

State regulatory battles heating up

By **ELLIOT MARAS**
Editor

NORTH KINGSTON, R.I.—Expect environmentalists to flex more of their lobbying muscle at the state level, warns Jim Wilkinson, executive director of the Pesticide Public Policy Foundation.

Heavier lobbying at the

state level should be expected as a result of the recent action at the federal level that minimizes federal regulation of pesticide use.

The Federal Insecticide, Fungicide and Rodenticide Act (FIFRA) amendments package Congress recently adopted has been derided as "FIFRA Light" by environmentalists who wanted

stricter pesticide-use provisions.

The PPPF will assume a supportive role in these state battles, Wilkinson says, providing factual information about pesticides. "We've discovered we're not as effective as local people fighting for themselves," he says.

"We have become more

involved in providing information to the agencies," notes board member Robert Felix, executive vice president of the National Arborist Association.

Charles Rock, manager of state government relations for Ciba Geigy Corp.'s agricultural division, is one of five product registrant representatives on the



board. "We envision PPPF becoming a major spokesperson for reason—
See **PPPF** Page 30

LAWN CARE INDUSTRY

Serving commercial mowing and chemical lawn care professionals

VOLUME 13 NUMBER 1

AN **EMMEL** PUBLICATION

JANUARY 1989

Who is the lawn care customer?

By **JAMES E. GUYETTE**
Managing Editor

If your lawn care sales program targets mostly women, you may be selling to the wrong sex.

According to nationwide research, 75 percent of the decisions to purchase professional lawn care are made by men.

This means that a daytime sales program is likely to miss the main target of the pitch—the male head of the household, says David N. Duncan, Ph.D., product development director at the Monsanto Co. "Focus on the male decision-maker," he urges.

"That's no slight to the

female members of our industry—that's just the way it is," reports Duncan, who spoke in New Orleans at the national convention of the Professional Lawn Care Association of America.

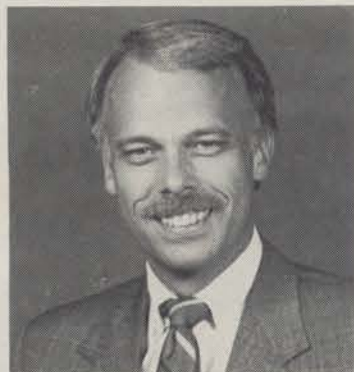
Monsanto's demographic data comes from a 1986 telephone survey conducted by the National Family Opinion polling firm.

Out of 1,000 people interviewed, 24 percent of them had "a tendency toward lawn care," meaning that they had a "do it for me" attitude about maintaining their turf. Half of them had indeed purchased professional lawn care in the past year.

Projected nationally, Monsanto figures that there are 16 million Americans with a tendency toward lawn care, yet only 7.8 million people actually buy it.

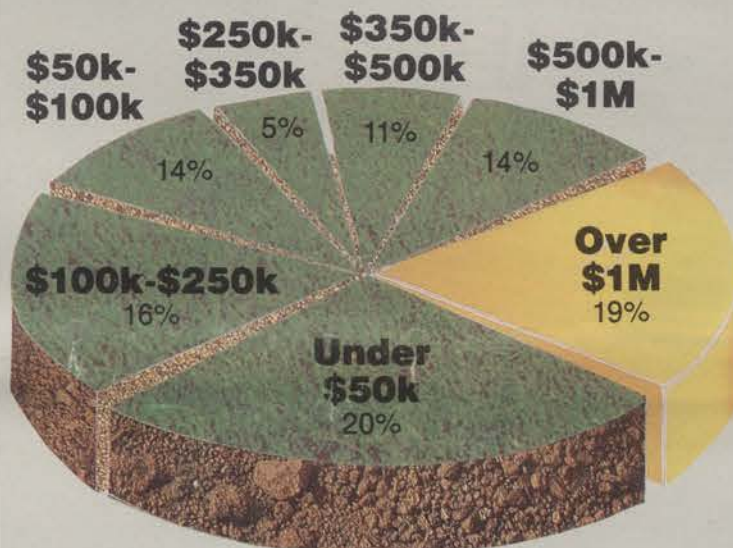
"There is more business out there than we give ourselves

See **PROFILE** Page 29



Duncan: Study demographics.

1988 MOWING BILLINGS



About a fifth of the the Green Team Conference and Trade Show attendees in Orlando billed more than a million dollars in mowing last year. The convention, co-sponsored by the Associated Landscape Contractors of America and Professional Grounds Management Society, has become the largest gathering of the largest commercial mowing firms in the country.

See **MOWING** Page 34

Plan a sound telemarketing program

By **ELLIOT MARAS**
Editor

When it comes to promoting lawn care services with telemarketing, every LCO knows the most frequently asked question.

Is it better to have an in-house operation or hire the services of a telemarketing company?

There is no clearcut answer to that question.

An in-house operation is less expensive and enables the LCO to monitor progress better. But it is also more time consuming and offers less chance to gear up for unexpected changes in workload.

Edward DuCoin, president of Impact Telemarketing, Inc., Collingswood, N.J., is an expert on telemarketing. He handles the telemarketing for about 25 Lawn Doctor franchises.

Telemarketing is one of the biggest promotional invest-

ments LCOs make, DuCoin notes. An investment of \$10,000 is not unusual for even a small company.

LCOs that choose to do it in-house may pay \$1,000 right

away for a cross reference directory of homeowners and three telephone lines.

Then come the costs of advertising for phone solicitors,

See **PLAN** Page 27

LATE NEWS

Posting proposed in N. Carolina

RALEIGH, N.C.—Mandatory sign posting and written pre-notification for commercial pesticide applications have been proposed in North Carolina, the first such regulatory initiatives ever proposed in a southern state.

The state General Assembly's Legislative Research Committee on Pest Control has completed its review of pesticide laws and issued a set of recommendations for both indoor and outdoor pesticide applications.

John Smith, pesticide administrator for the Department of Agriculture's Food and Drug Division, says the recommendations will probably be introduced in the form of a law in 1989, and could become effective in 1990.

Warning signs to be installed by applicators for 24 or 48 hours after application are recommended on lawns, golf courses, playgrounds and parks,

See **POSTING** Page 28

INSIDE

TODAY'S TURF

Turf managers have several options today for optimizing shaded turf areas on properties.

16

BUSINESS

How LCOs can expand beyond standard service.

20

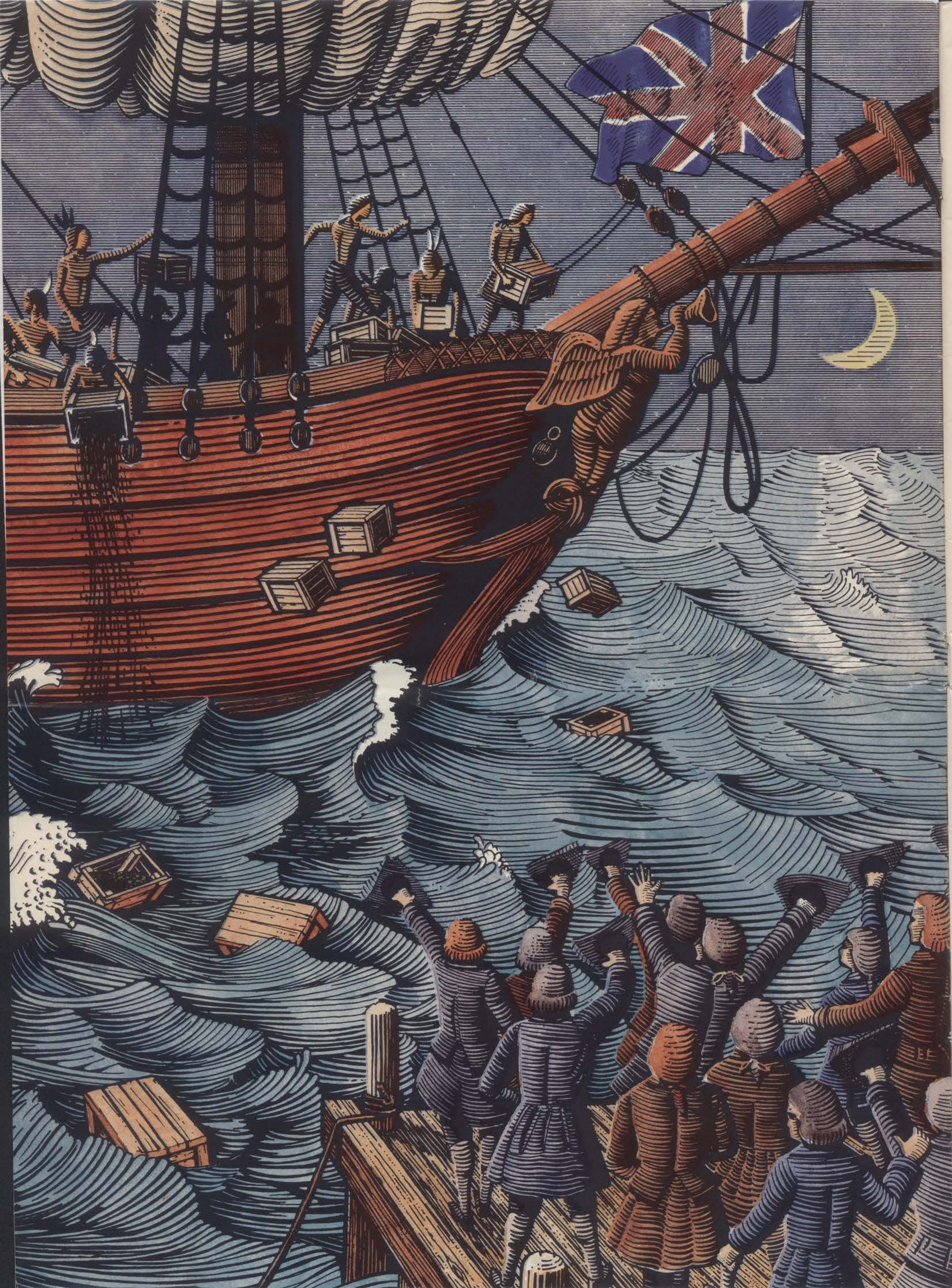
CLASSIFIED

See what's for sale, miscellaneous items.

