 216 on Reader Inquiry Card

### LAWN FUNNIES



"That's been one of your shortcomings, Crandly. You're dull."

## MARKETING IDEA FILE

### Reaching homeowners

Members of the lawn and garden industry have found Val-Pak direct mail a highly cost-effective way to target promotional messages.

Val-Pak is the largest network of cooperative direct mail distributors in the nation, producing and mailing nearly 100 million envelopes containing two billion promotional offers.

"Consumers respond to coupons received through the mail at three times the rate of newspaper offers," claims Terry Loebel, founder of Val-Pak.

der of Val-Pak.

Participating clients can reach consumers for usually 20-25 percent of the normal postage cost, targeting their message at specific mailing zones in increments of 10,000 households without wasted circulation.

Val-Pak service includes copywriting, layout design, typesetting, printing and mailing—or any combination of services. For more information, call toll free (800) 237-2871.



On May 18, 1982, President Ronald Reagan announced the formation of the Statue of Liberty-Ellis Island Centennial Commission and appointed Lee A. Iacocca chairman of the 20-member unit.

# "The torch of liberty is in danger of going out."

"Restoration of the Statue of Liberty and Ellis Island is of vital concern to all Americans. The loss of these two landmarks in America's heritage would be a tragedy. But our allowing it to happen would signify an even greater loss in our national spirit.

"That's why I'm delighted that Lee Iacocca has taken on the job of Chairman of the Centennial Commission. His parents were among the 17 million who passed through the Immigration Center and went on to

help build our country. Their determination to take responsibility for their own destiny is a heritage all Americans should be proud to keep alive today.

"I know Lee and his commission will do a tremendous job. The initial response to their appeal to business leaders and the public has been wonderful. Now it's time for every American to join in."

*Ronald Reagan*



Table 1. Percent control of spotted spurge and crabgrass in Kentucky bluegrass turf.

Herbicides	Rate (lbs. a.i./A)	Formulation	Control (%) <sup>z</sup>	
			Spotted Spurge	Crabgrass
DCPA	10 <sup>y</sup>	5G <sup>x</sup>	92	95
DCPA	10	75WP	93	93
DCPA	10	6F	92	96
Bensulide	10	7.5G	66	97
Bensulide	10	8.5G	69	96
Bensulide	10	42.5EC	63	98
Oxadiazon	3	2G	87	98
Check	-	-	0	0
LSD(0.05) =			8	5

<sup>z</sup>Percent control based on untreated check.<sup>y</sup>Rates are given as active ingredient per acre.<sup>x</sup>Formulations are granular (G), wettable powder (WP), and flowable (F).

Table 2. Preemergence herbicides control of crabgrass and prostrate spurge in thatch (T) and thatch-free (TF) sites.

Herbicide	Rate (lbs. a.i./A)	Formulation	Control (%) <sup>z</sup>			
			Crabgrass		Prostrate Spurge	
			T	TF	T	TF
Pendimethalin	2.0 <sup>y</sup>	G <sup>x</sup>	89	95	87	79
"	3.0	G	96	99	87	90
"	2.0 + 2.0	G	100	99	89	90
Pendimethalin	2.0	EC	88	91	74	82
"	3.0	EC	93	93	88	88
"	2.0 + 2.0	EC	100	100	100	94
DCPA	10.5	WP	90	83	100	86
"	10.5 + 10.5	WP	94	93	100	93
DCPA	10.5	F	91	90	98	88
"	10.5 + 10.5	F	94	97	100	96
DCPA	10.5	G	89	89	95	85
"	10.5 + 10.5	G	96	96	98	93
Bensulide	10.5	G	88	91	55	50
"	10.5 + 10.5	G	93	93	70	73
Bensulide	10.5	EC	90	89	57	58
"	10.5 + 10.5	EC	95	94	68	69
Check	-	-	0	0	0	0
LSD(0.05) =			8		11	

<sup>z</sup>Percent control based on untreated control.<sup>y</sup>Rates are expressed as pounds active ingredient per acre.<sup>x</sup>Formulations are granular (G), emulsifiable concentrate (EC), and flowable (F).

from page 41  
more effective they are in controlling the weed.

Granular herbicide formulations are less effective for foliar treatments than liquid formula-



The Statue of Liberty, best known symbol of freedom in the world, is every American's to cherish.



