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Volume 8, Number 10

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# LAWN CARE INDUSTRY

Serving lawn maintenance and chemical lawn care professionals

## The Sting

### Employee nabbed dumping hot list on cops

Maybe they aren't Paul Newman and Robert Redford, but when Steve Derrick and Mark Wilson of Lawn Groomer recently fingered a defector from another lawn care company, you could almost hear strains of "The Sting" in the background.

The first major reported scam of trying to sell a customer list from a competing lawn care company came to a screeching halt one sultry afternoon this July in a

St. Louis shopping center parking lot.

There, a check for \$10,000, a taped telephone conversation, a gun and a pair of handcuffs spelled the demise of one St. Louis lawn care company employee trying to make a quick buck.

#### The set-up

The thought of "easy money" spelled the beginning of the end for "John Doe" of a St. Louis lawn

care company. Believing he could cut a deal with a competitor after pirating a large lawn care customer list, he called Mark Wilson of Lawn Groomer, also in St. Louis, and offered to sell 10,000 names at \$1 each.

After getting the shady offer, Wilson immediately called his boss, Steve Derrick, in Normal, Ill. They decided the best course of action was to first determine where the list came from.

They planned their strategy and baited their trap. When Doe contacted Wilson again, a deal was struck to have a sample of the list sent to Lawn Groomer.

"When we got the list and saw how large it was, we knew the list had come from either Evergreen or ChemLawn," Wilson told LCI. "We gave the sample to each of them and Evergreen identified it as theirs."

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#### Equipment demonstration

Members of the Professional Lawn Care Association of America were treated to an outdoor equipment demonstration of aerators when they visited the PLCAA regional seminar in Frederick, Md. this summer. Interested spectators looked on as a local distributor demonstrated a riding aeration unit (top photo), and later LCOs looked over walk-behind equipment as well (bottom photo). Featured speakers at the Frederick regional seminar were Phil Catron of ChemLawn, Dr. John R. Hall III of Virginia Tech, Chief David Shriver of the Maryland Department of Agriculture and Jerry Faulring of the PLCAA. According to PLCAA executive director Jim Brooks, regional seminars were very successful.



#### Imagery

## Does America view lawn care industry as a 'Darth Vader?'

Is the lawn care industry really character straight out of "Star Wars," a Dark Lord of the Sith? Do LCOs wield their chemicals like the villainous Darth Vader wields his light saber, striking down innocent children?

"We're having a Darth Vader concept being painted of us," says Nate Robinson of Leisure Lawn, Dayton, Ohio. And the "artists" are environmental groups, fighting a battle to eliminate the use of pesticides from the urban setting.

"The lawn care industry's problem now is public relations," adds Ray Gibson of Ohio City Communications, Cleveland, Ohio. "You are a whipping boy."

Robinson and Gibson made their observations to a group of pesticide applicators in Cleveland. The group is planning to confront environmentalists—the Sierra Club, in particular—who are trying to pass anti-pesticide legislation in suburban Lyndhurst.

"If we would've mobilized and motivated our customers early, we would've subjugated the media and this whole movement much easier," Robinson continued. "It could have been a whole different story."

Serving as an advisor to the group is Bob Styduhar, ChemLawn's new director of regulatory affairs.

"Even the media is misinformed about what we use," Styduhar said.

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Robinson

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## INDUSTRY NEWS

# Pro-pesticide interests suffer big defeat

Pro-pesticide interests in California took a blow to the chin in July. That was when the state Supreme Court ruled that local governments may impose stricter controls over the use of pesticides than either state or federal laws provide.

It was the pre-emption issue in reverse.

The ruling upheld a Mendocino County initiative that ban-

ned aerial spraying of a weed killer by a private company.

"We conclude that the legislature has not preempted local regulation of pesticide use," wrote Justice Allen Broussard in a majority opinion.

In dissent, Justice Otto Kaus said the state had adopted a comprehensive program for regulating pesticides, and added that Congress certainly did not intend

to permit supplementary regulation by local governments.

"That's one I'm afraid we can't let go," says Dave Dietz, director of the Pesticide Public Policy Foundation, which is fighting for state preemption of local pesticide legislation. "Even if it costs us \$30,000 to appeal to the U.S. Supreme Court."

The point taken by pro-pesticide interests is that local

governments too often are not qualified to pass legislation based on science, and that they too often get involved with unfounded emotional pleas directed at them by "environmentalist" groups.

Pro-pesticide lobbyists believe that the California ruling might have a domino effect across the country, if it is allowed to stand without an appeal to the U.S. high court.

## Is industry perceived as villain?

from page 1

"I was talking to one reporter who didn't know that 2,4-D is not a dioxin. I told him to call Dow Chemical and find out for himself."

According to an Associated Press report, because of the Lyndhurst situation, the state attorney general may be asked to rule on whether the state can preempt city councils from adopting lawn care ordinances.

"It seems clear to me that local control in this case is preempted by state law, just as it is in meat inspection," Deputy Agriculture Director Harry Goldstein told reporters. "In all fairness, the companies are all licensed and their formulas are checked."



Pro-pesticide interests in the Cleveland, Ohio, area meet to discuss proposed anti-pesticide legislation in Lyndhurst, a suburb. Left to right, facing camera, are George Gossett of Dow Chemical USA, Mark Laube and Carl Ritterspach of Lawnmark Associates and Bob Styduhar of the ChemLawn Corp. Seated center with back to camera is Dave Dietz of the Pesticide Public Policy Foundation. (See story.)

They're not going to put too much pesticide out there because that costs them money. If anything, they might tend to short-change on amounts."

Because of the Darth Vader image, ChemLawn regional agronomist Phil Cattron, speaking to the Frederick, Md., PLCAA

seminar, said he feels that a new primary function of the industry is education of the public. "In the last few months, I've changed the style of our leave-behinds to make them more informational about the materials we're using. Education is one of our main functions."

Cattron even went so far as to

suggest an industry-wide "owner's manual" for lawn care customers, a booklet that would tell customers how to "change the tires" but not get into detailed information like "installing a new transmission."

Dave Dietz of the Pesticide Public Policy Foundation, in an exclusive interview with *LAWN CARE INDUSTRY*, put his finger on the problem:

"A lot of it is providing good education programs to people that may make decisions. And that doesn't mean lobbying a specific bill, it means getting them information to give them perspective before that specific bill pops up."

"It's a matter of making sure our story is told before their story is, so that if there's any mind-setting done, it's a mind-set based on facts and the truth. Truth is going to be our best defense, but we've got to get it out there first."

"And we can't stop at our customer lists," adds Gary Chamberlain of ChemLawn.

—Jerry Roche

## MEMOS

**THE RUMOR MILL** has it that **Edith Efron** or **Patrick McCurdy** could be keynote speakers at next year's Professional Lawn Care Association convention in Cincinnati. Efron is the author of a new book titled *The Apocalypics*, which calls Rachel Carson's *Silent Spring* a "fairy tale." And McCurdy is the editor-in-chief of *Chemical Week* magazine.

**CORRECTION:** An editor's note in the July issue was found to be inaccurate. Taken from a story on turf diseases from a recent issue of *WEEDS, TREES & TURF*, the note claimed that researchers at Penn State were not in agreement with Cornell University theories on *Fusarium* blight. However, the Penn State research (originated by **Dr. Herb Cole**) has been updated. Penn State now concurs with **Dr. Richard Smiley** at Cornell. Our apologies.

**WOMEN IN BUSINESS** are on the increase. The Small Business Administration recently conducted a survey of female owners, and found that there are 2.5 million, an increase of 33.4 percent from 1977 to 1980. By comparison, the number of small businesses operated by men rose 10.8 percent during the same period. The most popular states in this regard are California, Hawaii, Ohio, Illinois and states on the east coast.

**ORANGE "CRUSH?"** When an industrial hand cleaner was spilled on a mound of red fire ants in Florida, the ants died almost

immediately. Lethal agent was found to be orange peel extract. All South Supply of Jacksonville, which made the discovery, is now looking into marketing the compound as a new insecticide, and tests are being done on its efficacy at the University of Georgia's Coastal Plain Station.

**U.S. GYPSUM CO.** expects excellent sales and earnings for 1984, including good sales by the recently-acquired Masonite Corp. Capital expenditures should total \$125 million, double the \$61.3 million spent in 1983, according to Chairman **Edward W. Duffy**.

**ALAN CARUBA** of Maplewood, N.J., a public relations manager who is a friend of the pesticide industry, recently wrote an article for the *New York Times*. The article was entitled "Should Pesticide Use Be More Strictly Regulated? More Control Would Bring Economic Disaster." In it, he took issue with N.J. **Sen. Raymond J. Lesniak**, who has proposed anti-pesticide legislation. An accompanying article on the opinion page, written by Sen. Lesniak, was entitled "Let's Not Repeat Mistakes We Now Regret."

**KEI LANDSCAPE CO.** of Worcester, Mass. joins the growing list of landscape companies going into lawn care. Name of that company's new full-service lawn care division is Turfgrass Techniques, and supervisor is **Al Bebka**.



# ALCA/LMD focuses on personnel issues

Theme of the 1984 ALCA Landscape Management Division conference in Atlanta, Ga. is "People: the Key Elements to Our Future."

Keynote speaker will be Richard I. Lehr, a practicing labor attorney who will address the topic "Labor Relations and Personnel Issues."

The conference will be held at the Atlanta Colony Square Hotel Oct. 28-30.

"I hope we attract some atten-

tion," says LMD chairman Jack Mattingly of Charlotte, N.C. "These are problems we all have."

Other speakers are Dick Daniel of Central Piedmont Employers Association, who will talk on "The Law and Effective Personnel Policies," and Jim Perrone of Perrone & Ambrose, who will talk about "A Day in the Life of a Supervisor."

Panel sessions will be moderated by Bruce Wilson of Cal-

abasas, Cal., David Frank of Germantown, Wisc. and Ron Kujawa of Cudahy, Wisc. Subjects of discussion are, respectively, "Effective Incentive Programs and Employee Compensation;" "Selecting Good Employees, Reducing Turnover and Efficiency Through Training Programs;" and "How to Retain Key Personnel."

In addition, ALCA landscape management awards presented earlier this year will be shown

and participants will be asked to complete a benefit/compensation survey whose results will be distributed later.

Last year's Landscape Management Division conference was held in Denver, Col., and drew more than 250 interested participants.

For more information on the LMD conference, contact ALCA at 405 North Washington St., Falls Church, VA, 22046; phone (703) 241-4004.

## Book on small business lists prime contractors and services they sell

In 1983, small businesses received \$15.6 billion in sub-contract awards from prime contractors with the Department of Defense.

A handy resource, the new *Small Business Subcontracting Directory* lists companies which are DOD prime contractors, plus the kinds of services they sell, and the name and phone number of the small business contact person

in each company.

These contacts can provide practical advice and help you join their company's vendor team to sell your lawn care or landscape maintenance service to the DOD.

Copies are available by sending \$5 each to: Dept. 36-GG, Superintendent of Documents, Washington, DC, 20402. To order by MasterCard or Visa, call (202) 783-3238.

## N.Y. Turfers' donations up

Donations to the Cornell University turfgrass research program by the New York State Turfgrass Association have risen 40 percent in 1984 to more than \$28,000.

Research programs covered by the donations include fine cultivar evaluations, compaction studies, effect of herbicides, control of Fusarium blight syndrome, nitrogen sources, soil modification, growth regulator studies, soil fertility and others.

As part of this research undertaking, NYSTA is funding a graduate student.

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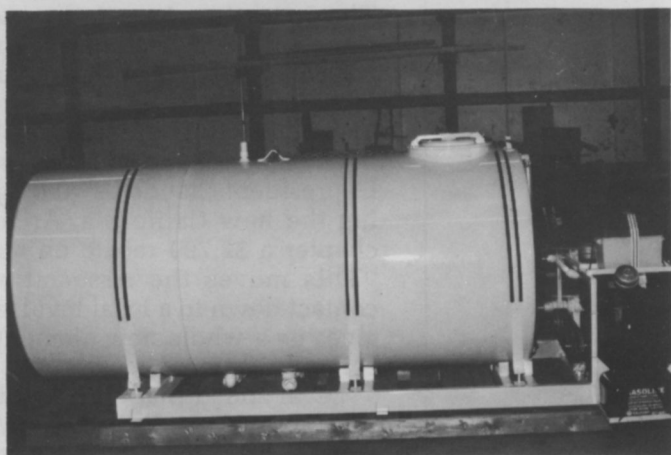
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# Industry pioneer passes away



Allen Dall

Allen Dall, a pioneer in professional lawn care in the greater Cleveland, Ohio, area, passed away recently at age 51.