34

NEXT MONTH

- A university researcher considers ways to manage turf to reduce crabgrass.
- An analysis of spring fertilization options.



History tells us throwing packages into the water can be a revolutionary idea.

Patriotic colonists really started something when they threw packages of tea into Boston Harbor back in 1773. Today, DURSBAN* 50W in water-soluble packaging is starting a new revolution in simple and convenient insecticide handling.

In handy 4-oz. packets that dissolve quickly and completely in water, DURSBAN 50W eliminates many problems which have been bugging lawn care operators for years.

- **No mess.** No dust to blow around.
- **No operator exposure.** The chemical stays in the packet.
- **No measuring.** Each pre-measured packet holds exactly 4 ounces; no chance for error.
- **No waste.** No accidental overuse... no skimping that can lead to costly callbacks.
- **No package disposal problems.** The

packet dissolves as you mix, and the fiber container goes in the trash.

Just convenience... and lasting efficacy. No turf insecticide controls a broader spectrum of surface-feeding insects than DURSBAN 50W. And because it's a wettable powder, it keeps working longer than emulsifiable concentrates... without their solvent odor. And DURSBAN 50W has an established human safety record.

Join the revolution. Throw over your old insecticide and switch to DURSBAN 50W. Eight 4-oz. water soluble packets in a childproof fiber container.

DURSBAN* 50W
TURF INSECTICIDE



*Trademark of
The Dow Chemical Company



Attention: Always read the label before use and carefully follow all label directions and precautions.

Circle No. 105 on Reader Inquiry Card

7 a.m. wasn't too early to get contractors out of bed when it meant a chance to share ideas at an informal breakfast gathering at the recent Green Team Show in Orlando. It was standing room only as contractors selected the table designated by topic of their choice—selling new services, subcontracting, financing, liabilities, etc.

"This is the best thing we've ever done," beamed Tom Garber, president of Colorado Landscape Enterprises. The table discussions were led by contractors listed in *LAWN CARE Industry's Million Dollar Mowers* list. Breakfasts were held three

days in a row.

Turnout at this year's Green Team was the best to date: 450 conference attendees, 91 exhibitors and 11,600 square feet of exhibit space. Last year: 287 conference attendees, 56 exhibitors and 8100 square feet of space. Go Green Team.

Reinhold Landscape, Inc.'s growth to the \$10 million sales mark was chronicled in a recent issue of *Crain's Detroit Business*. The story of the firm's growth under owner/president Melanie Reinhold Sawka was featured in a special report on women-owned

businesses. The company is based in Flat Rock, Mich.

O.M. Scott & Son Co. recently completed the acquisition of Hyponex Corp.'s lawn and garden business for \$111 million. Hyponex shareholders had previously approved the sale at \$14 per share.

Hyponex is a producer and marketer of consumer products that include organic soils for indoor and outdoor use, decorative mulches, plant care products and lawn fertilizers.

Scotts markets to both consumer and professional users.

LCI

LAWN CARE INDUSTRY

ELLIOT MARAS
Editor

JAMES E. GUYETTE
Managing Editor

ROBERT EARLEY
Group Vice President

KIM SESSER
Production Manager

CAROL LANDSTROM
Production Supervisor

BRYAN VOLLMAN
Graphic Design

JOAN SCHUMACHER
Circulation Supervisor

GAIL PARENTEAU
Reader Service Manager

THEODORE C. MATHEWS
Promotion Director

JOHN PRESSELLO
Graphics Manager

MARKETING/SALES

Midwest Office:

JON MIDUCKI
(216) 243-8100 ext 422
FAX (216) 826-2832
National Sales Manager
7500 Old Oak Blvd.
Cleveland, OH 44130

MARSHA DOVER
GLORIA COSBY
(216) 243-8100
FAX (216) 826-2832
Regional Sales Managers
7500 Old Oak Blvd.
Cleveland, OH 44130

Southern Office:

DICK GORE
(404) 233-1817
FAX (404) 261-7022
455 E. Paces, Ferry Rd.,
Suite 324
Atlanta, GA 30305

Western Office:

BOB MIEROW
(206) 783-0549
FAX (206) 784-5545
1515 N.W. 51 Street
Seattle, WA 98107

Classified

DAWN NILSEN
(218) 723-9349
1 E. First St., Duluth, MN 55802

Please send advertising materials to:

LAWN CARE INDUSTRY
120 W. Second St.
Duluth, MN 55802
218-723-9192

EDGELL COMMUNICATIONS, INC. PUBLICATIONS

ROBERT L. EDGELL, Chairman
RICHARD MOELLER, President
LARS FLADMARK, Executive V. Pres.
ARLAND HIRMAN, Vice Pres./Treasurer
THOMAS GRENEY, Senior V. Pres.
EZRA PINCUS, Senior Vice President
JOE BILDERBACH, Vice President
JAMES GHERNA, Vice President
GEORGE GLENN, Vice President
HARRY RAMALEY, Vice President

LCI ADVISORY BOARD



MARTY ERBAUGH
Erbaugh Corp.
Peninsula, OH



RON KUJAWA
KEI Enterprises
Cudahy, WI



A. J. POWELL
U. of Kentucky
Lexington, KY



JACK ROBERTSON
Robertson Lawn Care
Springfield, IL

LAWN CARE INDUSTRY (ISSN 0160-6042) is published monthly by Edgell Communications, Inc. Corporate and Editorial offices: 7500 Old Oak Boulevard, Cleveland, Ohio 44130. Advertising Offices: 7500 Old Oak Boulevard, Cleveland, Ohio 44130, 111 East Wacker Drive, Chicago, Illinois 60601 and 3091 Maple Drive, Atlanta, Georgia 30305. Accounting, Advertising Production and Circulation offices: 1 East First Street, Duluth, Minnesota 55802. Subscription rates: \$25 per year in the United States; \$50 per year in Canada. All other countries: \$100 per year. Single copies (pre-paid only): \$2.50 in the U.S.; \$5.00 in Canada; elsewhere \$10.00; add \$3.00 for shipping and handling per order. Office of publication: Edgell Communications, Inc., 1 East First Street, Duluth, Minnesota 55802. Second class postage paid at Duluth, Minnesota 55806. Copyright © 1989 by Edgell Communications, Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical including photocopy, recording, or any information storage and retrieval system, without permission in writing from the publisher.

POSTMASTER: Send address changes to LAWN CARE INDUSTRY, P.O. Box 6200, Duluth, Minnesota 55806.

ABP BPA

BATA POLYBLEND

STEEL SHANK
for added comfort



Used By

Lawn Care Professionals

BATA POLYBLEND BOOT

Two-stage injection moulded, one-piece construction for complete waterproof protection. Constructed for environments where severe conditions require a high degree of chemical resistance. Features include:

- Non-slip soles for safety
- Pull-up and kick-off lugs for ease in entry and removal
- Removable cushion insole allows hygienic cleansing of boot interior
- footbed® insole available for added comfort and support
- Steel safety toe in selected styles

All steel toe items meet or exceed ANSI STANDARD Z41 Class 75 for impact and compression.

BATA POLYBLEND BOOTS are specially formulated for a wide variety of applications.

MEN

Full sizes 16" Knee Boot 4-13.
Full sizes 6" Work Boot 6-13.
Black/Grey, Cleated Sole, Full Steel Shank Standard.

WOMEN

Full sizes 4-11. Black/Grey.
Cleated Sole, Without Steel Shank.

The jacket in the above photograph is the BATA TUFTEX 30 SERIES made of PVC/nylon/PVC material. It is lightweight and extremely tear and abrasion resistant with attached or snap on hood, raglan sleeves and storm fly front.

Permeation test results are available upon request.

FOR MORE INFORMATION CALL:

1-800-372-2282



BATA SHOE COMPANY, INC., INDUSTRIALS DIVISION • Belcamp, MD 21017

Circle No. 102 on Reader Inquiry Card

Safety tools for power equipment users

One might logically assume that the people who apply the most chemicals are the most concerned about safety within the green industries. There are, after all, more regulations for chemical applicators than anyone else.

A wrong assumption. The people who use outdoor power equipment—landscapers and mowing/management contractors—are just as concerned about safety. The equipment is very dangerous if not used properly, which is why liability insurance for these firms is so expensive.

What's been less available to these people than the chemical applications specialists, though, are the tools for training and education.

Some training videos and manuals have been produced by independent consultants. And some by the California Landscape Contractors Association. But these efforts, in total, have been few. And not well communicated to the industry.

That situation, fortunately, is changing.

The Associated Landscape Contractors of America recently released its power equipment safety video series—seven videos designed to teach proper equipment handling—with workbooks. Twenty-four sets were sold when the series was introduced at the recent Green Team Show in Orlando.