A century of fatigue and corrosion has weakened the Statue's frame, eaten holes in the copper skin.



Ellis Island, where people full of hope stopped being foreigners and started being Americans.

tions. (See Table 4.)

Granular treatments reduced the weed populations significantly when compared to the untreated check, but not as effectively as the liquid treatments. However, granular applications appeared to be more effective in controlling buckhorn plantain than black medic.

Carrier and particle size of granular herbicides can be manipulated to enhance leaf retention and potential herbicide absorption. However, the likelihood of this occurring when foliar-absorbed herbicides are formulated on fertilizer granules becomes more remote.

It is generally accepted that liquid applications of foliar-absorbed herbicides are preferred to granular applications, since liquids coat the leaf and increase the potential leaf surface area exposed for herbicide uptake. Granular formulations, though less effective, may still play a specialty role, particularly in cases where spray drift and volatilization cannot be tolerated.

## Conclusions

● LCOs will find little or no difference in preemergence herbicide weed control between the various liquid herbicide formulations and granular forms, as long as they select the appropriate herbicide, use the recommended application rate and time the application effectively.

● LCOs, however, should anticipate less control of broad-leaf weeds using granular compared to liquid formulations of postemergence herbicides like 2,4-D and MCPP.

## Opportunities for Corporate Sponsorship and Employee Participation

Initial response from corporations to the centennial fund-raising campaign is well under way. Companies such as Chateau Ste. Michelle Winery, Coca-Cola, Kellogg's, Stroh's, U.S. Tobacco, Oscar-Mayer, Kodak, USA Today, Nestle and The Chrysler-Plymouth and Dodge Dealers are already behind the project. To learn more about the advantages of corporate sponsorship and how to set up employee fund-raising programs during the nationwide promotions surrounding the restoration project, write on your letterhead to: Liberty, 101 Park Avenue, New York, New York 10178.



**KEEP  
THE TORCH  
LIT.**

Dr. Robert Shearman



Dr. Robert C. Shearman is associate professor of turf in the University of Nebraska Department of Horticulture. He is a frequent speaker at turfgrass conventions.

Ad  
Council

For nearly a hundred years, the Statue of Liberty has stood on the edge of the New World, America's most powerful symbol of freedom and hope. Today the ravages of almost a century of weather and salt air have left their marks. Corrosion has eaten away at the iron framework. New holes continue to appear in the copper sheets that form the exterior.

Less than a mile away, on Ellis Island where the ancestors of nearly half of all Americans first stepped onto American soil, the Great Hall of the Immigration Center is a hollow ruin. Rooms are vandalized, passageways overgrown with vegetation, walls crumbling in decay.

Inspiring plans have been developed to restore the Statue. On Ellis Island, a permanent museum will be established devoted to the history of the island itself and celebrating America's immigrants on both coasts; the diversity of their ethnic origins, the magnitude of their contributions to our nation. But unless restoration is begun now, these two landmarks in our nation's heritage could be closed at the very time America is celebrating their hundredth anniversaries. Sections of the

A copy of the last financial report filed with the Department of State may be obtained by writing to: New York State, Department of State, Office of Charities Regulation, Albany, New York 12231, or the Statue of Liberty-Ellis Island Foundation, 101 Park Avenue, 12th Floor, New York, N.Y. 10178.

Save these monuments. Send your personal tax deductible donation to:

**The Statue of Liberty-Ellis Island Foundation, Inc.**

P.O. Box 1986, New York, N.Y. 10018



## LETTERS

To the editor:

The "boo" of the month goes to Tom Bontempo's comment about "refusing to educate his customers who were so costly to obtain" (LCI, August, Memos, page 4).

I'm afraid Mr. Bontempo will find that his type of philosophy will lead him directly where he doesn't want to go.

Good luck, Tom: you're going to need it.

Phil Catron  
ChemLawn Corp.  
Westminster, MD

To the editor:

I have to believe Jerry Faulring was misquoted in the recent article "Figuring Cancellations."

The method of determining cancellation percentages which was attributed to Jerry produces numbers twice as high as they should be. In fact, taken to an extreme, this method would give a cancellation rate in excess of 100 percent.

The procedure described in the article goes something like this: "add the beginning number of accounts to the ending number of

accounts, divide by two, then divide the resulting figure into the number of cancellations you receive during that period."