Dall, who succumbed to a heart attack, started the first lawn care company in Cleveland, Lawnco, in 1971. He had previously been owner of the A.A. Dall Landscaping Co. for 11 years.

"The loss is tremendous," says Bob Kautzman, Dall's brother-in-law who will be taking over the business. "He did a

lot for the industry, and for his associates. Every time someone needed something, they came to Allen."

Kautzman, who worked with Dall since 1960, says that the business won't change much. "We're operating just like he was on vacation," Kautzman says.

The company, which serves 5,000 accounts, opened up in Cleveland just one year before ChemLawn made its presence known in the market.

## ALCA to hold planning seminar

The Associated Landscape Contractors of America will have a strategic planning seminar for owners and CEOs in the green industry Nov. 28-30.

Presented by Organization Development Associates, the Phoenix (Ariz.) seminar will assist the participant in establishing a method for strategic planning and goal-setting up to five years in advance. Group leader will be Cliff Kraft, a management consultant.

For more information, contact ALCA: 405 N. Washington St., Falls Church, VA, 22046; (703) 241-4004.

## Hunt on for ways to apply safely

The DuPont Co. recently announced grants totaling \$20,000 for research fellowships as part of its continuing program to promote safe use of chemicals.

Two grants of \$10,000 each were made to the University of Illinois and Oklahoma State University, which will be awarded to graduate students to help them find ways of applying pesticides more safely, in an environmentally sound manner.

"New and safer application technology is of vital importance to professional customer applicators," said Dale E. Wolf, group vice-president of the company's agricultural business. "As more sophisticated products are developed, innovative improvements in application technology are essential."

## Wage & benefit survey due out

Ross-Payne & Associates will publish in January, 1985, results of a wage and benefit survey the firm is conducting.

The survey will collect data relative to the green industry, covering: job classification, type of work, size of company, geographic location, rate of pay, incentives, deferred compensation, benefits and perquisites.

More than 20,000 questionnaires have been distributed nationwide.

## Irrigation Assn. heralds chapter

The Irrigation Association welcomed its first regional chapter with a formal ceremony this summer.

"I think we could call this the first chapter of a great book," said IA president Claude Laval III, giving the new California/Arizona chapter a \$2,790 rebate on dues. "This moves the Association's contact down to a local level, and gives us a whole new element of communication."

Laval added that "this is a terrific prototype for the way the IA is going to be in the future," leaving the door open for more chapters.



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# On pre-emption, publishing

Believe it or not, the words at the top of this column are the lawn care operator's answer to the pseudo-environmentalists' outcry against pesticide use.

"Pre-emption" refers to legislation designed to pre-empt the authority of local, municipal and county governments in favor of state powers.

"Publishing" is, of course, the lawn care community's key to accurately educating the public.

Connecticut has just passed pre-emptive legislation. Now, pesticide users in that state no longer have to worry about ill-informed local councilmen yielding to their emotions and passing unfair anti-pesticide legislation. They no longer have to fear female members of pseudo-environmental groups showing up at local hearings with babes in arms and tears in eyes.

In Connecticut, pesticide user groups can petition state legislators with the hard facts, hoping they get a bit fairer shake than they might get on the local level.

This is not to say that some state legislators cannot get carried away with emotionalism. It is rather to say that state legislators are more experienced in dealing with professional lobbyists—and most of the environmental groups are just that.

On the flip side of the coin, though, the California Supreme Court this summer upheld legislation that, in effect, gives local governments pre-emptive authority over state and federal governments in pesticide affairs. That could be a heavy blow to pro-pesticide factions.

"I'm afraid that's one we can't let go," says Dave Dietz of the Pesticide Public Policy Foundation. Dietz firmly believes that ruling must be appealed to the U.S. Supreme Court, and that the case is very winnable.

Dr. John Street, extension turfgrass specialist at Ohio State University, thinks that the publication of informative brochures—written by research people—would carry more weight in the battle against pseudo-environmentalists than if they were written by industry representatives.

"That kind of thing carries more weight when it's written by someone who is supposed to be unbiased," he notes.

He's right.

The problem, however, might be that anti-pesticide groups could mis-use the information, as they have so adeptly done in the past. They could easily quote portions, twisting the meaning.

Circle No. 130 on Reader Inquiry Card →

So whatever is written, to be effective, would probably have to be edited by a panel of business and language experts.

The complete answer to the lawn care industry's problem of unfair legislation, then, appears not to lie with either pre-emption or publishing. Rather, the answer appears to be an intel-

ligently-planned combination of both.

*Jerry Roche*

Jerry Roche  
Editor



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Jack Mattingly spends more time now behind the desk...

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## From 'cutter' to corporation

Once was the time—not too long ago—that Jack Mattingly would shut down the lawn mower for a few minutes, hop into his van and make some telephone calls to drum up sales. "In 10 minutes, I could be back outside cutting the grass again," Mattingly recalls.

The van is gone now, and—as owner of North Carolina's largest landscape maintenance company—Mattingly doesn't get a chance to mow lawns much any more.

Mattingly found that he wasn't getting paid enough for being an architectural project manager in 1976. So he asked to cut one of his account's lawns for extra income.

For that first account, Mattingly was paid \$300 a month. Shortly thereafter, he secured a \$1,000-a-month account and quit his architectural job.

"I liked being outside, and I've always had that entrepreneurial spirit," Mattingly notes. "I had no horticultural experience, but I knew I could sell, and because of my training in architecture, my eye was trained for aesthetics."

Jack Mattingly Associates, Inc. now employs 60 people to do \$2 million worth of business each year. Sixty percent is in landscape maintenance, 35 percent in design/build and 5 percent in interior maintenance.

"There was a lot of luck involved," Mattingly says. "In the beginning, I did all the work myself. I hired people as I needed them, but we were making money from day one."

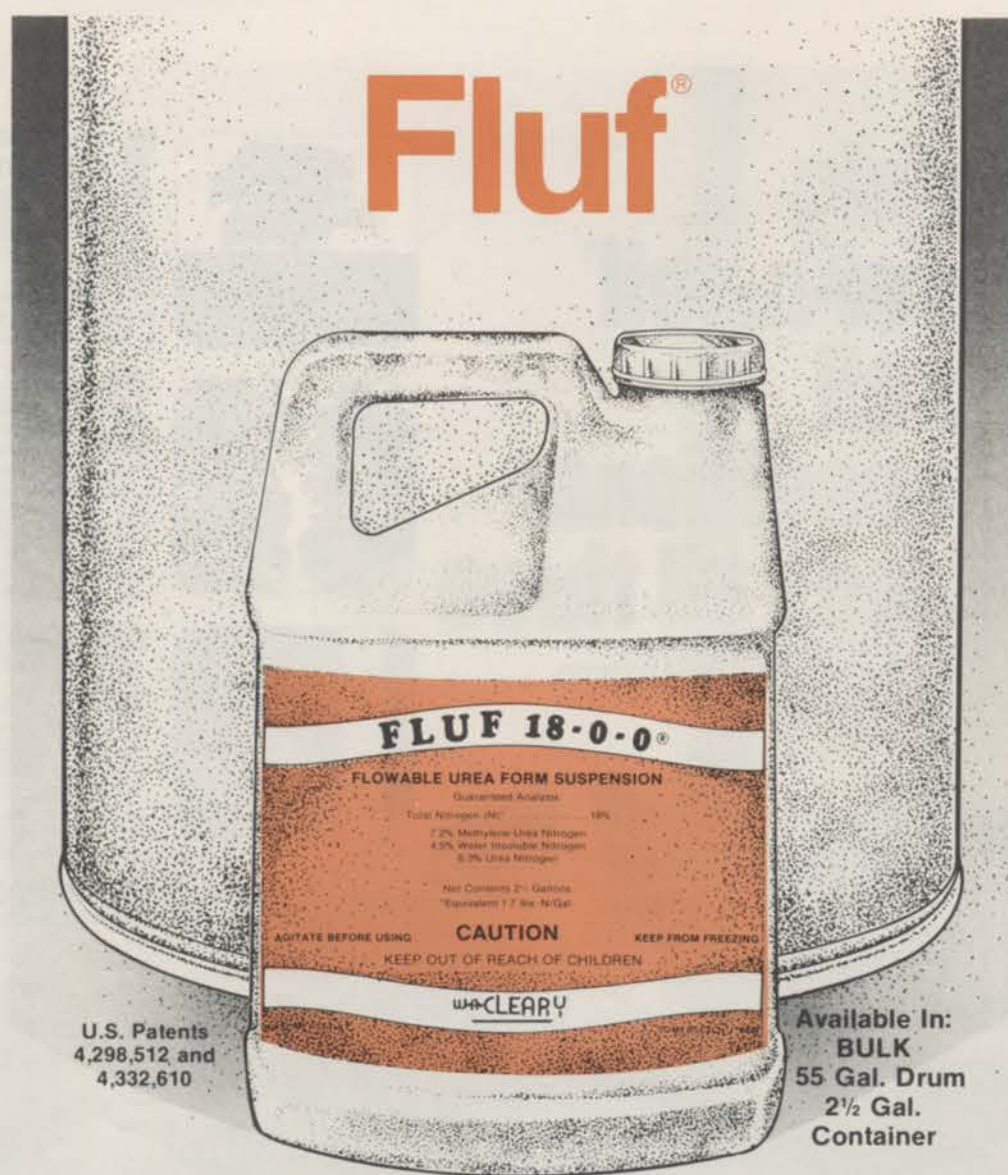
### Good growth

Annual growth has been anywhere from 10 to 60 percent (about 30 percent this year). "We'd like to keep it at 20 percent, which is manageable," says Mattingly. "Sometimes, when you grow too fast, you force people into situations they're not ready for."

Mattingly, who was born and raised in Colorado, has several means of expansion ready to test. First, Mattingly Associates will be marketing a complete computer program for the landscape maintenance industry, perhaps as soon as Jan. 1, 1985. Second, the company is investigating new markets (like Columbia, S.C.) to complement operations in Raleigh, Greensboro and Charlotte. The biggest obstacle standing in the way of expansion is personnel.

"With the economy picking up, there are more jobs available now," Mattingly observes. "We're competing with other industries. And we have a tough time competing with the fringe benefits of some of the big companies. It's just giving us a fit."

"When unemployment gets below seven percent, the source of qualified labor dwindles. That seven percent probably consists of people you just wouldn't want to hire. So we have to continue to automate the equipment in our



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# LAWN CARE INDUSTRY

OCTOBER 1984

This card expires December 15, 1984

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**A. CONTRACTOR OR SERVICES:**

- ☐ Chemical lawn care company  
☐ Mowing/maintenance lawn care company

**B. SUPPLIER:**

- ☐ Chemical dealer and/or distributor  
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**C. OTHER**

Please specify: \_\_\_\_\_

I would like to receive (continue receiving)

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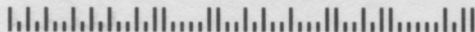
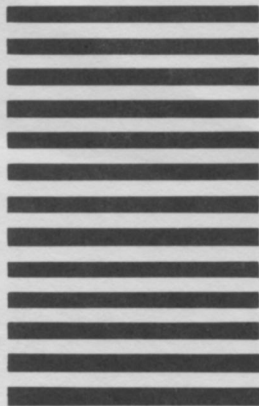
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industry, because the labor problems won't get any better."

North and South Carolina are, for the most part, in what is known as the "transition zone" where either cool season grasses or warm season grasses proliferate—though neither without special care. Mattingly finds K-31 or fine fescues best for his area. He overseeds bermudagrass stands with annual ryegrass.