Some history:

Six years ago, Carl McCord, president of Maintain, Inc. of Dallas, Tex., was unaware of any such tools, and this puzzled him. Outdoor power equipment is very dangerous if not properly handled and maintained.

McCord took it upon himself to write scripts for video presentations designed to help reduce the number of accidents to power equipment operators.

Video scripts in hand, he set out and began soliciting equipment manufacturers for support for his video productions. He thought support would be forthcoming, and was a bit dumbfounded when it was not.

ALCA, with input from the CNA Insurance Co., eventually provided the support.

McCord's experience underscores a feeling among some contractors that the power equipment manufacturers have been lax in providing training. Some contractors go as far as to say the manufacturers are more

interested in their aftermarket business than worker safety.

The truth of the matter is that the commercial mowing industry has been a less obvious market for these manufacturers than the much larger, institutional groundskeeping industry. But that is changing.

Most of the large equipment manufacturers are starting to pay closer attention to the differences between the needs of the large, institutional



ELLIOT MARAS
EDITOR

groundskeeper and the mowing/management contractor. Most large, in-house operations have a staff of trained mechanics, for one.

The new ALCA videos provide a bird's eye view of what type of training the

contractors think their employees should have.

With the exception of the first video in the set—"Safety—Everyone's Concern"—the individual programs come with reference guides, and all have a program retention test.

The programs—about two and a half hours of viewing altogether—cover safe operating procedures, the basics of operation, capabilities and maintenance, injury prevention, and accident prevention.

The programs are: Safety—Everyone's Concern; Trim Mower; Mid Mower; Power Edger; Stringtrimmer/Brushcutter; Power Hedgetrimmer; and Backpack Power Blower.

They cost \$65 apiece and \$400 together for ALCA members; \$95 and \$600 for non-members. The videos can be ordered from ALCA at 405 N. Washington St., No. 104, Falls Church, VA 22046. Phone: 703-241-4004.

Elliot Maras



Professional turf performers.

First-rate disease and weed control demands a professional's touch. And here are the Turf Care products that have what it takes.

Daconil 2787. The cornerstone of a professional spray program. Daconil 2787 is economical to use and the most effective, broadest-spectrum turf fungicide on the market. Controls 12 major turfgrass diseases. Available as a flowable or wettable powder formulation.

Dacthal. The preemergence herbicide that consistently delivers superior broad-spectrum control of crabgrass, spurge and 22 other tough annual grasses and broadleaf weeds. Available as a flowable or wettable powder formulation.

Daconate 6. The proven postemergent herbicide. Highly effective against pesky weeds such as crabgrass. (Sold as Bueno 6 in western states only.)

2 Plus 2 (MCP + 2,4-D Amine). As effective as it is economical against more than 20 hard-to-kill broadleaf weeds such as clover and dandelions. Contains no dicamba.

Frigate adjuvant. The only product specifically formulated to enhance the performance of Roundup* for control of perennial and annual weeds. For turf renovations and non-cropland use, too.

When it comes to turf care, you'll see the difference in the professional's touch.

Fermenta Plant Protection Company,
5966 Heisley Road, P.O. Box 8000,
Mentor, OH 44061-8000.

The Turf Care® pros.

*Roundup is a registered trademark of Monsanto Company. Always follow label directions carefully when using turf chemicals.

CONVENTION REPORT

Activist to LCOs: both sides must reason

By ELLIOT MARAS
Editor

NEW ORLEANS—Don't expect to see an end to the pesticide debate in our lifetime, an environmental activist told LCOs recently. But be aware that there are areas of agreement which the two sides can build upon.

The "us versus them" mentality can end if the reasonable people on both sides continue to talk.

Reasonable dialogue it was when Pam Crocker-Davis, an environmental planner for Washington State's Department of Ecology, addressed LCOs at the Professional Lawn Care Association of America's conference in New Orleans. The purpose of her talk was to provide the activist's perspective in the often-emotional pesticide debate.

Ms. Crocker-Davis followed a presentation by Wendell Mullison, Ph.D., a consultant to the Dow Chemical Co., on the benefits of pesticides.

While the format was designed to show both sides of the debate, it was the first time PLCAA hosted a speaker from the opposition at its annual convention.

Ms. Crocker-Davis said both sides in the debate stereotype the other. While LCOs frequently accuse the activists of making unfair claims about lawn care, she related a story from her early days lobbying against aerial pesticide spraying in Washington State.

A logger testified at a public hearing that anyone who opposed the spraying was a communist, pervert and dope dealer. When it was her turn to speak, Ms. Crocker-Davis affirmed she was none of these, rather a Republican, a Texan and a bourbon drinker.

"There's a great legacy of distrust on both sides," she said. "There will be many failures before there will be few successes."

Ms. Crocker-Davis listed the following principles of what she termed the pesticide reform movement:

1) The pesticide registration system has failed. In many cases, adequate safety information does not exist—only 10 percent of the pesticides on the market have been fully tested.

2) Unlike smoking, exposure to the potential hazard is involuntary in the case of pesticides.

3) Pest management research is geared to chemical and not alternative methods. While pesticide use has increased ten-fold in the last decade, annual crop damage from pests has remained at the same level.

4) Registration tests that do exist frequently are not met before products are put on the

market.

On the final point, she noted that only the active ingredients, not the formulations, are subject to testing. In addition, there is no testing for synergistic effects when different ingredients are mixed.

"We do not understand why there is anything proprietary about health and safety information," she said, answering an argument she has heard from chemical companies.

A wide range of concerns exist within the pesticide re-

form movement, Ms. Crocker-Davis noted. Concerns about urban use differ from those about forest and farm use.

Areas of agreement

Some aspects that the two sides sometimes do agree on noted by Ms. Crocker-Davis were:

- 1) The need to eliminate unnecessary applications.
- 2) The need to show proof that successive applications, when done, are necessary.
- 3) Uniform notification systems.



Challenge: EPA official Tom Adamczyk takes issue with some of Pam Crocker-Davis' statements in New Orleans.

© 1988 The O.M. Scott & Sons Company

As you can see, quite a fine

By the square inch, nobody gives you more for your money than O.M. Scott.

That's because the particles of Scotts fertilizer-based pendimethalin are much finer, more consistently sized than typical competitive products.

So you get a higher particle count per square

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

Our own greenhouse and field testing, as well as independent university tests and five years of

She offered her listeners the following tips on how to debate with pesticide reformers like herself:

- Don't use the argument that pesticides are safe because they're registered with the U.S. Environmental Protection Agency.

- Be aware that weak federal laws will result in more state and local laws.

- Realize that neither side is going to change the other's mind completely, so try to identify areas of agreement.

- Realize that activists are anxious to support research for alternative pest management methods. (She noted that many are happy to see

'We do require data on every formula and formulation sold'—Adamczyk

some chemical companies investing in this area.)

- Respect citizen groups that choose to be responsible for non-chemical pest management programs.

- Be willing to share health and safety information.

- Don't assume that opposition to spraying is opposition to technology.

During the question and answer session, an EPA official in the audience challenged Ms. Crocker-Davis on the staff cuts she claimed have been made at the agency.

Tom Adamczyk, chief of the fungicide and herbicide branch of the EPA's registration division, said the agency's staff has swelled three-fold in the last 22 years.

In addition, "We do require data on every formula as formulated and sold," he said.

Ms. Crocker-Davis said her claim that the EPA staff has been cut under President Reagan was based on reports from the U.S. General Accounting Office.

LCOs say middle ground exists

NEW ORLEANS—Pam Crocker-Davis said a lot of things LCOs have been hearing about their industry for years—things they don't normally like to hear.

But she also told them there are reasonable people in the anti-pesticide camp that are willing to listen to the other side and try to meet them half way. People like herself.

Several LCOs interviewed after her talk at the Professional Lawn Care Association

of America conference in New Orleans expressed hope that the two sides can find a middle ground.

"I agree with a lot of her points," said Robert Magda, a vice president for Matawan, N.J.-based Lawn Doctor, Inc. "She happens to be one of the people we could agree with." He was glad she acknowledged there is some place for pesticides in modern society.

"I've long believed in IPM (integrated pest management)," Magda added. "How do we find more like her to deal with? The people on the far left are impossible to deal with."

"I think we're going to have to cooperate a little bit," said Bob McConnell, national sales manager for The Weed Man, Ltd., Ontario, Canada.

"I think she had some justified points," said Neal DeAngelo, president of Lawn Specialties, Hazleton, Pa. He said activists like Crocker-Davis help keep the industry honest. "It never hurts to have a watchdog, to keep everyone on their toes."

"Excellent," said Tim Doppel, president of Atwood Lawn-care, Inc., Sterling Heights, Mich. "She was going to respect (the fact) that some of our views she won't change and certain of her views we won't, and she could accept that."

"She's right," said Don Shope, general manager for Davey Tree Expert Co.'s residential and commercial services. "It's better to talk than to fight. I think it's a beginning. We should be talking to the environmentalists. We're as concerned about the environment as they are."

"She's as moderate as environmentalists go," said Jay McNalis, manager of Turftreet Lawn Service, Crystal Lake, Ill. "I think her approach is likely to be the approach that all environmentalist groups are going to be taking. We're starting to see that more and more."

Rick White, vice president of ServiceMaster Lawn Care, Wheaton, Ill., also welcomed Ms. Crocker-Davis' pliable attitude. However, he wondered about the cost of the alternative pest management methods she advocated.

The issue will have to be raised at some point, White said, since the alternative methods tend to be more expensive.

LCI

ee, we make e product.