For the sake of example, let's consider a new company that starts the year with zero accounts and ends up with 6,000. During that first terrible year, the company sustains 3001 cancels. By going through the steps listed above, we see a cancellation rate of more than 100 percent, which means we cancelled more customers than we ever had. Boy, talk about a tough year!

Wouldn't it make a lot more sense to figure cancellation rates by adding the beginning accounts to the gross sales for the season, and then dividing that number into the total number of cancels? By this method, the beleaguered company above would have a cancellation rate of 33 percent. This means that 33 percent of the customers (3000 of 9000 total sales) cancelled, which, of course, is what we described.

I know there are many methods being used to determine cancellation rates, but let's do away with those that make things look worse than they are!

Stephen Brown  
Brown and Associates  
White Plains, N.Y.

Faulring claims the quote was correct, and that the method he uses for figuring cancellations is commonly used in the business world.—JR

To the Editor:

In the September, 1984, issue's Newsmaker section, the information about my position with Tru Green Corporation was not accurately stated.

My position with Tru Green is "vice president of commercial operations," and my location is at Tru Green's Corporate Office in Atlanta.

A correction would be appreciated.

Joseph L. Windland  
Tru Green Corp.  
Atlanta, Ga.

Our apologies. We stand corrected.—JR



## Quality is Still the Most Important Element.

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## NEWS

### EPA readies new pesticide policy

The Environmental Protection Agency is in the process of drafting a policy to regulate pesticides produced by genetic engineering.

The new policy will require the same data for man-made microbial pesticides as is now required for indigenous microbial pesticides like *Bacillus thuringiensis* and *B. popilliae*.

The EPA has concluded that even man-made microbes that can prevent frost damage are "pesticides" under definitions of pesticide control laws.

### Toro to form new division

In an effort to identify new markets and business opportunities, The Toro Co. recently announced the creation of a New Business Ventures Division, primarily for non-weather-related products or services.

It will be headed by William Barkalow, formerly director of consumer sales.



## CLASSIFIED

**RATES:** 75 cents per word (minimum charge, \$25). Boldface words or words in all capital letters charged at \$1 per word. Boxed or display ads charged at \$70 per column inch. 1X: \$65, 3X: \$60, 6X: \$55, 12X (one inch minimum). Agency commissions will be given only when camera-ready art is provided by agency. For ads using blind box number, add \$5 to total cost of ad. Send ad copy with payment to: Dawn Anderson, LAWN CARE INDUSTRY, 1 East First Street, Duluth, MN 55802. **BOX NUMBER REPLIES:** Mail box number replies to: Lawn Care Industry, Classified Ad Department, 120 W. 2nd St., Duluth, MN 55802. Please include box number in address.

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

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A-Perm-o-Green is now taking applications for Managers and Lawn Specialists in Houston and Dallas Markets. Applicant must have chemical lawn experience. Excellent salary and benefit. Send Resumes to: PO Box 202525, Attn: Terry Picklo or Horace Heine, Dallas TX. 75220 11/84

General Manager for lawn/tree care co. near Washington DC. Must have experience in planning, supervising, lawn/tree care sales and service. Excellent opportunity to grow with regional company, if person is enthusiastic and motivated to lead. Excellent salary/benefits. Send resumes to LCI Box 121. 11/84

**ASSISTANT LANDSCAPE MAINTENANCE COORDINATOR** - Houston Company is interested in individuals with experience in interior landscaping and servicing maintenance accounts for large firm. Send resume to Cornelius Nurseries, Inc., PO Box 22626, Houston, TX 77227, c/o J. Ross Ayers Jr. 11/84

**BRANCH MANAGER AND ASSISTANT MANAGER--**First class expanding company desires a Branch Manager and Assistant Manager for the Midwest and Southern markets. Applicants must have chemical lawn care experience. Excellent salary and benefits. Send resumes to LCI Box 107. TF

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**COMMERCIAL LANDSCAPE** - Houston based Landscape/Retail Nursery seeking qualified, experienced individuals to fill available positions in sales & design. Send resume to Cornelius Nurseries Inc., PO Box 22626, Houston, TX 77227, c/o J. Ross Ayers, Jr. 11/84