Mattingly is trying to convert most of his crews from large riding mowers to large walk-behinds, which are less expensive yet as easy and as efficient to operate.

"We also try to re-design accounts, when possible, to allow a 36-inch walk-behind to do all

the work with a minimum of trimming," he says.

### The future

The current chairman of the Associated Landscape Contractors of America's Landscape Management Division was asked about the future of the industry.

"The thing that scares me is the future of the one-truckers," Mattingly responded. "In our industry, I think the big will get bigger and the small will remain small. The one-trucker's real competition will be the guy coming behind him who's going to be in business next month. And, in our industry, the ethics aren't the best."

—Jerry Roche



...but he still gets out to visit accounts at least once a month.

## Education is primary concern

Sub-par professionalism, wrought by inadequate education, is the largest headache of the ALCA Landscape Management Division, according to its chairman, Jack Mattingly.

"We've got to continue to promote professionalism," Mattingly says. "And you won't get professionals unless they're educated."

"We've got to start at the high school and college levels, educating teachers first."

ALCA is aggressively trying to set up co-op programs with colleges and universities. In the last 18 months, response from most institutions of higher education has been good, Mattingly adds.

One of the ways the LMD hopes to educate the industry itself is through what Mattingly refers to as "traveling dog-and-pony shows," a series of management seminars hitting key markets all over the country.

"The purpose of these shows is to professionalize the industry, but it can help membership, too," Mattingly notes.

The LMD is taking three new courses of action to help itself and its members. One is the publication of management "how-to" brochures. Another is the publication of small pamphlets (like "Contract vs. Staff Landscape Management") its members can use as selling pieces.

The third consists of redefining its regional setup, expanding from seven to 12 regions to get more regional coordinators involved.

"I'm really enthused about the direction of the LMD," Mattingly admits. "But we need to continue to serve the industry educationally."

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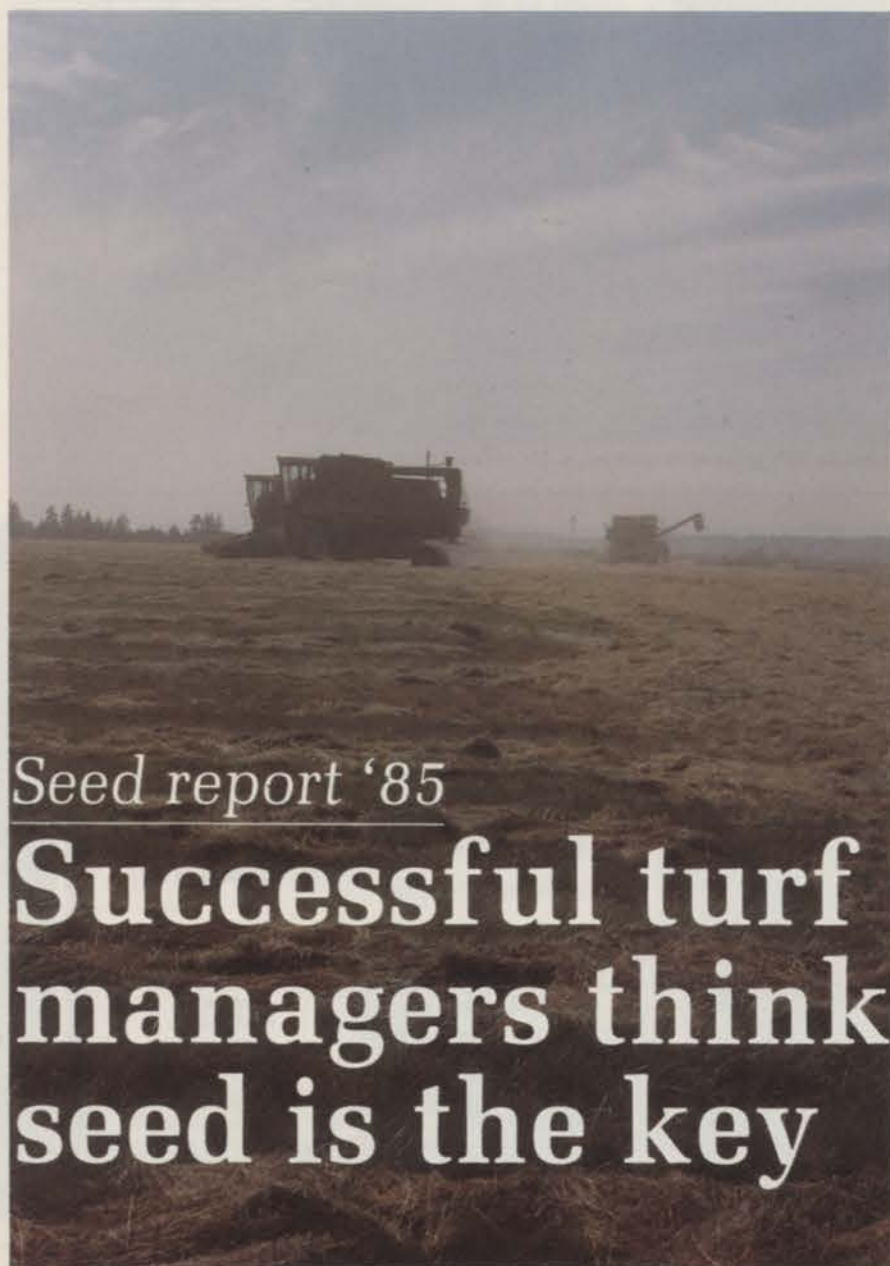
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| New Jersey               | 201-329-4011 |
| Midwest                  | 800-637-2101 |
| Illinois                 | 217-446-0983 |



# INSIDE THE INDUSTRY



## Seed report '85

# Successful turf managers think seed is the key

By Dr. Eliot Roberts  
The Lawn Institute

Lawn care professionals, from time to time, try to squeeze out of natural or common types of turfgrass the improved performance that can only be obtained from the tougher, new generation of proprietary grasses. And they're not the only ones.

Many gardeners are quite casual about lawnseed, and often are not aware of the cultivars to which their lawns were established. Others look for "bargain brands" to improve run-down lawns that require overseeding.

But the real key to successful lawn care is the seed. In both the maintenance of an existing lawn, and in the establishment of a new one, the genetic makeup of the plant—transmitted through the seed—determines how successful the project will be.

### Supplies, prices

In lawnseed production regions, three factors combine to determine the size of the harvest and thus the adequacy of prices and related prices.

First, the degree to which weather conditions are favorable for field burning of residue following the previous year's harvest (late summer 1983). Some burns are always more effective in stimulating the next year's yield

than others. Last year, wet fields did not burn as well as desired and some seed yields are lower because of this.

Second, the adequacy of moisture and favorable temperatures throughout fall, winter and spring influence development of the crop and subsequent seed set. Growth conditions this past year have generally been favorable.

Third, warm dry weather is required for seed development, harvesting and removal from the field. This is particularly important, but difficult to predict as far as impact on yield is concerned.

In general, seed yields should be adequate to meet market demand for 1985. Local shortages may be noted as heavy demand for some proprietary turfgrasses is realized.

Other proprietaries of comparable quality should be available in each of the following five categories: bluegrass, fine fescue, turf-type perennial ryegrass, turf-type tall fescue and colonial and creeping bentgrass.

Of all lawngrasses, shortages of turf-type tall fescues are most likely because of increasing use throughout both northern regions of the country, as well as in northern sections of the southern regions (transition zone).

In addition, the possibility of increasing use of the more heat-

tolerant turf-type perennial ryegrasses in new and overseeded lawns, as well as for sports turf and for overseeding of warm season turf this winter may well deplete current supplies. However, at this time, quantities on hand appear adequate.

It's important to note that increasing production of each cultivar by the grower is a time-consuming endeavor. Seed growers plan ahead to meet an expected demand without overproduction, which loses value in storage.

Most years, the public has a wide choice of high quality seed available that is reasonably priced. Seasons featuring low seed yield and exceptionally high consumer demand cause price increases.

### Regulations

New seed regulations are being considered by some states. The issue is over the proper designation for some seed types that have generally been known as "other crop seeds" on the label when present in small amounts.

New wording "restricted noxious weed seeds" would apply to

Dr. Eliot Roberts



Eliot Roberts is director of The Lawn Institute, Pleasant Hill, Tenn. He is a soil scientist and turfgrass specialist with a doctor of philosophy degree from Rutgers University. He has been a department chairman at the University of Florida and the University of Rhode Island. Dr. Roberts, a fellow of the American Society of Agronomy, has authored more than 200 technical papers and popular articles.

any bermudagrass seed, redtop and/or bentgrass seed, annual bluegrass and/or rough bluegrass seed, meadow and/or tall fescue seed, orchardgrass and/or timothy and velvetgrass seed.

Should any of these 10 crop seeds be found to occur in amounts less than five percent of the total in bentgrass; Kentucky bluegrasses; chewings, creeping red or hard fescues; perennial ryegrasses; turf-type tall fescues and/or blends and mixtures of

### Variety reviews

## Forty lawn grasses chosen for elite list

The Lawn Institute's Variety Review Board has selected 40 lawn grasses for inclusion on its annual list of recommended varieties: 14 bluegrasses, 5 fine fescues, 12 perennial ryegrasses, 6 turf-type tall fescues, 2 bentgrasses and 1 specialty grass.

Each year, the board evaluates the performance of proprietary cultivars based on local, regional and national turf trial data. Some 300 grasses are evaluated. Each lawn grass is sponsored in the competition by an interested seed firm. Not all of their proprietary grasses are entered with The Lawn Institute.

The 1984-85 list includes fewer bluegrasses and fine fescues, and more turf-type perennial ryegrasses and tall fescues. This reflects the increasing popularity and improved performance of these cultivars throughout the country.

Here are The Lawn Institute's award-winners:

### Bluegrasses

Adelphi (J&L Adikes)  
America, Merit and Touch-down (Pickseed West)  
Arboretum (Mangelsdorf)  
Eclipse (Turf Cultivars)  
Fylking, Glade and Nassau (Jacklin)  
Merit (Full Circle)  
Monopoly (Pioneer HiBred)  
Ram I (Lofts)  
Rugby (Seed Production & Introduction)

Sydsport (E.F. Burlingham & Sons)

### Fine fescues

Banner and Koket (E.F. Burlingham & Sons)  
Ensylva (International Seeds)  
Waldorf (Pioneer HiBred)  
Reliant (Lofts)

### Perennial ryegrasses

All\*Star (J&L Adikes)  
Blazer and Fiesta (Pickseed West)  
Citation and Omega (Turf-Seed)  
Delray (Northrup King)  
Derby, Elka and Regal (International Seeds)  
Manhattan II (Stanford Seed)  
Pennant (E.F. Burlingham & Sons)  
Repell (Lofts)

### Tall fescues

Clemfine and Rebel (Lofts)  
Falcon (E.F. Burlingham & Sons)  
Galway (Northrup King)  
Houndog (International Seeds)  
Mustang (Pickseed West)

### Bentgrass

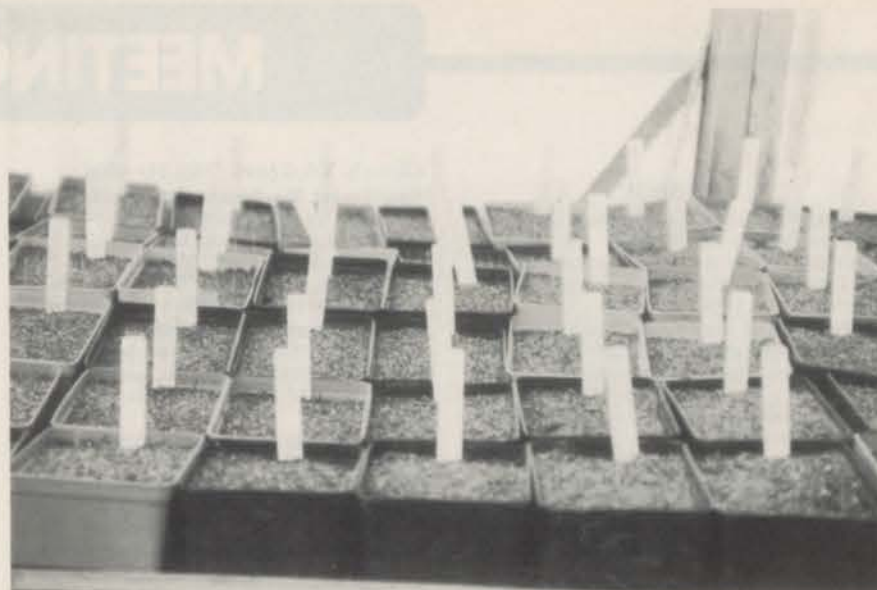
Exeter (Pickseed West)  
Prominent (Rothwell Seeds)

### Specialty

Sabre poa trivialis (International Seeds)

—Eliot Roberts





As part of the turfseed growers' quest for quality, grass seed is inspected (left photo), and later categorized for purity (right photo)

these, the noxious designation would apply.