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

Call 1-800-543-0006 for more information. Or contact your Scott's Tech Rep for help designing

a pre-emergent control program for your turf.

We think it's time you started enjoying the finer things in life.

Pendimethalin Plus Fertilizer



Circle No. 123 on Reader Inquiry Card



White: Questions remain.

CONVENTION REPORT

Contracts with clients aid sales efforts, collections

By JAMES E. GUYETTE
Managing Editor

Having lawn care customers sign contracts can clarify their service expectations and aid your collection efforts, according to J. Martin Erbaugh, president of Lawnmark Division/Erbaugh Corp. in Peninsula, Ohio.

A law in New York requires such contracts, and Erbaugh predicts that additional legislatures will follow the Empire State's lead.

"We'll be ahead of the game

here in Ohio and other states," he says.

The contract program was started last year for new customers. Existing clients do not have to sign the pacts.

In the next three to five years Erbaugh expects that 75 to 80 percent of his customers will be under contract.

He began thinking about offering contracts three years ago as a means to tighten up the company's sales efforts.

"We were looking at ways of disciplining our sales force," he says. "We had people who

were promising the moon."

With the contracts, "wild-eyed promises" can't be made because the sales people "have to articulate" the points of the agreement in order to close the deal.

Erbaugh says this procedure results in better customers. "They enter the relationship as a more informed consumer."

The contract also eliminates spending money on commissions and administrative procedures to set up a client who really doesn't want

the service.

In the past, a sales person might think a potential customer was agreeing to buy, when in reality that homeowner was just pondering the proposal. "A 'maybe' was taken as a 'definite,'" Erbaugh recalls.

Nowadays the applications don't begin until a signed contract is in hand, even if the customer agrees over the phone to buy. "The process of converting 'verbals' to signed contracts takes a little time," Erbaugh says, but he thinks

it's worth it.

"There are less arguments and things where (a discussion revolves around) 'you-said-this-and-you-said-that,'" Erbaugh reports.

The contract helps weed out "price shoppers" and "fringe homeowners."

Because the contract specifies that it will be renewed each year, it helps neutralize "quick cancels," the people who accept a spring treatment and then claim that they never ordered the application.

"It's a small percentage, but an irritating one," Erbaugh explains. "We have better grounding from a collection standpoint."

However, he says that if a customer balks at the contract terms, "we walk away from it."

Erbaugh described his contracts while in New Orleans at the national convention of the Professional Lawn Care Association of America. A delegate in the audience questioned the wisdom of having a contract if you're not going to enforce it.

"The truth is," answers Erbaugh, "it doesn't make sense to spend \$100 to collect \$30—even if you have a contract."

Collection efforts are suspended if they start to generate "ill will," but just having the contract in the first place seems to make for a smoother operation.

"We'll tend to stabilize the customer base with knowledgeable consumers."

Already the fall cancellation rate of new customers has been cut in half, Erbaugh points out.

Existing customers are sent letters explaining the contracts, but they are told they don't have to sign one since they are already a valued client.

Erbaugh says it's more important to establish a correct relationship with new customers in the very beginning, rather than worry about current clients.

The Lawnmark contract includes a number of sections:

- Services Provided
- Timing of Treatments
- Payment Terms
- Guarantee
- Service Calls/Service Continuity
- Other Services
- Continuing Service LCI



Erbaugh: Inform the client.

"Be a partner" with Special Olympians

A Special Program with Special Rewards

Under a bright winter sun, an icy breeze brings roses to cheeks as skiers move along a trail, some smoothly, others struggling. It could be any cross-country skiing event.

But soon differences appear. As the athletes cross the finish line, they are greeted with cheers of encouragement and congratulations—and hugs for every skier.

The contest is a winter event of the Special Olympics, patterned on the traditional Olympic games and conducted for athletes of all ages who have mental retardation. And while their movements may not be those of polished athletes, there is no mistaking the intensity of their effort, or the joy of their achievement, wherever they finish.

Dow and Industry to Sponsor. In 1989, Dow and the lawn care industry, through PLCAA and state associations, are Official Bronze Medal sponsors of the International Winter Special Olympics Games, by contributing more than \$100,000. To be held

in April 1989 at Lake Tahoe, the games will attract more than 1400 athletes from around the world. Events will include Alpine and Nordic skiing, speed skating, figure skating and floor hockey.

Special Olympics: a Special Program. The Special Olympics program, founded in the 1960s, is run by more than 600,000 volunteers. It provides year-round sports training and athletic competition for more than one million people with mental retardation.

For many of these participants, the program is their only opportunity to take part in activities which most of us take for granted. To say that Special Olympics are a bright spot in their lives is an understatement.

Special Volunteers. All types of volunteer helpers, from coaches and managers to trainers to fund raisers, pitch in to keep the program going.

One unique group of volunteers are the "huggers." They see to it that all participants at every event get warm personal recognition—regardless of where they finish. Competition is intense, but the medals won are less important than the effort put forth. The huggers have the rewarding job of rewarding the effort. And they love it.

If you'd like to be a hugger, or help some other way, contact your nearest Special Olympics office. Or see your Dow rep for lists of Special Olympics officials in your state, and ways you can support the year-round program in your area.

The Partnership makes it possible. Dow's contribution, in the name of the lawn care industry, is made possible by a program called The Partnership, Dow's commitment to you.

The Partnership brings together all the things Dow offers you. It includes not only the products you use, but many other pluses: industry-leading research and development, training for your technicians, business management seminars, legislative lobbying and assistance at national, state and local levels, and industry-wide public relations programs.

Dow's underwriting of industry support for the 1989 International Winter Special Olympics is one way of encouraging others to become involved in worthwhile local activities.

"Let me win, but if I cannot win, let me be brave in the attempt."
—Special Olympics credo



the Partnership
DOW'S COMMITMENT TO YOU

Circle
the
Reader
Service
numbers
of those
items of
interest
to you.



**GET
MORE
FACTS**

CONVENTION REPORT

Proper cultural practices vital to weed control

By **ELLIOT MARAS**
Editor

TAMPA—To control weeds on home lawns, the LCO can fight only half the battle himself. He needs the customer's support to get the job done right.

The LCO may have complete control over the fertilization and herbicide applications. But mowing and watering, which are just as important, are the customer's responsibilities.

LCOs must therefore educate their customers about cultural practices.

Proper cultural, agronomic and application practices in weed control were explained by Brian Combs, president of Vero Beach, Fla.-based Horticultural Management, Inc., at the Florida Turfgrass Association's annual conference in Tampa.

"It's our responsibility to encourage good cultural practices," Combs says. Pertaining to Florida, where bahiagrass and St. Augustine grass are the predominant turfgrasses, "The biggest problem with homeowners is they mow too close." This decreases the turf's carbohydrate synthesis and storage, causing more stress on the grass.

Bahiagrass, for example, should be cut at a height of three inches, Combs says. Removing more than a third of the leaf is detrimental.

Overwatering and under-watering will also encourage weeds, he says.

LCOs should tell their customers what weeds they will control, and should be careful not to promise more than they can deliver. Combs notes that competition is currently pressuring many LCOs to exaggerate their capabilities.

"Don't be afraid to point out to the client the condition of the sod which they've bought," Combs says, noting there is lots of cheap sod being sold. "Starting with high quality sod is the first step, but it's one step we have no control over and many times the customer has no control over."

Agronomic practices

Weed identification is the basis of the LCO's agronomic program in controlling weeds after they appear.

Once the weed is identified, the LCO can determine the best time to apply a post-emergent herbicide. An annual weed is hardest to control toward the end of its lifecycle.

Weeds have one of three types of lifecycles: annuals, which live one year; perennials, which live from year to year; and biennials, which live two years.

The growth rate of the weed should also be considered, says Combs. Weeds that are se-

verely drought-stressed or cold-stressed will have a difficult time picking up the herbicide.

Another factor is the morphology, or structure, of the weed. A thick, waxy weed will have a harder time picking up a herbicide than one with a thin, dry surface. And weeds with vertical leaves are harder to get good droplet coverage on than those with horizontal ones.

Product selection

The product label lists what

weeds the herbicide will control. What it may not list, however, is whether the herbicide is foliar or root absorbed, and whether it can be tank-mixed with other products. The label will usually say what effect it will have on ornamentals on the landscape.

LCOs should consult with their suppliers for this type of information if it is not on the label.

"For many of us, a good weed control program only comes after years of trial and error," Combs says.

Application methodology is also crucial. Combs says flat, fan-type nozzles will always give better coverage.

"Misapplication of material is probably the main reason for most failures and most injuries (to turf)," he says.

Proper sprayer calibration will insure proper application rate. All technicians and sprayers must be calibrated individually.

The smaller the droplet, the better the coverage. "One of the main factors in getting good coverage is droplet size,"

he says. Large droplets tend to fall off of leaf surfaces.

Turning the sprayer on and off a lot will affect the calibration, Combs says. This often occurs when a technician confronts a lot of obstacles in a yard.

Herbicides should be applied with 20 to 40 gallons of water per acre. **LCI**

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

A long dry spell. Sure, a camel can survive it. But few herbicides can. And one of the best is Surflan.

Many other preemergence herbicides begin to lose activity in only seven days, which means more callbacks. And more expensive reapplications. Certainly nothing to trust your good reputation to.

But Surflan's a lot more dependable due to its unique physical properties. It's more stable, so it can hold out many days for water. Yet it stays put, even during heavy rainfall.

Once activated, Surflan forms a zone of protection that keeps out crabgrass and goosegrass as long as 20 weeks. And more effectively than any other product you could use.