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**SALES AND MANAGEMENT:** Expanding Detroit area company seeks knowledgeable personnel desiring a challenge. Send resume and salary requirements in strictest confidence to: Lawn Care, PO Box 7283, Bloomfield Hills, MI 48302-7283. 2/85

**SERVICE MANAGER** needed for mid sized company in Michigan. The right individual will have demonstrated diagnostic abilities on bluegrass lawns and be able to make appropriate recommendations for cultural and chemical controls. Some experience with tree and shrub care is helpful but not required. This is a management track position for someone with good organizational and communication skills who wants to be a part of an aggressive team in a competitive market. Send resume with salary history. All replies will be kept confidential. Write LCI Box 119. 2/85

## WANTED

**WANTED TO BUY--** Lawn Care Company in the MIDWEST area. Small to medium size. Chemical turf applications only, no mowing or tree care. Send info to Lawn Care, PO Box 361, Grosse Ile, MI 48138. 11/84

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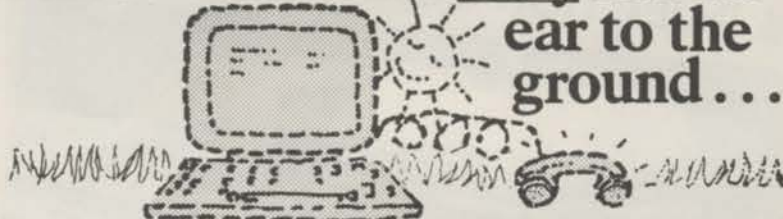
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## A business system for lawn care professionals that truly has its



ear to the ground . . .

Practical Solutions has developed an affordable Lawn Care Management System that keeps you in constant touch with all aspects of your business. Production statistics . . . service call scheduling . . . invoicing . . . closing percentages . . . workload projections . . . information demands all built into the Lawn Care Management System's software so you can maximize the efficiency of your business.

The Lawn Care Management System includes:

- A Burroughs B25 Small Business Computer
- Software specifically designed for your lawn care business
- A Wide-Carriage Matrix Printer
- 3 Days of onsite training
- A very user-friendly instruction manual
- A 60-day money-back guarantee if you're not absolutely satisfied

**Interested?** Call or write us and we'll send you our free "Let's Grow" Package—or see a complete demonstration at any of the following conferences:

- PLCAA Conference and Trade Show
- Ohio Turfgrass Conference and Show
- New Jersey Turfgrass Expo '84



**PRACTICAL SOLUTIONS, INC.**  
100 EAST WILSON BRIDGE ROAD  
WORTHINGTON, OHIO 43085  
614/436-9066

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# Everything you need to know and more:



We are totally committed to providing you with the best fertilizers and most innovative fertilizers-herbicide and insecticide combinations in the professional lawn care industry. USS Vertagreen Professional Turf Programs are developed to meet individual needs. Recommendations are based on soil types, turf varieties and climatic conditions. Product selections cover a wide variety of organic and inorganic sources, as well as potash, both muriate and sulfate. Micronutrient levels are tailored to specific turf grasses and vary on a geographic basis.



Our ability to impregnate our formulations with the leading herbicides offers you products that perform double duty. They provide sustained feeding of the turf while controlling crabgrass and most common lawn weeds.



When we incorporate the most popular insecticides in the industry with our fertilizers you have a line of products that do two jobs at one time! Effective, long-lasting control of lawn insects and extended feeding of turf.

## For Sales and Service Call:

- Northeast 301/789-3000
- Southeast 919/273-3671
- Florida 813/424-2231
- Southwest 713/686-5557
- Midwest 312/757-6100

## INNOVATIVE FERTILIZER COMBINATIONS

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

## EFFECTIVE HERBICIDE COMBINATIONS

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

## VERSATILE INSECTICIDE COMBINATIONS

PRODUCT	ACTIVE INGREDIENT	FEATURES
26-4-6	Dursban®	Controls sod-webworms, chinchbugs and crickets.
20-4-4	Diazinon®	Controls aphids, flea beetles and chiggers.
19-5-5 <b>New!</b>	Oftanol®	Controls white grubs, chinch bugs and insect larvae.