When present in amounts greater than five percent, bentgrasses and redtop, meadow and tall fescue, rough bluegrass and bermudagrasses would be included as a recognized component of the blend or mixture.

An alternate proposal to add "contains undesirable crop seed" following the designation "percentage of other crop seed," when appropriate, has also been discussed. No requirement to name specific seed types or lists of numbers of seed per ounce is included, and no additional test would be required to determine the necessity of providing additional information.


"Noxious" is generally defined as harmful or injurious to health or physical well-being or morally harmful, pernicious-ruinous, highly hurtful, deadly, fatal, evil or wicked. "Undesirable" carries the meaning of objectionable, not worthy of being desired, not pleasing, not excellent.

On this basis, many feel that use of the word "noxious" in the proposed new seed label would result in significant "over-kill" leading ultimately to increased confusion and misunderstanding on the part of those consumers who try to understand the meaning and significance of the seed label.

#### Seed, seeding trends

Each year, there are new lawns and sports turf established that help meet our ever-increasing demand for environmental quality and safe playing conditions for children and young athletes. Now this trend has developed a new dimension: that of upgrading existing poor lawns and sports turf through overseeding with new tougher cultivars.

Turf-type perennial ryegrasses are leading the way. Many contain sufficient endophyte to bring about resistance to insects. They germinate rapidly and establish well, making good lawns out of poor ones. Better disease resistance and greater tolerance to heat stress lower maintenance costs.

These grasses should prove especially useful to the lawn care professional in the quest for ultimate consumer satisfaction. 

## ONE FOR THE MONEY...

You can win \$250, \$500 or \$1,000 in LAWN CARE INDUSTRY's "Long Green" Sweepstakes at the PLCAA Show!

HERE'S ALL YOU DO: 1) Get either copy of LCI's Show Extras for the listing of participating booths. 2) Go to any listed booth and fill out the entry blank (Contest open to non-exhibitors only) and drop it in the booth's ballot box. 3) Enter once only at any or all participating booths. 4) Winners may pick up their prizes and have their pictures taken at the winning booth. Prizes will be mailed if winners are not present.

## TWO FOR THE SHOW...

The PLCAA Show will be bigger and better than ever with nearly 200 booth spaces. Plus, the keynote speaker will be former astronaut, Captain James Lovell.

## THREE TO GET SUNNY...

Surf, sand and sunshine in beautiful Tampa, the heart of Florida's funland!

## FOUR TO GROW...

The seminar program has been expanded to 16 hours. From agronomics to labor relations, everything you need to run your business better, smarter and faster is yours for the listening!

Mark November 12 to 15 on your calendar today.  
Good luck on our contest and we'll see you at the show!

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# MEETING DATES

## October

**Bedding Plants Inc. Conference**, Oct. 7-13, Virginia Beach, VA. Contact: Dr. Richard Lindstrom, Virginia Tech, Blacksburg, VA, (703) 961-6723; or Charles Elstrodt, Sierra Chemical Co., (804) 425-5739.

**Professional Grounds Management Society Conference and Trade Show**, Oct. 8-9, Marriott Hotel, Worcester, MA. Contact: Kevin Lyons, PGMS New England Branch, College of the Holy Cross, Worcester, MA, 01610.

**Missouri Lawn and Turf Conference**, Oct. 12, Columbia, MO. Contact: John H. Dunn, Department of Horticulture, University of Missouri, 1-40 Agriculture Bldg., Columbia, MO, 65211. (314) 882-7511.

**ALCA Maintenance Technicians Short Course**, Oct. 13, Ft. Lauderdale, FL. Contact: ALCA, 405 N. Washington St., Falls

Church, VA, 22046. (703) 241-4004.

**Southwest Turfgrass Association Conference**, Oct. 18-19, New Mexico State University, Las Cruces, NM. Contact: Dr. Alden Baltensperger, New Mexico State University, Agronomy Department, Box 3-Q, Las Cruces, NM, 88003. (505) 646-3405.

**Environmental Management Association Conference**, Oct. 19-25, Holiday Inn Surfside, Clearwater Beach, FL. Contact: EMA, 1019 Highland Ave., Largo, FL, 33540. (913) 586-5710.

**International Irrigation Exposition and Conference**, Oct. 21-24, Bartle Hall, Kansas City, MO. Contact: The Irrigation Association, 13975 Connecticut Ave., Silver Spring, MD, 20906. (301) 871-1200.

**National Institute on Park and Grounds Management Conference**, Oct. 28-Nov. 1, Denver (CO) Regency Inn. Contact: NIPGM, Box 1936, Appleton, WI, 54913.

(414) 733-2301.

**ALCA Landscape Management Conference**, Oct. 29-31, Atlanta, GA. Contact: ALCA, 405 N. Washington St., Falls Church, VA, 22046. (703) 241-4004.

**Commercial Grounds Maintenance Short Course**, Oct. 30-31, Stone Mountain (GA) State Park. Contact: Gilbert Landry Jr., University of Georgia, College of Agriculture, Athens, GA, 30602. (404) 542-5350.

## November

**Southern Turfgrass Association Conference and Show**, Nov. 4-6, Birmingham (AL) Civic Center. Contact: Dr. Richard Duble, 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 Hearn 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.

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

**California Landscape Contractors Association Annual Convention**, Nov. 8-11, Ixtalpa, 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.

**Western Turf Care Industry Conference and Trade Show**, Nov. 20, Adams County (CO) Regional Park. Contact: Gary Niederkorn, Adams County Extension Service, 9755 Henderson Rd., Brighton, CO, 80601. (303) 659-4150.

## 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.

**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

**North Carolina Turfgrass Conference and Exhibit**, Jan. 2-4, 1985, Charlotte (NC) Sheraton Hotel. Contact: W.B. Gilbert, 1119 Williams Hall, Box 7620, North Carolina State University, Raleigh, NC, 27695. (919) 737-2657.

**Associated Landscape Contractors of America Convention and Trade Show**, Jan. 20-24, 1985, 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.

Oct. 7-10

## PGMS slates annual event

The Professional Grounds Management Society will have its 72nd annual Conference and Trade Show at the Worcester (Mass.) Marriott Hotel Oct. 7-10. Educational sessions, a trade show and special tours are scheduled.

Among the speakers listed on the roster are Dr. Richard Hurley of Lofts Seed, Dr. James Beard of Texas A&M University and Robert Felix of the National Arborist Association.

Tours will include a visit to Sturbridge Village, the Mount Auburn Cemetery and the Arnold Arboretum.



# NEW!

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Great Northern Equipment Company — a leader in agricultural fertilizer application equipment for over 30 years — now brings the lawn care professional the NEW GN600.

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## Sightseeing the Tampa, Fla. area

The fifth annual Professional Lawn Care Association convention and trade show promises to be the largest in the young organization's history, according to Jim Brooks, PLCAA executive director.

Brooks expects more than 1,500 participants (compared to last year's 1,000), and has sold 20,000 square feet of exhibition space, an increase of approximately 30 percent over last year.

Keeping all that in mind, here are some places you might want to visit, and things you might want to do, during your visit to Tampa:

### SIGHTSEEING

- **Busch Gardens**, theme park and wildlife preserve, 3000 E. Busch Blvd., adults \$13.50
- **Tarpon Springs**, north Clearwater, greek fishing village, free
- **Ybor City**, south Tampa, local Latin quarter, free

### SPORTS

- **Annapolis Sailing School**, 6800 34th St. S. St. Petersburg, sailboat rental, \$20/hr. or \$90/day
- **Bayshore Boulevard**, jogging, free
- **Derby Lane**, 10490 Gandy Blvd., St. Petersburg, dog races, adults \$2.50/\$1
- **Double Eagle Party Boats**, Clearwater Marina, fishing charter, \$12.50 half-day/\$40 day
- **Suncoast Boat Rental**, 9540 Blind Pass Rd., St. Petersburg, powerboat rental, \$30/hr. or \$100/half-day
- **Tampa Bay Downs**, Racetrack Road at Hillsborough Ave., thoroughbred racing, adults \$3/\$1
- **Tampa Jai Lai Fronton**, 5125 S. Dale Mabry Highway, jai alai, adults \$3/\$1

### DANCING

- **Confetti**, 4811 W. Cypress St.
- **Malio's**, 301 S. Dale Mabry Highway
- **Thrills**, 2720 N. Dale Mabry Highway

### LOUNGES

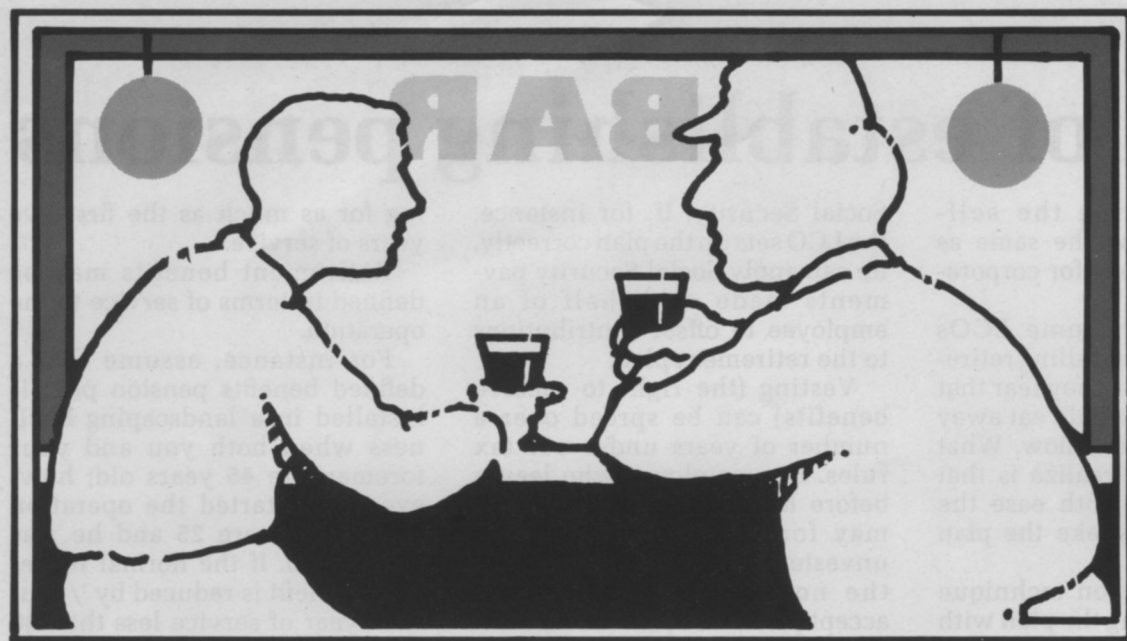
- **Breeze's Lounge (Hyatt Regency)**, 211 North Tampa St.
- **Jimmy Mac's**, 113 S. Armeina Ave.
- **Selena's**, 1623 Snow Ave.
- **Verandah**, 5250 W. Kennedy Blvd.