This time, put down the herbicide that waits as long as the camel for water. Surflan. See your Elanco distributor. Or call toll-free: **1-800-352-6776**.

Elanco Products Company
A Division of Eli Lilly and Company
Lilly Corporate Center
Dept. E-455, Indianapolis, IN 46285, U.S.A.
Surflan®—(oryzalin, Elanco)



Few things can wait as long as Surflan® for water.



Contractors hear clients on value of a landscape

By ELLIOT MARAS
Editor

ORLANDO—Landscape maintenance contractors who want to impress commercial property owners and managers should dress for the occasion. And never promise more than they can deliver. And always be available for questions when they arise.

That was just some of the inside dope that was available at the recent Green Team conference in Orlando. Attendees were privy to the aspirations and pet peeves of commercial property owners, managers and developers at a session on how clients view the value of a landscape.

The Green Team Conference and Trade Show is co-sponsored by the Associated Landscape Contractors of America's landscape management and exterior contracting divisions and the Professional Grounds Management Society.

A series of questions were posed to a panel which included Mili Boreham, vice president of Meliant Corp. of Nevada, a property owner; Tony Kaskey, vice president of property management for Picerne Development Corp., Winter Park, Fla., a developer; and Don Ellis, vice president of Fern Creek Properties, Inc., Orlando, a property manager.

Dave Minor, president of Minor's Lawn Care, Ft. Worth, Tex., moderated. Questions and answers, paraphrased, are as follows:

● **What is the most effective way to get on the bid list for a maintenance contract?**

ELLIS: There is no set way. I look for whether or not a vendor is dressed for the occasion. He breaks down a lot of the barrier that is separated by the desk. Do dress for the occasion. In trying to establish rapport, be low key. Don't try high pressure tactics.

BOREHAM: If you send something in the mail, make sure it looks professional. It makes me mad when our company name is not spelled correctly, or when the piece is not addressed to the right person. When I get something that looks professional I take a close look at it.

KASKEY: I once got a very professional package that included pictures of the worst looking areas of one of our properties which they said they could do better. They took the time to look at the property and take photos. Boy, that's effective.

ELLIS: I've gotten packages like that too. It is effective, but they shouldn't be too critical. And it won't work in all situations. Another thing you can do is call and offer to take me out to a job you've

done that you're proud of. The chances are nine out of 10 that I'm going to say yes.

● **How well do you know what landscape work is and isn't good?**

KASKEY: There is a wide range of knowledge among property managers. You as a contractor should ask the manager how much he or she knows about landscape work.

● **How can a contractor get credibility during the sales presentation?**

BOREHAM: It's important that you get to the bottom

line, meaning: Can you get the job done? It is irritating to hear a lot of promises.

KASKEY: One thing I do is I go out and look at my competition's sites and take bids from their contractors.

● **Do you ever bypass specifications in examining bids and go right to the price?**

ELLIS: From a property manager's perspective, I must recognize how landscaping fits into the management of a property. Sometimes price is the most important item. But

there are a number of jobs where it didn't go to the low bidder. Landscaping costs are very disproportionate on some properties. The landscaping is one of the first things that a prospective tenant sees. I have cut other budgets to put more into landscaping.

KASKEY: I don't always take the lowest bid. We try to look at what gives us the most for our money.

● **How do you determine how large landscaping should be in the budget?**

ELLIS: The common de-

nominator is square feet of building area.

● **If you as owner or manager don't provide specifications, is it best for the contractor to go in with a total care package or go in with a basic proposal and say we can provide more?**

BOREHAM: Most property owners will prefer a full service maintenance contract.

ELLIS: There's nothing wrong with asking a prospective client what type of proposal he wants.

Sure



**MORE GREEN.
LESS BURN. EASIER
APPLICATION, TOO:
ONLY N-SURE GIVES
YOU ALL THIS.**

With N-SURE, more nitrogen stays on the lawn for better greenup. That's because N-SURE's patented technology delivers controlled release nitrogen and less urea. It does not

volatilize like urea, so it stays right where you put it instead of dispersing into thin air. N-SURE provides easier application with less water, less waste and less downtime, because it is clear

• **What are the most important areas of service to you?**

ELLIS: The contractor must be available when the client has a problem. There's nothing more frustrating than getting an answering machine and not a warm friendly voice.

• **What are your pet peeves in dealing with contractors?**

ELLIS: Crack weeds are my number one peeve.

BOREHAM: Work that is left undone.

KASKEY: I want someone who's available. Never say "tomorrow" unless you're going to be there. I also want someone who gives me input,



Firing line: Fielding questions from mowing/management contractors at the Green Team Show are: Don Ellis (left), a property manager; Milli Boreham, a property owner; and Tony Kaskey, a developer.

tells me what's wrong with the property and suggests some solutions.

• **How often do you want to be contacted during the course of the contract?**

KASKEY: I like a detailed weekly report, including site plans with notations and suggestions.

BOREHAM: I also want a detailed report. I get very irritated when it's us that advises the contractor.

ELLIS: Once a week is good. And remember, the property manager wants to deal with the highest level manager that he can.

KASKEY: The contractor should ask the owner how

often he'd like them to call. I just want to know that he's available.

• **How do you prioritize price, service and quality?**

ELLIS: First quality, then service, then price.

BOREHAM: Same for me.

KASKEY: I agree, but a lot of the time I can't afford what I want.

• **If you could offer one piece of advice, what would it be?**

BOREHAM: Be sure that you can offer the service you have contracted for. Too many times, the answer is an excuse when a problem is pointed out.

ELLIS: I would also emphasize you must be honest, ethical and sincere.

KASKEY: Don't make a promise you can't keep.

• **Do you become offended if someone asks you what your monthly budget is?**

ELLIS: It isn't offensive, but there are times when the client won't answer.

• **How often do you go out to vendors' sites and see how well they are organized?**

BOREHAM: We do get invited out to see a lot of our vendors. It is important. LCI

thing.



and clean: easy to store and handle.

N-SURE delivers more satisfied customers with fewer callbacks. N-SURE really is a sure thing. It's your surest way to

a greener bottom line. For more information about N-SURE, write or call Triazone Corporation, One Gatehall Drive, Parsippany, New Jersey, 07054. 1-800-524-0135.

N-SURE

Circle No. 130 on Reader Inquiry Card

C-Geigy bolsters turf group

GREENSBORO, N.C.—Ciba-Geigy Corp.'s Turf & Ornamental Products Department has doubled its staff to manage an expanded product line.

"The added personnel will provide increased support for customer needs," says Bill Liles, department director, in announcing the expansion. "It reflects our company's commitment to service."

Owen Towne becomes product manager for the turf fungicides, including Subdue, Banner and Pace. The latter is a new product which was expected to be labeled late in 1988. He was previously responsible for market research.

Doug Houseworth, Ph.D., technical support manager, adds two technical support representatives to his staff. Marcus Juby, Ph.D., Blue Springs, Mo., will coordinate development and product support services with customers and university and independent researchers in states east of the Mississippi River. Jeff Kollenkark, Ph.D., Clovis, Calif., will do the same for the western states.

The company's staff of field marketing representatives increases from seven to 12. Ron Johnson was promoted to national accounts manager, and new employees include Mike Daly, Mark Jirak, Jimmy Johnson, Ray Lea, Russ Nielsen, Ken Russell, and Gregg Schaner. LCI

Identifying variables in estimating landscape costs

By **ELLIOT MARAS**
Editor

NASHVILLE, TENN.—You don't need to have seven years experience as an estimator to accurately determine landscape maintenance costs. All it takes is a proven method.

Phil Christian should know. As chief of ChemLawn Services Corp.'s maintenance division in the 1970s, he helped novice estimators accurately identify job costs in a few weeks' time.

To estimate accurately, one needs the known quantities—such as the area to be mowed, the equipment and manpower. The production factor—how long it takes to get the job done—can be adjusted to protect the accuracy of the cost estimate.

Christian, presently a consultant to lawn care and landscape management firms, shared his insights on estimating landscape costs at the recent Landscape Exposition in Nashville.

The first step is to measure the amount of turf.

Measuring the landscape

The objective of measuring

the landscape, Christian says, is to determine four basic quantities: 1) area of turf; 2) linear feet of edging; 3) area to be pruned; 4) area of shrub beds or mulch area.

A useful tool Christian devised is the Property Analysis Report.

One category, Other Grass Area, is for turf that could be maintained with a weedeater, bush hog or some special mowing equipment.

Another, the square footage of tree mulch, is arrived at by multiplying the number of trees by an average size of 28 square feet.

Large, bare spots are included in the area measured, but specially noted on the Property Analysis Report.

Areas that cannot be mowed with a 36-inch or larger front deck mower must be noted as "push mower" areas. "We differentiate only the areas for which we use push mowers," Christian says.

Such areas are usually areas where access is limited or restricted. Some areas might be too narrow for the 36-inch mower to pass without disturbing the beds on both sides.

In measuring, "You've got

'You've got to learn to trust your eye. Our eyes are so much more accurate than most of us believe.'—Christian

to learn to trust your eye," Christian says. "Our eyes are so much more accurate than most of us believe."

The eye can even determine the average length of an irregular landscape, he says. "Every single quantity of the landscape can be averaged with the eye."

He recalls that people just estimating for a few days were surprised to find out how accurate their measurements were.

Christian notes the following special turf areas to be marked on the report:

1) Rough cut areas, or areas to be bush hogged several times per year.