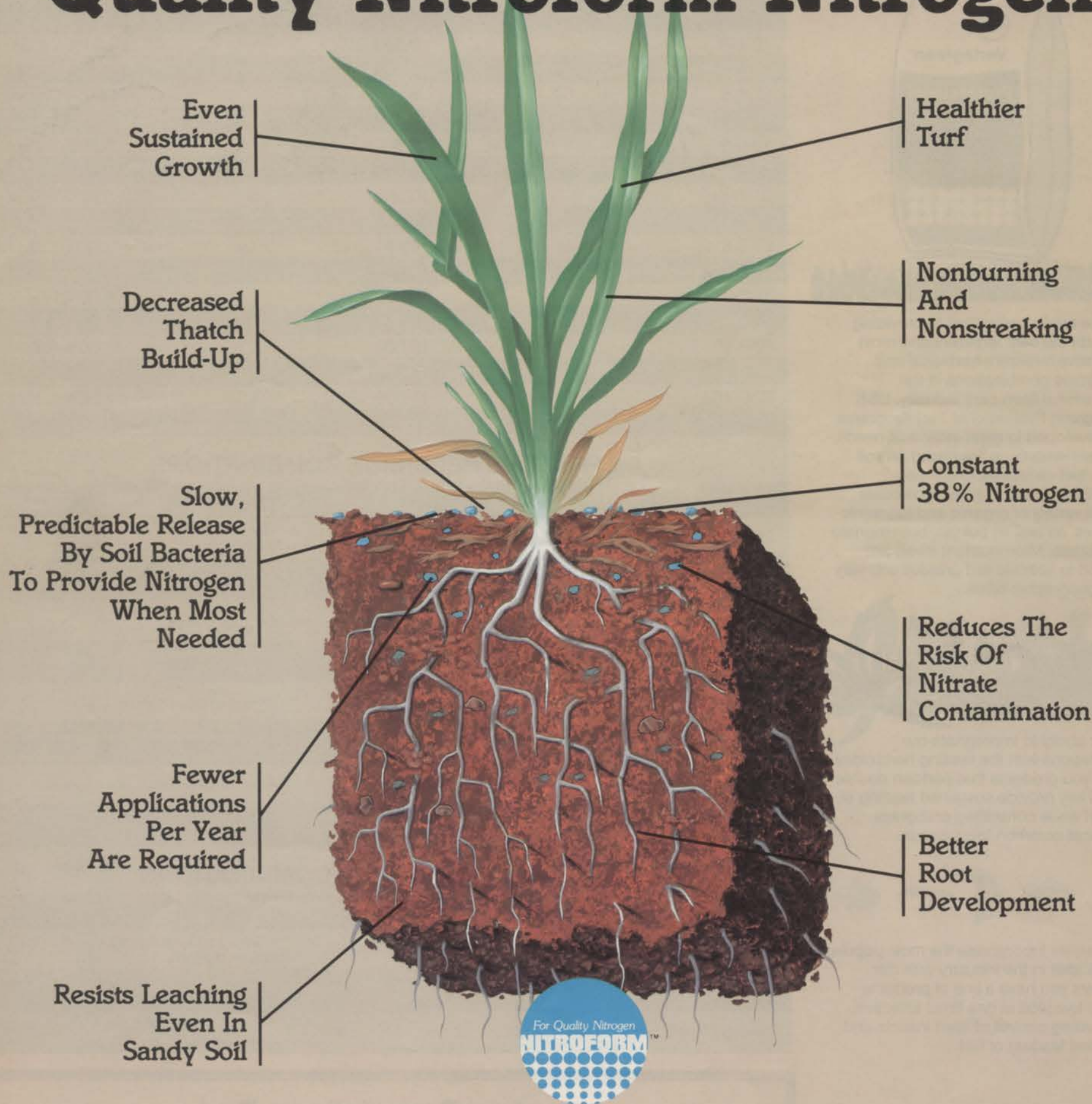
## Custom Formulations, Too!

If you don't see what you want, just ask for it. We have the ability to develop and produce almost any type turf fertilizer you require. As you can see, we already provide the most versatile line of custom tailored fertilizers and combinations in the professional lawn care industry. **We're truly all things to all people.** Just give us a call and tell us your needs.





# Don't Simply Fertilize Your Turf...Nourish It With Quality Nitroform® Nitrogen



**Always look for the NITROFORM® logo  
It's your assurance of a high quality Nitrogen**



NOR-AM Chemical Company, 3509 Silverside Road, P.O. Box 7495, Wilmington, DE 19803

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