### DIVERSIONS

- **El Sol Cigars**, 1725 E. Seventh Ave., hand-rolled cigars, 55¢ each
- **Pabst Brewery**, 11111 N. 30th St., free
- **Spirit of Tampa**, 135 Ashley Dr., bay cruise, adults \$2
- **Ybor City State Museum**, 1818 Ninth Ave., adults 50¢

### RESTAURANTS

- **Bern's Steak House**, 1208 S. Howard
- **Cafe de Paris**, 4430 W. Kennedy Blvd., French
- **Cafe Sevilla**, 3602 N. Armenia Ave., Spanish
- **Casa Blanca**, 115 E. Davis Blvd., seafood
- **Colonnade**, 3401 Bayshore Blvd., seafood
- **Columbia**, 2117 E. Seventh Ave., Spanish
- **Latam's**, 2511 W. Columbus Dr.
- **La Teresita**, 3302 W. Columbus Dr., Spanish
- **Lauro Ristorante**, 4010 W. Waters Ave., Italian
- **Louis Pappas**, 11209 N. Dale Mabry Highway, Greek
- **Mama Mia**, 4732 N. Dale Mabry Highway, Italian
- **Marty's Steaks**, 4732 N. Dale Mabry Highway
- **Old Spaghetti Warehouse**, 1911 N. 13th St.
- **Seabreeze**, 3409 22nd St., seafood
- **Sea Wolf**, 4115 E. Busch Blvd.
- **Selena's**, 1623 Snow Ave., French
- **Spanish Park**, 3517 E. Seventh Ave., Spanish
- **Swanson's**, 2325 Ulmerton Rd., St. Petersburg
- **Valencia Gardens**, 805 W. Kennedy Blvd., Spanish
- **Westwind'r**, Hyatt Regency, 2 Tampa City Center



## Scorch and Wayne

# A down-home look at the PLCAA show

ED. NOTE: Scorch and Wayne may be figments of our imagination, pure fiction. But we can't help thinking that, somewhere in the lawn care industry, Scorch and Wayne really exist. You might think so, too, after reading this. The two are scheduled for occasional appearances on these pages.

I knew it was going to be a long lunch when Scorch ordered his usual Rolling Rock plus a shooter of Kessler's on the side. Before I left his lawn care company to start my own, that was usually the signal that he was in the mood to do a little philosophizing at lunch. And this time he had brought along one of his new employees—Richard—to philosophize with.

"How's business, Scorch?" I asked.

"Just fine Wayne. In fact, it's so good I'm thinking of letting Richard here go to the PLCAA Conference and see if he can get a little education from the industry's really

smart people. Where is the conference this year anyway, Louisville or Indianapolis?"

"Well, actually, its in Tampa this year," I said.

"Tampa! Why in the world are they having it in Tampa?"

"My guess is that the PLCAA wants to open the show up to the southern lawn care industry, and also offer northern companies a chance for a little fun in the sun with their families."

"Well, Richard and I don't have any families, but I guess we'll go anyway. Gee, I was sure looking forward to going to the Red Garter again like we did last year and the year before in Indianapolis. They had some real nice waitresses there."

"Are we going to drive or fly down to Tampa?" Richard asked.

"Let me answer that for you Richard," I said, basing my answer on many years of working with Scorch. I knew his style.

"Scorch never flies, and says he won't until they start putting coolers right next to the seats. Besides, he probably has a guy selling some truck who he wants to see on the way, and the trip would be a good time to check that baby out."

"Couldn't have put it better myself, Wayne," Scorch said.

Richard wanted to know if there was anything he needed to know about going to the PLCAA Conference. Did Scorch have any tips?

"Can Ralph Sampson dunk?" Scorch asked. "Of course I've got some tips. And I'm going to give you some of them right after Molly brings me another Double R and shooter."

Molly was the reason Scorch came to this roadhouse outside of town. She brought the order over to our table and all conversation stopped. She was in summer issue—halter top and tight jeans—and she definitely knew

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## Downtown Tampa





## Management tips

## Easing the pain of establishing pensions

To many landscape and lawn care contractors, the lack of retirement benefits such as those provided by large corporations is a decided drawback to self-employment.

To those in the know, however, establishing their own profit-sharing or pension plan is an attractive—and rewarding—bonus for being their own boss.

Although plans self-employed individuals are allowed to establish for their own retirement are usually referred to as "Keough plans" or "H.R. 10 plans," the

rules for covering the self-employed are now the same as those qualified plans for corporations.

Unfortunately, some LCOs continue to resist installing retirement plans because they fear that the contributions would eat away at the venture's cash flow. What many LCOs don't realize is that there are way to both ease the cash burden and make the plan less costly.

The most common technique involves integrating the plan with

Social Security. If, for instance, the LCO sets up the plan correctly, he can apply Social Security payments made on behalf of an employee to offset contributions to the retirement plan.

Vesting (the right to receive benefits) can be spread over a number of years under our tax rules. Any employee who leaves before he or she is fully vested may forfeit all or part of the unvested benefits. Surprisingly, the normally-strict IRS will accept plans that provide no vest-

ing for as much as the first five years of service.

Retirement benefits may be defined in terms of service to the operation.

For instance, assume that a defined benefits pension plan is installed in a landscaping business when both you and your foreman are 45 years old; however, you started the operation when you were 25 and he was hired at 40. If the normal retirement benefit is reduced by  $1/40$  for each year of service less than 40 (at age 65), the landscaping business owner will earn the entire benefit.

## Qualified plans

While there are many variations, there are only two major types of qualified plans that can be sponsored by a lawn care business:

(1) **Defined Contribution Plans.** This type of plan provides for benefits based solely on the amounts that have accumulated in each participant's account.

(2) **Defined Benefit Plans.** The goal of this type of plan is to provide definitely determinable benefits to a participant, and it is the obligation of the LCO to make the necessary contributions under the plan to ensure that these benefits can be paid.

Consider two variations of the defined benefit plan:

● **Pension Plan.** A pension plan provides for the payment of definitely determinable benefits to employees over a period of years, usually for life, after retirement. The determination of benefits to be paid—and the contributions which must be made in order to pay those benefits—cannot be dependent upon the profits of the business.

● **Annuity Plan.** An annuity plan is, in reality, nothing more than a type of pension plan. It differs from other pension plans in that contributions are made directly to an insurance company in the form of insurance premiums. The retirement benefits are then provided for under annuity or insurance contracts.

Variations of defined contribution plans are:

● **Profit Sharing Plan.** A profit sharing plan is usually established and maintained by an employer to provide for the participation in profits by the operation's employees or their beneficiaries.

In order to qualify for tax benefits, the plan must provide a definite pre-determined formula for allocating the contributions made to the plan among the participants, and for distributing the funds accumulated under the plan after a fixed number of years, the attainment of a stated age or upon the occurrence of some other fixed event.

● **Money Purchase Plan.** A money purchase plan is nothing more than a plan designed to pro-



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## MARKETING IDEA FILE

vide employees or their beneficiaries with benefits that will be paid upon retirement or for a period of years after retirement.

A money purchase plan is usually subject to the same rules imposed on profit-sharing plans, but it is basically different because the employer's contributions to the plan are fixed without being geared to profits.

From an LCO's viewpoint, the most significant difference between defined contribution plans and defined benefit plans is in restrictions on the amounts that may be contributed.

### TEFRA

The Tax Equity and Fiscal Responsibility Act of 1982 (TEFRA) made a number of substantial changes to the rules governing qualified pension or retirement plans. Included in those changes are:

(1) The overall limits on contributions and benefits for a participant in a tax-qualified plan were changed. The maximum annual benefit under a defined benefit plan was reduced to \$90,000 while the amount which can be added annually to the account of a participant in a defined contribution plan is restricted to the lesser of 25 percent of his or her compensation or \$30,000. Similar levels apply for the self-employed landscape contractor.

(2) Distinctions were generally eliminated in our tax law between the qualified plans of corporations and those of self-employed people. These "parity rules" for corporate and non-corporate plans also affected plans for Subchapter 'S' corporations and simplified pension plans.

(3) Partial tax-free rollovers of distributions from IRAs are now permitted.

(4) And an entirely new set of rules pertains to qualified plans that fall under the definition of "top-heavy" plans. Special requirements are also imposed on plans that favor key employees.

Aside from the sheer complexity of the rules governing qualified retirement plans, the new restrictions on "top-heavy" plans and those that favor key employees make professional advice and assistance a must.

However, a knowledgeable advisor can help you structure a plan that will provide you—and your employees—with the retirement benefits you want as a minimal cost.

—Mark E. Battersby

### LAWN FUNNIES



"Dad, may I have the truck tonight? My girl wants her lawn mowed."

### Ad agency tips

If you have contemplated getting an agency to handle your advertising, such experts have some recommendations that will lead to your getting your money's worth:

- Forget such figures as 15 percent gross income or 5 percent net income as an agency's commission; it's usually better to settle on an hourly fee.

- The more work you do on advertising, the less the agency has to do. But don't do so much that you tie the agency's hands creatively.

- Watch out for "research" charges. A good creative ad team will usually concentrate more on the quantitative data which you provide.

- Don't be bamboozled by letting your agency charge you according to "industry averages," which are usually conveniently skewed upward by accounts which use television ads.

- If your agency needs more than two top creative talents to come up with ideas for your ads, you're probably getting taken for a ride.

- On the average, an advertising agency ends up charging \$3,000 plus expenses. If yours is charging more, you'd better look for another.

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# Scorch's convention-going philosophy:

from page 15

how to make those blue jeans talk.

"First of all kid," Scorch said, "you've got to go into training well before the conference. I'm always in training, so it's not a problem for me. But you might be in trouble."

"Why would I be in trouble?" Richard asked.

"Well, Richard, a young kid like you is in danger at a conference like this if you don't watch yourself. Now that I have given you some responsibility for buying, you have to have your

wits about you at all times. Some of these good ol' boys will get you in a hospitality suite, you get a little tipsy, and they might try to take advantage of you."

"Hell, Scorch, I wouldn't let that happen to me," Richard said.

"Take it from the voice of experience," Scorch shot back. "I've been in that situation too many times."

Molly walked by again, and Scorch sighed.

"The next thing you have to know, Richard, is that you can't be popping off about our business to

our direct competitors. We share when it is appropriate, and we've learned a lot over the years from each other. But it's a jungle out there, so you sometimes have to keep your cards a little close to the vest. And you can't do that when you're feeling the Wild Turkey bite."

"Okay, I got it: go into training well before the conference. What else?"

"Definitely have to be there for the Early Bird Reception on Monday night. Like I said, our company has made a lot of good

friends over the years, and this is the time we get together and meet each other again and swap lies. Definitely on the 'A' list."

"What else is on the 'A' list?" Richard wanted to know.

"Can't miss the big party with bluegrass music that one of the big chemical companies puts on," Scorch said. "Free beer and good down-home music. Hope they are doing it again this year. Plus, you can't miss the hospitality suites put on by the distributors, particularly that big one not too far from us. Definitely first class. But you'd better be ready to talk business: they bring about 8,000 salesmen to the show."

"What about places to eat?" Richard asked.

"Well, first you've got to start with the main meal of the day, breakfast at 3 a.m. at the closest all-night diner to the hall. More truth is spoken at these breakfasts than all of the other meals put together. And be suspicious of suppliers that want to take you to dinner at places that have the word 'Le' in front of the name. Never trust a supplier that orders his drinks 'up.' Stick to steaks and seafood and places that don't take credit cards."

"What about the convention floor?" Richard asked.

"Got to spend a lot of time there," Scorch said. "Make a quick run-through as soon as you get there picking up literature, seeing where all of the booths are located. But don't get bogged down."

"Give your 'howdies' and then come back on the second or third day of the show, roll up your sleeves and then talk brass tacks. The last day is usually the best. The salesmen are so happy to see anybody, you'll get all the time you need, and maybe even a good price. Too many guys never go back to the floor after the first day, and that's a big mistake."

"I thought I was going to Tampa to get educated," Richard said.

"You are, you are," Scorch replied. "The real education comes in the hallways outside the sessions during the day and in the cocktail lounges at night. This is where the real meetings are held. Trade secrets and lies are exchanged. Rumors are started. It's fascinating, Richard."

"How about the speakers?" Richard wanted to know. "Are they usually pretty good?"