2) Steep slopes or banks that cannot be mowed safely with a push mower.

3) Large open areas or athletic fields that may require special equipment or special frequency.

4) Wet or swampy areas.

Once all the special areas are noted, the next step is to

measure the total square footage to be edged. This includes sidewalks, back curbs, areas around flat slabs, and any other joint between the turf and a hardscape.

Next, measure all the canopy area of the trees and shrubs to be pruned. "We've got to know the number of trees on the landscape, excluding the mature, native trees" which nothing is done with, Christian says.

Finally, measure the areas of the shrub beds—the areas that should be mulched.

Production factors

The production rate—how long it takes the crew to do a particular job—is based on past experience and production tests.

You never know how long the given job will take to perform, Christian says, but you do know the average length of time it will take.

He points out the significance of the Law of Compensating Error in estimating production time. When you perform the same activity over the same area using the same equipment, the number of times you finish early will equal the times you finish late over a long period of time.

"You estimate every activity as if it were done by itself," Christian says. "You estimate every job as if it were next door to the shop." After the costs are estimated, travel time is added in.

Making adjustments

The estimator can change the production factor to compensate for expected conditions that differ from previous conditions.

For example, suppose turf to be mowed with a 20-inch push mower is on unusually steep slopes, or is divided into small areas. The previous production rate of 10,000 square feet per hour can be lowered to 7,500 square feet per hour to compensate for increased difficulty.

Manpower costs

Manpower costs will depend on the hourly wage employees are paid. Christian says it is especially useful to keep a daily time sheet for each employee.

In addition, a job card for each job noting the hours spent on each activity, by date, will enable the supervisor to monitor progress.

"Any fluctuation in a natural flow should alert you, as a red flag," he says.

If, for example, weed control consumes an extra half an hour than it did the previous time that job was performed, the technician may be overspraying.

LCI

Are you fully equipped to do the job?



We are.

When your livelihood depends on your equipment, you can depend on Maruyama.

Whether pest control, landscape maintenance, nursery or greenhouse operating, produce growing or farming, you can count on Maruyama equipment for durability, quality and performance.

A Complete Line of Equipment:

- **Sprayers** — Manually or gas engine operated; backpack, cart, or frame mounted.
- **Brushcutters** — 5 models to choose from — 18.4cc to 40.2cc — low vibration, lightweight.
- **Trimmers** — Dual reciprocating blades 15.9cc or 24.1cc Mitsubishi drives, clean cuts.
- **Water Pumps** — Three models, 32gpm to 132gpm for irrigation or moving murky water.

- **Mist Dusters** — Handles liquid spray, dust, or granules.
- **Granule Spreader** — 18 ft. range, dry chemical or seed, with tank agitator to bust up clumps.
- **Blowers** — Powerful air blast makes cleanup jobs easy.
- **Soil Injectors** — For precise injection of chemicals.
- **And much more.**

Choose an International Leader.

Maruyama — producing the very best since 1895.
U.S. Office: Maruyama U.S. Inc.
15436 NE 95th St.
Redmond, WA 98052
(206) 885-0811
Head Office: Maruyama Mfg. Co. Inc.
4-15 Uchi-Kanda 3 Chome
Chiyoda-Ku, Tokyo 101, Japan



MARUYAMA

The very best.



Analyzing costs: Phil Christian explains the property site analysis report on the overhead projector in his talk before contractors in Nashville. He passed out copies of his property analysis report and the job card he uses.

When Lawn Doctor franchises move up to TURFLON, broadleaf weeds take a fall.



"TURFLON is more effective on the broadleaves that the competition is missing."—

Russ Frith, president
Lawn Doctor,
Matawan, NJ

If "easy" weeds were the only ones cropping up in customers' lawns, 2,4-D would handle the job. But that's not the case. You need a tough product to keep tough weeds down. Maybe that's why you should move up to TURFLON* herbicide.

The real problem with lawn care.

"Weed control is the most important problem," explains Russ Frith. And as president of one of the nation's most successful lawn care franchisers, he ought to know. In explaining how TURFLON has worked for Lawn Doctor, Russ says, "It does a better job on the tough to control weeds."

Prove it for yourself.

How do franchisers who use it justify broadcast spraying TURFLON at about \$9.50 per acre? "Reduced callbacks," Russ says. He adds that independent Lawn Doctor operators select their own products. Most are skeptical of TURFLON until they prove for themselves that it does a better job of controlling tough weeds. "Many who use it full service started with spot (spraying)."

Finally, Russ says one word describes the experience Lawn Doctor franchises have had using TURFLON: "Excellent."

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

Move up to TURFLON



*Trademark of The Dow Chemical Company

Circle No. 106 on Reader Inquiry Card

Ways of optimizing turf in shaded areas

By A. DOUGLAS BREDE

Trees challenge the best of LCOs, who, when applying certain herbicides through the hose, are constantly looking up and down in attempts to avoid driplines.

But trees are an important component of nearly every landscape. Lawns without trees and shrubs lack character. Furthermore, trees provide beneficial shade cooling to houses and their surroundings.

By understanding turf growth in shade, it is possible to optimize the growth of lawngresses in shade and peacefully coexist with trees.

"Turfgrasses really don't do well in shade," wrote agronomist Stephen Cockerham in *Wester Landscaping News*. "The most obvious problem with shade is the fact that there isn't enough light—that not being a particularly illuminating conclusion."

Reduced light affects nearly every facet of grass growth. Particularly hard hit are southern grasses, which have evolved under high light intensities.

Sunlight fuels growth in plants. With reduced light comes reduced carbohydrate levels. As with human beings, carbohydrates give plants the energy to grow, develop, and resist stress.

Plants respond to reduced light with:

- Reduced root systems—which means less resistance to drought.
- Thinner cuticles—cuticles are the wax-like covering of grass leaves that help fend off diseases.
- Poorly developed vascular systems—this translates to an increased tendency to wilt.
- Increased succulence—this makes plants more susceptible to wear, drought, and temperature stress, and to attack from insects and diseases.
- Weak, stemmy, upright growth.

Competition of tree roots with grass roots can be intense. Most people visualize tree roots as branches extending downward. But in fact, most active tree roots occur in the same soil profile as grass roots.

Trees go head-to-head with grasses in exploring the soil for water and nutrients.

Know It and Grow It author, Carl Whitcomb, Ph.D., has seen many a stately shade tree killed when the turf beneath it was rototilled. This illustrates that tree roots are right there—intertwined with grass roots, competing with them for essential elements.

Trees restrict air movement around turf. Restricted air movement leads to a

buildup of humidity, dew, and disease.

Allelopathy may also play a role in tree-turf interaction. Whitcomb has long speculated that tree roots excrete allelopathic chemicals that are toxic to the growth of grasses.

Whitcomb's doctoral thesis was done on tree root competition with turfgrasses. Evidently the trees won, as Whitcomb later became a noted nursery/ornamental specialist.

Turf shade research

There are several solutions available to the turf manager in coping with shade.

"Obviously, the first step to turf shade culture is to make every effort to reduce the problem by pruning, thinning, and removal of excess trees and shrubs," writes Cockerham.

Golf course superintendents are well acquainted with tree trimming as a means to increase air drainage. LCOs don't always have the option of pruning to minimize shade problems, though. Other options are needed.

Scotts, the lawn fertilizer people, recommend increasing the "feeding rates for a shaded lawn ... to compensate for the needs of the tree and grass."

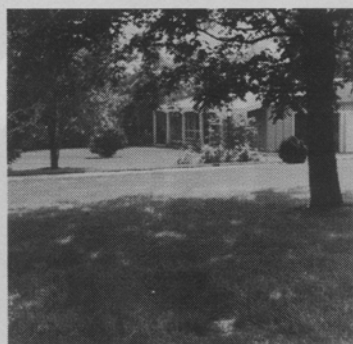
Conversely, Cockerham recommends that "shaded turf areas should receive much less fertilizer than the sunny areas. This helps to inhibit the development of succulent tissue which is more prone to injury from disease and wear."

Much of what we know about management of turf in shade is based upon observation and not on controlled experimentation. To the rescue is Rutgers' Bob Duell, Ph.D., and other scientists, who are performing controlled experiments on the effects of shade, and, more importantly, what we can do to combat these effects.

Duell and his graduate assistants set up an experiment to compare the performance of turfgrass under natural chestnut shade, under artificial shade cloth, and under unshaded, full sun conditions. "We measured the light beneath the trees with two kinds of meters," says Duell, "and we had 65 percent reduction in solar energy from the trees."

Duell tested two types of plastic shade cloth for its effect in creating artificial shade. Duell's artificial shade treatments would be analogous to the shade produced from buildings and other inanimate objects.

"The two plastic meshes we tested excluded 92 and 76 percent of the solar energy. Under the artificial shade, of course, the only stress was the reduction of solar energy. Under the trees, there was the additional stress of moisture and nutri-



Luxury turf: Kentucky bluegrass' sod-forming, rhizomatous habit helps fill in bare spots.

ents. We tried to maintain the plots so that these other stresses were not a significant factor."

With approximately equal management levels in the sun and shade treatments, Duell got differing responses of the grass.

"In full sunlight, we did get moisture stresses that browned the grass off. In the tree shade, in spite of occasional irrigation, the turf didn't look so well either. But under the 76 percent solar energy exclusion cloth, the turf really looked nice. Under the 92 percent exclusion, the turf looked really spindly, but it did survive."

Turf under the 76 percent light exclusion was soft, uniform, somewhat long bladed, and only a slight bit on the thin side. "To look at it, it was really nice turf," says Duell, "even across all six species that we tested."