"Geez, Richard," Scorch said, "with five or six hours a day standing in the corridor, five or six hours a day worth of attitude adjustment hours, a big steak for dinner, up until all hours at hospitality suites, breakfast meetings at 3 a.m., and cutting deals on the convention floor, it's pretty tough to squeeze in time for the speakers. I guess you can hit one or two of the sessions if you can make time, but other than that, stick with me. I'll show you how to get the most out of your time at the PLCAA Show."

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## Smaller is better

# Low volume: as good as its promise?

"Too good to be true."

Low-volume/injection spray equipment seems so easy, cost effective and efficient, it's easy to expect that reaction from LCOs schooled in the technology of two-ton rigs and thousand-gallon spray tanks.

But the developer of low-volume/injection lawn care rigs and a client who converted his entire fleet earlier this year have proven that what looked good on the drawing board is just as effective on the lawn.

"It's a radical departure, but it's not," says Jim Mello, owner of Nice N Green, Romeoville, Ill.

Low volume technology eliminates the need for mobile monsters to spray lawns. Mello purchased six customized low-volume/injection rigs last year, and notes that—while the system may be new to lawn care—"we've been doing low-volume spraying in ag for years."

LAWN CARE INDUSTRY spent a day at Mello's offices and discussed the new spray system with him, staff agronomist Brian Swingle, and Tom Jessen, developer of the LV200 unit and turf expert for Perma-Green Supreme, Merrillville, Ind. The three were hard-pressed to report any low-volume problems along the following lines:

### Agronomics

"I'm very confident of the soundness of the agronomics behind it," Mello declares. His crews have experienced no burn problems due to formulation adjustments and careful applicator training, which Mello stresses as crucial to the success of the system.

"You definitely have to be a little bit more delicate" on the lawn, he says. And with the injection system, applicators have to be trained to spot the appropriate areas to apply pre-emergents and insecticides.

Jessen, who has made more than 7,000 applications with the LV200, notes that the average 1,500 square-foot-per-minute walking rate appropriate for his rig is a much more natural pace. The injection system also allows for easy spot treatments without spreading unneeded chemicals over the entire lawn.

Jessen reports no difference in insecticide performance when injected versus traditional application methods.

### Investment

A new LV200 unit on a domestic half-ton truck costs roughly the same as the purchase price for a three-year old two-ton spraying rig, the men report. An additional benefit involves recycling your existing equipment, Jessen notes.

Companies switching to LV can keep the tanks on their two-tons when they sell those rigs, Mello



Tom Jessen checks out low volume spraying equipment at Nice N Green, Romeoville, Ill.

## 'You have to be more delicate'

notes, and use them for bulk formulating. "If you take your 1,000-gallon spray unit off, you have a ready base mix system that will fill five of your trucks," Jessen says.

According to Jessen, the costs of insurance and registration for LV fleets is also significantly lower than for two-tons, since fees are based on vehicle price and weight.

### Operation, maintenance

"Just great," Swingle says. Nice N Green's half-tons have automatic transmissions, so clutch

repairs are eliminated. Jessen says he was able to purchase a set of the best tires on the market for his LV unit for the same price one two-ton tire currently costs.

Late this April, Mello estimated that he had already saved "45 to 50 percent on my fuel costs, easy."

The all-electric pumps that power the LV/injection units mean an end to continuous engine idling on the job, which Swingle notes is very hard on engines.

At the same time, the pumps themselves are mounted in interchangeable power units. So if a

pump malfunctions on the job, the applicator can snap in a replacement unit without having to take the rig off his route for repairs.

Maintenance costs also are lower on the smaller rigs, says Jessen.

"In most cases, you're going to bring your two-ton into a union shop, where they're going to charge you \$37 an hour for repairs," he says. "With these trucks, you can go to the dealer or your local service station, and they're going to charge a lot less."

### Efficiency

Which unit can spray more lawns in a day—the high-volume or LV200? "I'll run circles around him," Jessen replies.

At his one gallon per 1,000 square feet application rate, the LV200 can service 200,000 square feet on a single tankful. Mello notes that after adding in fuel costs and the fact that half-tons

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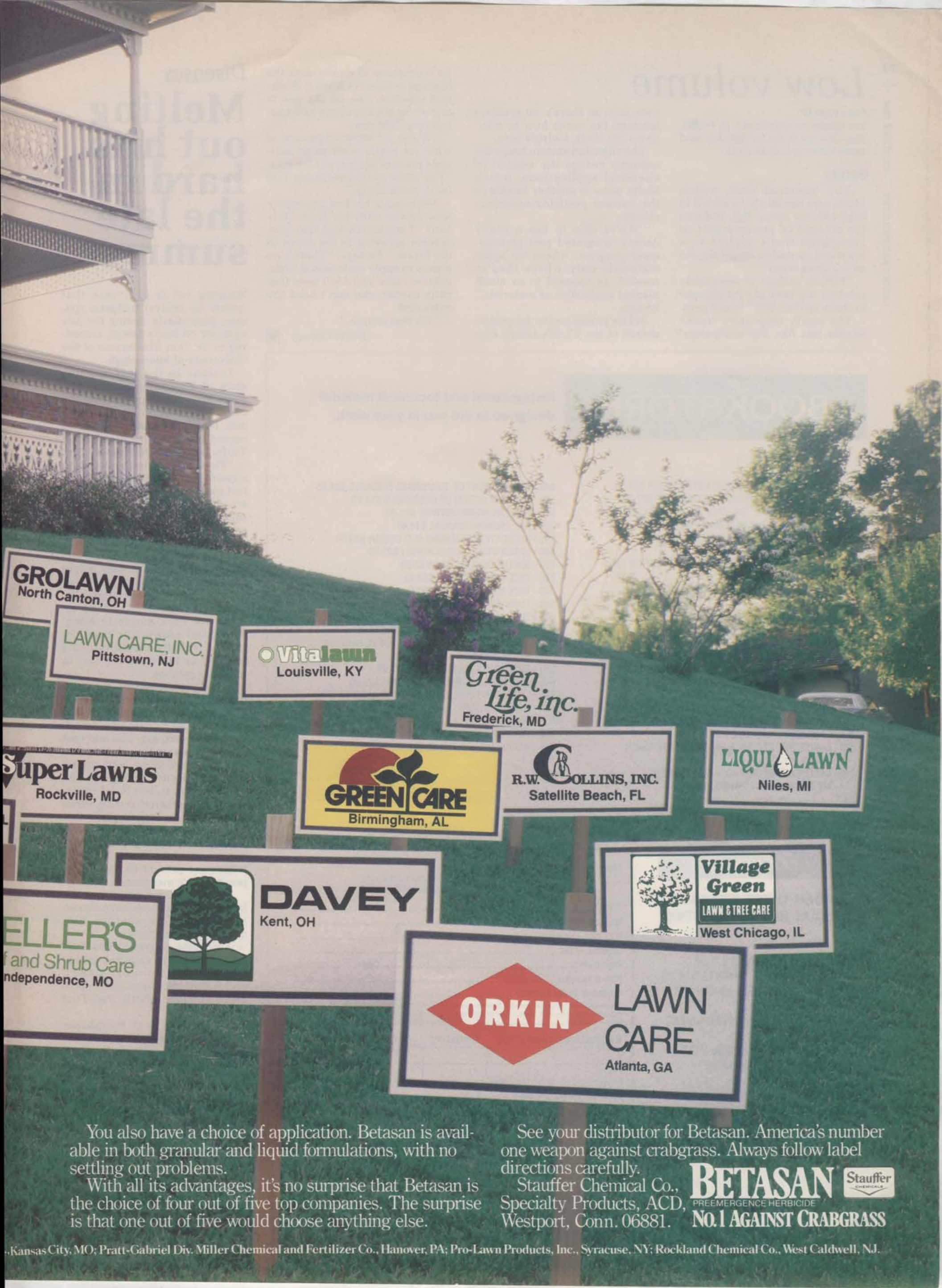
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\*Comments of university extension experts available on request.





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# Low volume

from page 19

are easier to maneuver in traffic, the LV unit is by far quicker and more economical as well.

## Safety

The injection unit, which Mello says can easily be added to high-volume spray rigs, reduces the amount of pre-emergent or insecticide that's applied to a lawn and carried on-board should an accident occur.

"Fifteen gallons of insecticide solution is a heck of a lot cheaper to clean up than 500," Jessen says.

The small, responsive trucks handle just like the applicators'

own cars, so there's no problem teaching the crews how to maneuver the units, Swingle says.

The injection system helps the industry reduce the amount of chemical applications, which Mello notes is another benefit in the current pesticide-conscious climate.

"We're able to use a pretty decent integrated pest management program, where we apply materials only where they're needed, as opposed to so much blanket application of materials," he says.

While pleased with the performance of the LV200, Jessen says

he'll continue to tinker with the concept to improve upon it. A second injection line on the gun is one of the modifications he's considering right now.

"We've got about 75 percent of what we really want as an ultimate piece of equipment, he says. "The other 25 percent is not that far to move along."

Mello says he has no regrets whatsoever with his fleet overhaul. "I personally feel that low-volume spraying is the wave of the future," he says. "There's no reason to apply materials at high-volume rates: you don't need that extra carrier, you don't need the extra cost."

"It's that simple."

—Kevin Cooney

## Diseases

# Melting out hits hard in the late summer

Melting out is a disease that occurs on several turfgrass species, particularly during the late summer on home lawns, according to Dr. Don Blasingame of the University of Mississippi.

Lesions in the leaf spotting state of *Helminthosporium* diseases may vary depending on the *Helminthosporium* species present, Dr. Blasingame wrote in a recent issue of the Mississippi Turfgrass Association newsletter.

"The spots frequently elongate to appear elliptical or as streaks," the turf specialist contends. "The spots are often more numerous near the collar area of the leaf, and during early stages of a severe attack the turf may develop an overall purple cast. Leaves with numerous infections turn reddish-brown before withering and dying."

In the melting-out stage, Dr. Blasingame wrote, lesions on stems are dark purple to black. Stems and crown rots result in stunted, spindly shoots, thinning of stand or killing of the turf in irregular patches.

The fungus spores are produced abundantly on lesions, dead leaves and clippings in the turf. They can be carried by wind, water, mowers, etc. The leaf spot diseases occur mainly during wet, cool weather. Stem and crown rots may occur throughout the growing season, but the destructiveness is greatest during times when the grass lacks vigor.

Dr. Blasingame recommends raising mowing heights and making sure that adequate levels of potash are present in the soil as preventative measures.

In addition, he notes that the following fungicides have shown to be effective against *Helminthosporium* species:

Anilazine (Dyrene, Pro-Turf Fungicide 3), captan, chlorothalonil (Daconil 2787), cycloheximide (Actidione), iprodione (Chipco 26019, Pro-Turf Fungicide 6);

Mancozeb (Fore), thiophanate-methyl (Cleary 333), thiophanate-methyl (Fungo, Pro-Turf Systemic Fungicide) and uniconazole (Borlan).

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## Dr. Phil Larsen leaving Ohio State

Dr. Philip Larsen has announced that he is leaving Ohio State University to take a position as head of the Department of Plant Pathology at the University of Minnesota, effective Jan. 1, 1985.

Dr. Larsen has been at Ohio State since 1968, and in the field of turfgrass pathology since 1974.

"Turf pathology and the turf

industry has been extremely enjoyable—not only the work, but the people associated with it," says Dr. Larsen. "I still want to stay in turf some way. I plan on speaking at some seminars and doing things like that."

Larsen will be working out of the UM College of Agriculture's campus in St. Paul, Minn.

"I have nothing but good

feelings for the support I've gotten from Ohio State. I just don't think there's a better place to work with turf in the United States than OSU," notes Dr. Larsen. "OSU is on the verge of having one of the finest departments in the country."

According to Larsen, his replacement will also specialize in turf pathology.



### Bob Styduhar

has taken over as manager of legislative and regulatory affairs for the ChemLawn Co. Styduhar went to ChemLawn from a position as legal advisor

for the Ohio Environmental Protection Agency. Styduhar takes over from Mark Beliczky, who was named zone technical manager for ChemLawn's East Coast zone. Styduhar will be working out of Columbus, Ohio, and Beliczky out of Baltimore, Md.

Mississippi Turfgrass Association Pioneer Awards recently went to Dr. Coleman Ward, Dr. Hiram Palmertree, Dr. Don Blasingame, W.R. Thompson Jr., and Dr. Louis N. Wise, denoting their significant contributions to the organization.

Twelve men passed the first Certified Landscape Technicians exam held by the California Landscape Contractors Association. They are: James C. Keener, Kenneth Gerlack, Andrew Barrera, Michael Creed, Christopher Paynter, John Sciaroni, Richard Merriss, Alan G. Dodd, Charles W. Prindle, James Dibble, Harley Cassidy and William G. Turano.

David H. Bradford has been named the first chairman of the Arcadian Corp., an agricultural chemicals company that broke loose from the Allied Corp. this summer in a leveraged buyout. Bradford, 67, is a retired president of Allied Chemical Corp. Arcadian is a turf fertilizer supplier.

Donald J. Maske has been honored by The Upjohn Co. for outstanding sales in 1983. His sales district encompasses the north central region. The veteran of 15 years with Upjohn is a graduate of Lewis University and Penn State University.

Porter Brothers, the nation's largest distributor of outdoor power equipment, has promoted six employees. Named sales representatives were Curt Huntley, Mike Rasberry, Stan Stewart and Mike Parrish. Jimmy Gold and Max Styers have been appointed field service representatives.

New officers for the Mississippi to page 26



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## Newsmakers

from page 25

Turfgrass Association are: **Glen White** (president), **David Thigpen** (vice-president), **Jeff Krans** (director), **Tim Lacy** (director) and **Jim Stanley** (director).

Northrup King has added **Duane Knops** to its staff. Knops, a former ad agency vice-president, is expected to strengthen the company's marketing programs.

**Burleson Smith** has assumed the position of Manager of Educational and Technical Services at the National Fertilizer Solutions Association. He has a master's degree from Texas A&M.

## TOOLS, TIPS, TECHNIQUES

### Shipping alternatives

Though there are many effective ways of shipping parcels necessary to your lawn care business, Dick Ziskind of Green Thumb Spray, Hempstead, N.Y. has a favorite.

Because of its efficiency and low cost, Ziskind always asks to have orders shipped to his office via Greyhound Bus Lines.

"If you're in a hurry, don't ship UPS," Ziskind tells LAWN CARE INDUSTRY, "ship Greyhound."

Ziskind tried the bus package delivery once, and was immediately sold on it.

"The first time I tried it, I walked into the office in the morning," he relates, "and—bingo, 1-2-3—it was there!"

There are many kinds of rapid package delivery systems available to the small businessman nowadays. Try different ones and compare them for price and, more importantly, efficiency.

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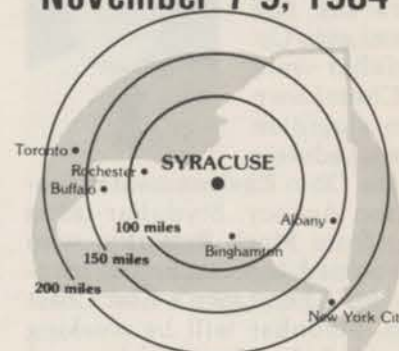
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LCI 10/84



## Former lawn care employee gets 'stung'

from page 1

Paul Davarede and Jim Oates of Evergreen and the West County (Mo.) Sheriff's Dept. then entered the picture.

"What you had was a guy trying to sell a qualified list of prime lawn care prospects," says Davarede, whose major concern was finding the right enforcement group to work with.

Through taped telephone conversations, Evergreen City Manager Jim Oates identified the employee who had tried to sell out.

"It certainly surprised us," Oates said. "He was a production manager at one of our major branches."

Wilson notified Bob Paul of the West County Sheriff's Department that the deal would be set up with one added provision: that Wilson's boss would accompany him to the agreed-upon rendezvous because the payoff cashier's check was so large.

### The Sting

Doe agreed and "the sting" was under way.

Doe told Wilson to be at a certain St. Louis shopping center parking lot at a specified time one day in late July. The perpetrator was not told, however, that Wilson's "boss" would be an undercover policeman, and that there would be a half dozen other plainclothesmen blanketing the parking lot.

At the agreed-upon time, Wilson and his "boss" met and handed over the check in exchange for the list. As soon as the transaction was complete, Doe's rapid apprehension unfolded.

"The cop pulled a gun and stuck it in his head," Wilson recalls. "The guy acted like he wasn't doing anything wrong. I'm sure he didn't realize the consequences."

A few minutes later an accomplice of Doe was found in a nearby car. A gun was also found in the car between the seat and door.

"It was sort of exciting, but when the guns started getting pulled out, it got scary. Even after the fact—when they had them handcuffed—I was really nervous," relates Wilson.

### The Moral

The former Evergreen em-



Derrick



Wilson

ployee has been indicted on a felony charge and was awaiting trial at presstime.

Since the two-month-long ordeal has ended, security at Evergreen has been tightened.

"It has had an impact on us and on our employees," says Oates. "All of our branches have shredders, and we are making every effort to see that they are used."

Derrick sees two messages in this tale. "There's a message that competing companies can work together for the good of the industry, and there's a message to employees that this kind of thing just won't work."

Adds Davarede, "The point needs to go out to applicators that illegal actions will be dealt with severely."



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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.

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# Hand in hand?

## Teaching and the professional lawn care business

That Paul Harder of Middleton, Mass., owns a lawn care company is not unusual. That he also teaches college is.

"The strain is particularly in the spring, being able to do a good job in both places," Harder says. "Things get pretty hectic here during April and the first week in May."

Harder received his bachelor's and master's degrees in plant and

soil science from the University of Massachusetts. He has taught 11 years now, most recently at Essex Agricultural and Technical Institute in nearby Hawthorne. His company, Prescription Turf Services, did \$144,000 worth of business in 1983, which he expects to fully double in 1984.

"I would like to be able to teach fulltime and live a comfortable middleclass existence, but I

can't," Harder says from his headquarters, a rented house trailer. "I enjoy the company and the business. It's nice to be over-qualified, because you can be confident when talking to homeowners about their problems."

PTS is a division of J. Farmer & Co., one of the largest landscape companies in the northeast. Eighty percent of its business is commercial (private schools and

colleges, mostly). "As Farmer is fading out of a job, we're fading in," Harder says. "This type of business requires a little more customization, and you have to be full service to the extent of overseeding and dethatching. Bidding and bonding are also involved."

The company cared for eight million square feet of land last year, including one client with a 52-acre tract.

Harder likes working with commercial accounts.

"We don't have a lot of customers," Harder admits. "The possibility always exists for large problems, but—on the other hand—most of the people we deal with are reasonably knowledgeable. So, over the long run, there should really be fewer problems."

### Un-purchasing

"With the homeowner, it's more an impulse purchase. Which means you can anticipate that, at some point, they'll have an impulse to un-purchase you. There is a need for what we do for commercial accounts, though, as opposed to being an aesthetic choice."

For Harder, being associated with the horticulture program of nearby colleges makes it easier to get qualified help. But his dual careers don't solve every hiring problem.

"Educational facilities are a major problem in the northeast," he notes. "Horticulture or agronomy is not something the average kid in Boston is exposed to, or has any interest in. There are only three Future Farmers of America chapters in the whole state."

"There's a tremendous demand for green industry students, and the demand is not being met. We still need better trained employees. We don't want any troubles with a 30-acre account, so everyone who works for us has at least a two-year associate degree in horticulture."

"And it makes a lot of sense. It's really a luxury to meet with students for two years, and then to be able to offer them a permanent position with this company."

Harder, dedicated as he is to horticulture and agronomy, is also dedicated to his teaching position and his family.

### Half a job

"It's half a job for me, but there are other people around who take good care of the other half," he intones. "I'm not a good enough businessman to be able to put in a lot of time to make us grow and grow. We will reach a point in the next three years where our volume will approach \$1 million, and that's large enough."

Because the company is so young and has such a good working relationship with J. Farmer,

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Paul Harder outside his "office" in Middleton, Mass.

Harder has not had to "sell" his program. The weather helps, too.

"Dealing with the weather is our biggest problem here in the northeast," he notes. "For instance, because of the heat last year, there are literally hundreds of dead or half-dead lawns that need renovating."

The most common program provided by Prescription Turf Services is three applications of liquid fertilizer, plus micro-nutrients, wetting agents and disease control with systemics, then a granular fertilizer application in the autumn. "I believe in all the efficiencies of the liquid concept," Harder admits, "then we go to granular to improve the balance of nutrients."

He is asked whether professional lawn care or teaching is easier, and answers with the tact of a professional politician.

"Anybody who wants to, can be a success in the green industry if they have the tools. But it takes more than just liking the outdoors. It takes communication skills and being able to deal with people."

"It's a combination of science and art."

—Jerry Roche

### SCTC

## Disneyland wins award

The landscaping department at Disneyland, Anaheim, Cal., has been honored by the Southern California Turfgrass Council, which presented the amusement park its first "Landscape Excellence Award."

The award was presented to Disneyland landscape superintendent Ken Inouye during the SCTC's annual Turfgrass and Landscape Institute banquet recently.

Ed McNeill, the council's executive secretary, said the award was presented for "commitment to excellence in landscape design, construction, maintenance and effective use of turfgrass."

Inouye gave special thanks to Bill Evans, FASLA, whom he described as "the grandfather of landscaping at Disneyland."

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## PRODUCTS



### Lawn products are introduced

Toyotomi America Inc. has introduced the Toyoset ESD-5 garden sprayer.

This new sprayer is particularly well suited for use in flower beds and rock gardens where a cumbersome hose can do serious damage, and for hard-to-reach upper branches of fruit and ornamental trees.

Designed for optimum flexibility with a shoulder strap and grip handle, the Toyoset has a convenient telescopic nozzle pipe adjustable from 22 to 33 inches.

It is capable of spraying a full 60 degrees for misting flowers, juniper, forsythia, lilac and other shrubs.

Circle No. 201 on Reader Inquiry Card

### Scope determines 'root' of problems

Green Pro Co-operative Services is offering a portable field identification macroscope for the lawn care industries.

The handy unit makes precise on-site field diagnoses, determining what kind of fungus diseases and/or insect pests are attacking turf areas and plants.

Portable and compact, the macroscope is only six inches long. It also converts to a scope for estimating distances and tree heights. Options include a portable light stand and camera adaptor.

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### Tough on the job, easy on workers

"Tough on the job and easy on operators" is a good description of Hoffco's straight-shaft JP660 brush-cutter/power scythe.

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filament head, an 11-inch Tri-Kut weed blade, a 10-inch 44-tooth brush blade, adjustable shoulder strap and hip pad.

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## Fungicide's EPA registration pending

Registration with the EPA is pending on Banner, a new fast-acting fungicide from Ciba-Geigy.

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EPA registration is anticipated in time for next season.

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## Hitch available for plug aerator

It takes less than 60 seconds to hook up a new trail hitch for the Westmac Plug Aerator, according to Jim Gourley of Lawn Masters.