Hard and chewings fescues performed best in Duell's trials, followed closely by tall fescue. Even the ryegrasses looked good, which was a surprise to Duell, since perennial ryegrass is not known for its shade tolerance.

Performance of Kentucky bluegrass was mixed, dependent upon cultivar. Kentucky bluegrass cultivars noted for their shade tolerance from other trials also did well in Duell's trials.

Duell also wanted to see if chemical treatments react differently in sun and shade. He hypothesized that grass might be more susceptible to chemical damage—specifically plant growth regulator phytotoxicity—when it was under the stress of shade.

"In fact," says Duell, "results were quite the reverse. The shading did not increase the intensity of phytotoxicity of the PGR. We got more phytotoxicity (browning) in full sun than in either intensity of shade."

Establishing turf in shade

Have you ever noticed that turf seems to take more water, more tending, and more time to get established in the shade than in sun? Research has shown this to be true.

If you're planting turf into

an area with existing trees, the tree roots are in place and well situated for sucking most of the irrigation water away from the young grass seedlings. Grass seedlings depend highly on light to power their maturation—with less light comes slower establishment.

Duell has observed this phenomenon firsthand on the Rutgers University campus.

"On campus, the grounds maintenance people have been trying every year since I've been there to reestablish a grass cover under the red oaks. Each spring they'd seed, get a showing of green for graduation, and then during mid-summer stress all the seedlings would die back.

"We were making no progress in spite of substituting lime and fertilizer in place of sunlight. It just didn't work."

Finally, after years of prodding by Duell, the maintenance crew began seeding in the fall. By seeding in fall, the grass seedlings could become established while the leaves were off the deciduous trees.

"There's one essential proviso, though, that they don't let the leaves accumulate under the trees during grass establishment. With their leaf blowers and vacuums, there isn't the detrimental effects on the seedlings as with other removal methods."

Karl Danneburger, Ph.D., turf professor at Ohio State University, has also noticed a long establishment period for shade-planted grasses. Ohio State has had a long history of shade research, owing in part to a grove of large deciduous trees just adjacent to its turf research plots.

"We seeded some large shade areas to turf," says Danneburger, "and we waited and waited and watered. It's just my observation, but it just seems longer to establish grasses in the shade."

"Shade cultivars" have gotten their reputation in part from their rapid establishment under shady conditions. Varieties like Glade, Eclipse, Summit, Ram I, Freedom, and Huntsville perform well in the shade because they establish rapidly—they utilize what limited light is available to the highest efficiency.

Al Dudeck, Ph.D., and Charles Peacock, Ph.D., in a technical article on shade, summed it up best: "Adaptation to shade ... is probably a combination of inherent properties and light induced morphological changes."

In layman's terms, certain varieties grow in shade better than others because they are efficient in light utilization and can adapt their plant form to the changing environment.

Powdery mildew

Many scientists believe

that the main limiting factor of long-term success of a grass variety in shade is its resistance to powdery mildew.

Powdery mildew is a highly parasitic disease that is seldom seen in full sun. It may be the need for reduced light, the higher occurrence of leaf moisture, or some other unknown factor that promotes development of this fungus in shade.

Long term survival of Kentucky bluegrass in shade is directly dependent upon the cultivar's level of powdery mildew resistance.

"Even in moderate shade, powdery mildew really knocks out certain Kentucky bluegrasses," says Danneburger. "If you're maintaining a high quality lawn, bluegrass varieties resistant to powdery mildew and melting out are essential. Some cultivars can be resistant to melting out in full sun, but you put them in the shade and they're not."

Danneburger advises turf managers to carefully select varieties for shade which have improved disease resistance.

Unlike Duell's research, Danneburger finds that perennial ryegrass performs poorly in shade. "The ryegrasses look good when you first establish them, but they get blotchy and die out in areas. I don't think ryegrass is an option for shade right now," says Danneburger.

Cultural solutions

Pruning is not the only option in combatting shade troubles. Careful cultivar and species selection is paramount. But other things can be done to help shaded turf endure.

● **Watering**—During establishment of turf in shade, the seedbed will need sufficient water, applied in many light applications. Seedlings planted in shade may take two to three weeks longer to emerge than in full sun.

Don't stop irrigating prematurely because you haven't yet seen green fuzz. After emergence, be sure to watch seedling turf for signs of drying out—moisture stress strikes fast in shade.

When turf is mature, minimize watering practices that leave the grass blades wet for long periods of time; this will help cut down on shade dis-

See **SHADE** Page 32



About the Author

A.D. "Doug" Brede, Ph.D., is research director for Jacklin Seed Co., Post Falls, Idaho.

When Jim Gourley moved up to TURFLON, callbacks in Kenosha went down, way down.



"Our resprays have decreased by almost 50%."—

Jim Gourley, owner
Lawn Masters,
Kenosha, WI

If you're like most LCOs using standard three-way herbicides, there are days when you wish the phone wouldn't ring again. Callbacks and cancellations can really get you down. Well, maybe it's time you moved up to TURFLON* herbicide.

One good reason to switch.

"We switched to TURFLON because we were having too many resprays," explains Jim Gourley. And after 22 years in the business, he's happy with the results: "Our records show that we do have much better weed control and many fewer resprays this year than we've ever had."

You'll save money in the long run.

"Yes, we pay more for TURFLON," Jim says. "But when I figure how much it costs us per respray, it's saving us lots of money. And that justifies the extra cost."

Jim adds that there's another reason he can't afford to make too many callbacks. "When you have to go out and do a respray, you're taking a chance on losing that customer."

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

Move up to TURFLON



*Trademark of The Dow Chemical Company

Circle No. 107 on Reader Inquiry Card

Photo album can help sell turf renovation projects



Photo finish: Customers feel more at ease when they know what to expect during the various renovation steps.

By JAMES E. GUYETTE
Managing Editor

Selling seed jobs can be made easier if potential clients are shown photographs of the entire process, according to Jeff Lefton, extension turf specialist at Purdue University.

"If I were in your shoes I would use pictures," says Lefton, who also is president of the Turfgrass Technology Center in West Lafayette, Ind.

An album of photos depicting each step of the process—such as a Roundup applica-

tion—will help reassure customers who are dismayed when they see the so-called damage that occurs during a lawn renovation, he says.

"It's not a magical thing that happens overnight," Lefton explains. "It takes more than a year to get the thing back in shape again."

The photo album can be a selling aid in neighborhoods where other renovations are in various stages of completion, Lefton says.

Knowing what to expect may also motivate the clients to practice better cultural

techniques.

Lack of frequent light watering is the No. 1 cause for lawn renovation failures, says Lefton, who was technical manager at ChemLawn Services Corp. for 13 years. He spoke in New Orleans at the Professional Lawn Care Association of America's national convention.

Lefton suggests that a 20 percent mix of annual ryegrass be added to the seeds being planted.

Why?

Because the fast-growing rye will fill in quickly to make the lawn look nicer in less time.

"The customer will look out the window and be happy," he says. "I think the addition of annual rye is a good idea."

The rye will eventually die, only to be replaced by the other planted varieties. In the meantime, that temporary lawn will help reduce call-backs.

Even so, the cost of return visits should be factored into the price and sales presentation. "You will be going back again, I assure you," says Lefton, who has previously served as an assistant professor at Ohio State University, and as a consultant for O.M. Scott & Sons.

Each client should get a list of step-by-step procedures to follow to help ensure that the project has a better chance of taking hold.

"It's how you communicate with your customers that decides how successful you are at this."

For LCOs, part of the sales negotiations should include a requirement that renovation customers sign up for a year's worth of treatments "so that you can keep an eye on it," Lefton says.

A bag of grass seed should be left behind at the house so that the homeowner can fill in any bare spots, Lefton advises.

All you have to do is ask. "Ninety-nine out of a hundred people may agree to help you out," Lefton observes.

Getting the homeowner into the swing of things can also help reduce callbacks, he says.

"The name of the game is how you handle callbacks."

When putting down the seed, LCOs and contractors should follow the rating guides closely, Lefton cautions. LCI

Brouwer 130, 224, 235, big numbers in turf rolling.



TR130, the walkbehind model that is ideal for smaller areas. Its compact size and maneuverability let you into those confined areas, between buildings and around obstacles

- 5 H.P. Honda engine
- Hydrostatic transmission
- Large rear support roller
- Special rounded edge roller to prevent turf damage

TR224, is the ideal rider model when access may be a problem, its 32 inch width allows it to roll almost anywhere

- 5 H.P. Honda engine
- Proven single lever clutchless F-N-R transmission
- 24 inch rolling width
- Lever assisted steering for exceptional maneuverability



TR235, for those heavy duty "larger area" rolling jobs this rider model features a extra large steering wheel for driver comfort, easy operation and less fatigue

- 8 H.P. Honda engine
- Heavy duty hydrostatic transmission
- Dual fill/drain plugs in each roller
- Rounded edge rollers to prevent turf damage



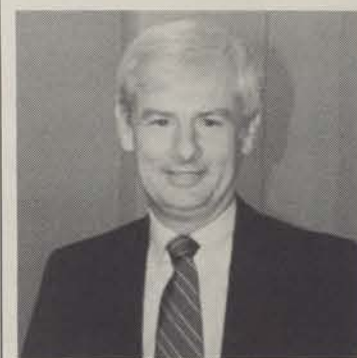
For more information, a live or video demonstration of This or other fine turf care equipment
Call your Brouwer dealer... TODAY

BROUWERTM
TURF EQUIPMENT LIMITED
An Outboard Marine Corporation Company

7320 Haggerty Rd./Canton, MI. 48187 Telephone (313) 459-3700
Woodbine Avenue/Keswick, Ontario, Canada L4P 3E9 Telex 065-24161 Telephone: (416) 476-4311

88-91 Copyright 1988 Brouwer Turf Equipment Limited.