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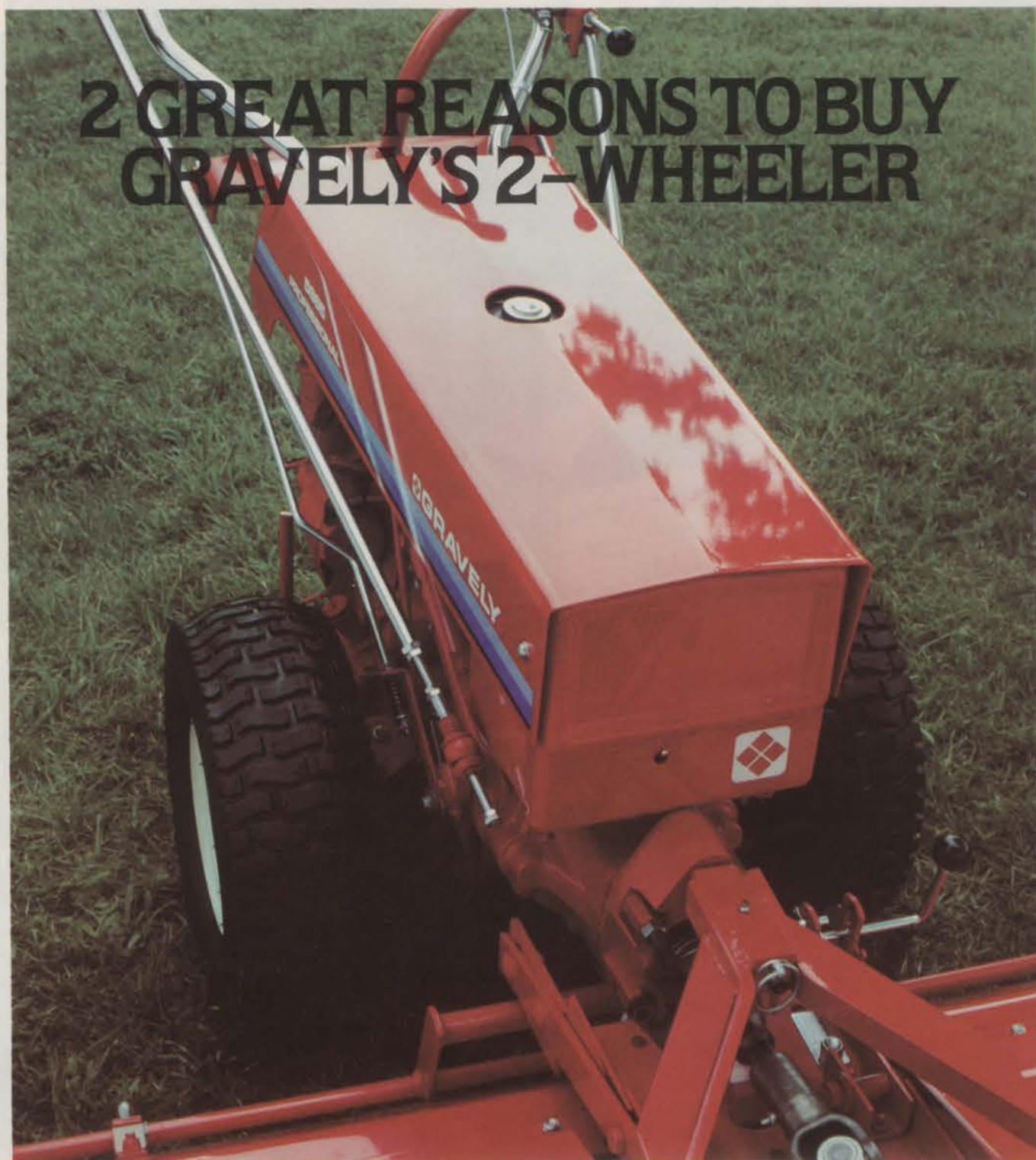
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# LAWN CARE INDUSTRY

OCTOBER 1984

This card expires December 15, 1984

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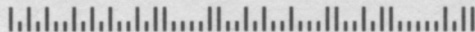
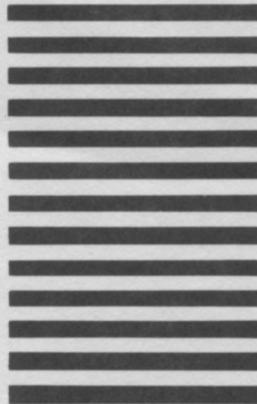
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## First field day is successful

About 225 persons turned out for the first research field day and equipment show at the University of Maryland's new Tufgrass Research and Education Facility in Highpoint Heights recently.

Field day coordinator was Dr. Peter H. Dernoeden of the University of Maryland's turf staff.

The Maryland Turfgrass Council sponsored a crab feast at noon.

## Large company changes hands

The ownership of AAA Lawn Industries, one of the largest lawn care/landscape maintenance companies in Atlanta, Ga., recently changed hands.

Founder Herman Carruth Jr., 43, sold controlling interest in the company to Jerry Guy, 35, who had been part owner and executive vice-president the last five years.

"This is a paper change only," Guy says. "There will be no change in the operation of the company."

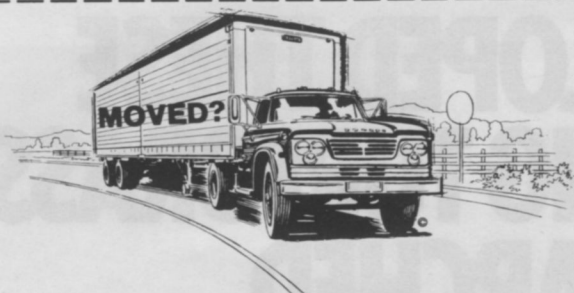
## Top students get on-site training

Top students graduating in turf agronomy and grounds maintenance from U.S. and Canadian colleges recently completed the annual College Student Turf Seminar at Jacobsen headquarters, Racine, Wisc.

Selected for academic achievement by their professors, the 48 students learned about management techniques and received hands-on training on machines.



Visitors to the University of Maryland's turfgrass field day look at Kentucky bluegrass varieties (see story at left).



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## COST CUTTINGS

### Avoiding heartbreaks

When landscape maintenance companies are dealing with new commercial customers, there is an easy way to avoid some big problems, according to Jack Mattingly, Mattingly Associates, Charlotte, N.C.

Mattingly, who is interviewed elsewhere in this issue, says he always asks three questions of new clients, no matter how big. The three key questions go a long way in keeping the

client's key person, The Boss, happy:

- 1) Where does the president park his car?
- 2) Which way does he walk to get to his office? and
- 3) Where is his office?

"You can save yourself a lot of headaches right off the bat, by following those simple steps," Mattingly tells LAWN CARE INDUSTRY.

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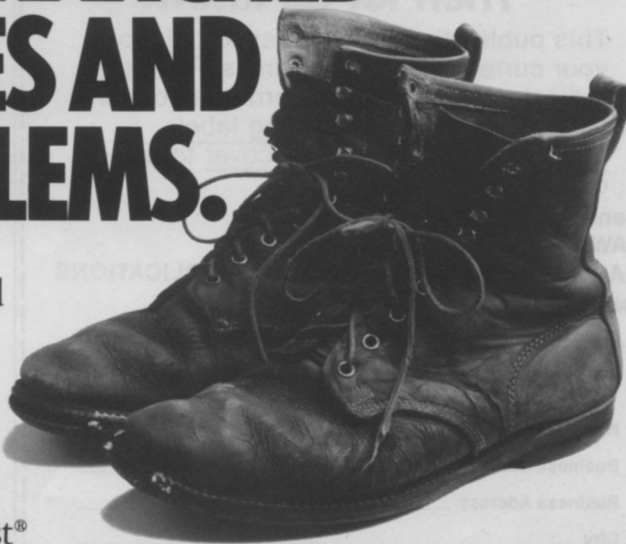
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## CETA, JTPA and PICs

"C.E.T.A." Comprehensive Employment Training Act. Remember that dirty four-letter acronym?

With very few notable exceptions, C.E.T.A., as a training program, was a horrendous disaster and a financial failure of the first magnitude.

Impaired and restricted by numerous legislative mandates, the involvement and interference of politicians, bureaucrats, social workers and professional program directors, it was a wonder that anything good came out of this "something-for-everybody" legislation.

I spent more than two years as a member of a local C.E.T.A. advisory council and witnessed first-hand many abuses made in the name of "training."

C.E.T.A. is long-gone, but the bitter taste and bad vibes linger on. In its place is J.T.P.A., the Job Training Partnership Act—possibly the best thing to emerge from the disastrous C.E.T.A. experience.

As job programs go, J.T.P.A. is notably different from C.E.T.A. in that it calls for the creation of Private Industry Councils (P.I.C.s). These P.I.C.s must be composed of a majority of members from the private sector—in other words, businesspersons.

P.I.C. members are responsible for planning and selecting programs, evaluating them on an ongoing basis and recommending or withholding funding. It is a tremendous challenge and responsibility that we as business professionals cannot shirk.

I know damn well that there are many politicians, bureaucrats, bleeding hearts, social workers, professional program directors and other special interests standing in the wings eagerly anticipating our failure. They would love nothing more than to say, "We can do it better."

The business community must not let this happen, unless you want to see a return to pimping constituencies with grandiose make-believe and more doles under guises.

Why, you ask, should we even get involved? Why should we care? Because:

1) All businesses have training requirements, but most have neither the time, talents or monies to do the job alone. But we can develop training programs and at the same time take advantage of tax credits, wage subsidies or direct funding.

2) Job programs will probably always be with us. But only if the business community takes an active role can they be excellent

vehicles for re-training older displaced workers, teaching new technologies and preparing recent graduates.

3) This may sound corny, but it is our duty if we are to consider ourselves good citizens or responsible professionals.

Yes, the choice is yours. Like Demosthenes, we can light a

candle or abdicate the responsibility and opportunity and continue to curse the darkness.

*Ron Kujawa*

Ron Kujawa  
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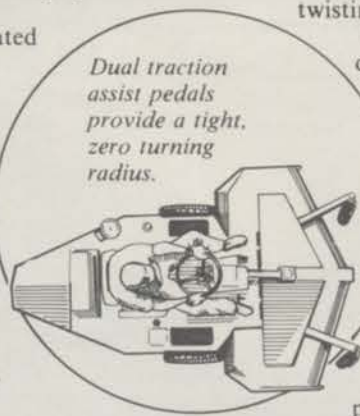
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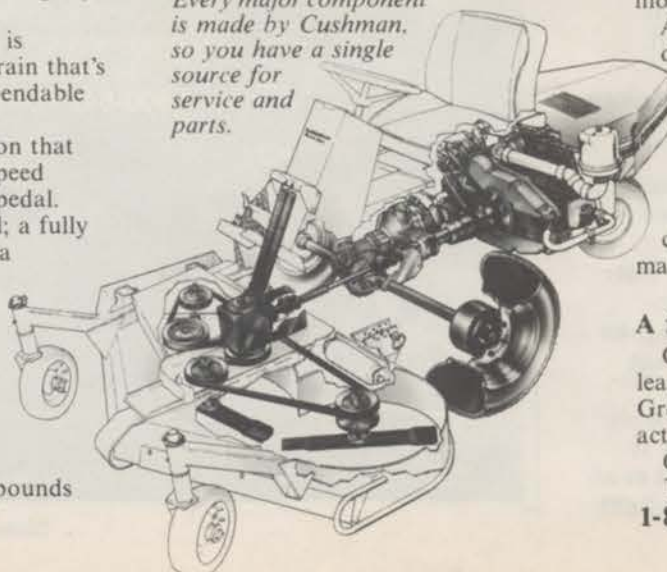
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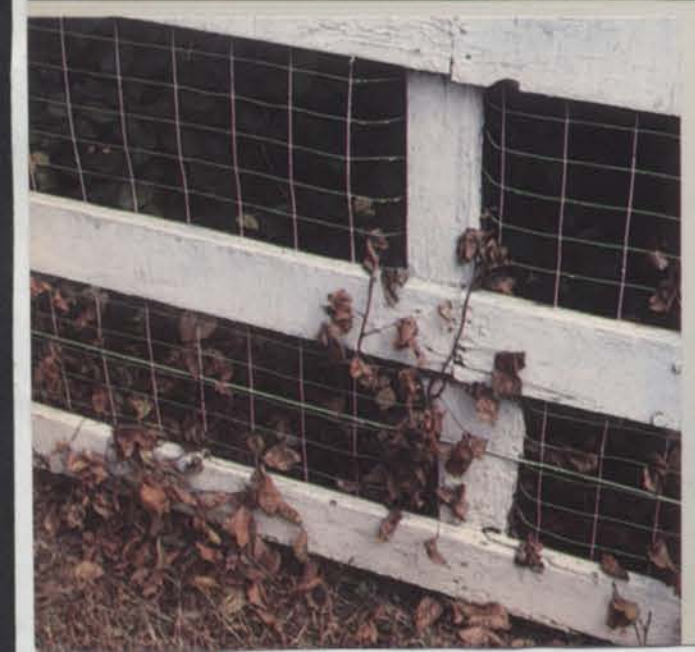
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