Circle No. 103 on Reader Inquiry Card



Lefton: The rye grows high.

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



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

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

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

When more is less.

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

Reducing callbacks and cancellations is the key.

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

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

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

Move up to TURFLON



*Trademark of The Dow Chemical Company

Circle No. 108 on Reader Inquiry Card

Tips from the pioneers

Breaking away from standard service

By ELLIOT MARAS
Editor

Black and white TV is history, and I think weed and feed lawn care is also history." The message rang loud and clear at the recent Professional Lawn Care Association of America conference in New Orleans.

That statement from Jerry Faulring was the recurring theme of the standing-room-only panel discussion he hosted with Rudd McGary and Roger Funk—Breaking Away from Standard Service.

McGary went as far as to say that if you're strictly providing chemical lawn care 10 years from now, you'll be out of business.

This message certainly isn't news to anyone who's been reading the trade press for the last year. Expanding into disease control, aeration, seeding and even mowing is often more economical than trying to sell new customers the standard weed-and-feed service in a saturated market.

Diversification also serves to enhance customer loyalty—customers prefer dealing with a single vendor for as many services as possible. And it also provides a longer working season for the employee—which in turn fosters longer employee retention.

The question that hasn't been fully answered in past presentations, however, is *how* to break away from doing what you know how to do best without risking your business security.

That was the purpose of the overflow panel discussion—to enable three experts in diversification to share the benefit of their experiences.

Faulring, president of Gaithersburg, Md.-based Hydro Lawn, Inc., has made headlines for his success in adding new services. In 1988, he reaped a 20 percent revenue increase, mostly from additional services.

Funk, Ph.D., director of technical and human resources for Kent, Ohio-based Davey Tree Expert Co., blue-printed his company's near 50 percent reduction in pesticide use. The program resulted in a net customer gain.

McGary, Ph.D., a Columbus, Ohio-based consultant, has assisted hundreds of LCOs with diversification and other marketing endeavors.

One thing all three agreed upon is the need to ask customers what additional services—or change in existing services—they want. LCOs must formally survey their existing customers.

The LCO must know what the customer wants, what they are willing to pay for what they want, and who they are willing

to pay to get it done.

Davey Tree discovered that the customers with the most money were not the best prospects for marketing the additional services the company was interested in providing, Funk noted. Davey was not in a position to provide landscaping, and the wealthiest customers wanted to hire a full-service landscaper to do their mechanical services.

"You have to be very careful how you word the survey," Funk said. "You probably will

need help writing the survey." He noted that Davey received different answers in two questionnaires pertaining to pesticide concerns—because the wording of the questions was different.

He recommended hiring a professional research firm to design the survey.

McGary suggested going to the marketing or communications department of a local university.

Providing new services also requires a new customer edu-

cation program, Funk noted. Customers must be told why they should have the additional services.

Agronomic benefits

Funk sees adding mechanical services as a way for the LCO to do his old job better. "If we don't change the service we're providing, we're not meeting the new needs of the lawn," he said.

Fertilization programs have caused increased potential for lawn pests and com-

paction, he said, hence the need for aeration.

Improved technology has allowed for more customized programs, such as selective spraying for pests. If a customer has had blanket herbicide applications for at least one year, it's unlikely he still needs it every year, Funk said.

Davey selectively sprays for pests using its patented spray customizer. "There is no longer any justification for using full rates of the traditional petrochemicals," he said.

Funk pointed out that a company shouldn't diversify if it isn't providing its existing

These we waste.



Introducing CHIPCO® SEVIN® brand SL carbaryl insecticide, the only grub control material available to professional lawn care operators that is effective, economical, and environmentally sound.

CHIPCO® SEVIN® brand SL provides consistent and effective grub control.

At a cost no greater—and usually less—than anything else on the market.

Plus you get the peace of

mind that comes with knowing CHIPCO® SEVIN® brand SL is also widely used for the control of mites, ticks, and fleas on poultry, pets, and game birds.

So it's ideal for use on lawns, parks, golf courses, or any

service to its customers' satisfaction. "Make sure you consider diversification from strength, not weakness," he said.

Also consider whether or not you have the necessary labor. Funk noted that the already-tight labor pool is expected to get tighter.

Watch competition

One reason LCOs should consider adding more services is that, in some areas, their competitors are doing it.

Faulring said his market research showed customers will choose the company that can handle a greater variety of outdoor services. "We're losing

SOME DO'S and DON'TS

Jerry Faulring offers the following "do's" and "don'ts" when expanding into additional programs:

DO—

- Prepare to spend a lot of time preparing your staff for the transition.

- Computerize your operation if you have more than 1,000 customers.

- Plan for disaster at seeding time if seeding is a new service.

- Use a signed service agreement.

DON'T—

- Offer more than three programs in your basic promotion.

- Vary the number of treatments within a single program.

- Try to sell new programs to old customers through the mail only.

- Be afraid to start variable pricing when several programs are offered. **LCI**

customers now in our market area because they don't want to have these hassles (of doing yard work themselves)."

Subcontracting services is one option, he said, but customers prefer to deal with one vendor.

Presentation vital

The key to marketing additional services, Faulring noted, is simplicity.

When he first started experimenting with new services in 1985, Faulring offered his customers five different programs to choose from. Response was lukewarm.

In 1988, he offered three programs, and response was



Faulring: Keep it simple.

great. "Number one has to be simplicity," he said.

The basic programs are:

1) Healthy Care—complete fertilization, pre-emergent crabgrass control, broadleaf weed management, and surface feeding insect management. Average cost: \$225.

2) Deluxe Care—All of the above plus: disease management; unlimited inspections as needed; annual inspection and review. Average cost: \$275.

3) Emerald Club—All of the above plus: grub control, powerslit seeding; core cultivation; soil testing; and lime application according to soil test results. Average cost: \$450.

Percentage new sales and percentage new revenue were as follows: Healthy Care—23 percent new sales, 20 percent new revenue; Deluxe Care—46 percent new sales, 40 percent new revenue; Emerald Club—30 percent new sales, 40 percent new revenue.

Another benefit

One of the most important benefits of adding new services is the additional opportunity it gives you to talk to your customer, noted McGary.

"You've got to understand that there are sales calls and there are retention calls," he said. "Don't confuse the two."

He said every customer should be called just to see how the service is going. "Don't tell me you can't afford to call your customers."

A personal call or visit should follow every re-treatment. The technician should speak to the customer personally when he visits the property. If the customer isn't home at that time, someone should call in the evening.

McGary advised LCOs against expanding into indoor services. Buying times are different and oftentimes the person making the decision for outdoor work—usually male—isn't the same person deciding on indoor work.

McGary also advised LCOs to consider using the term "integrated environmental management" instead of "integrated pest management." "Pest" has a negative connotation. **LCI**



Funk: Wording is crucial.

These we don't.



area frequently used by people and animals.

And with CHIPCO® SEVIN® brand SL, you not only get effective control of the white grub complex, but 27 other turf pests, as well. Including tough ones

like chinch bugs, billbugs, armyworms, and sod webworms.

Ask your chemicals supplier for CHIPCO® SEVIN® brand SL carbaryl insecticide.

CHIPCO® SEVIN® brand SL is a product of the CHIPCO®

line that includes CHIPCO® brand 26019 fungicide and CHIPCO® ROSTAR® brand 2G pre-emergent herbicide.



PH RHOËNE-POULENC AG COMPANY

Female-owned firm in Texas has roots in treework



Happy duo: Helen Parra and Mary Buckno.

By JAMES E. GUYETTE
Managing Editor

GARLAND, TEXAS—They call her *La Mujer De Fierro*—"The Lady of Steel."

Mary Buckno, co-owner of Happy Landscaping in Garland, Texas was given that nickname by her Spanish-speaking employees. Buckno, 44, and her partner, Helen Parra, 37, have been running the business in the Dallas-Fort Worth Metroplex for 16 years. They don't know what it means to be discouraged.

Sure, their company has

felt the pinch of the drop in oil prices that has drained Texas' economy.

But Parra and Buckno are confident that business will improve. "It can only go down so far."

Already things have been looking brighter. "It's picking up a little bit," Buckno says, adding that she and her partner have confidence in themselves to turn things around. "We're strong—we're not going to give up—we're fighters. You can sit back and give up or you can struggle until there's no struggle left," she

says. "I have something a lot of people don't have, stick-to-it-ness."

The firm's pool of laborers hails from an extended clan of Mexican immigrants. "They're good men, they're legal, they're a good family," Buckno says.

Happy Landscaping has three Ford trucks, all with more than 200,000 miles on them. Jacobsen commercial mowers and McClain edgers are used. Most of the accounts are residential, although commercial work is done, too, including stonework and tree-work. "We'll take anything that comes along," she says.

Buckno began her career as a treeworker. "My dad had a tree business in New Jersey and for 10 years I was his right-hand man," she explains.

In her later youth Buckno left home to join a friend in the Lone Star State, and it was there that she met Parra. Parra consequently asked Buckno to join her business, although she was unaware of the depth of Buckno's skills. "She wanted a silent partner—so that's the way it was."

Buckno took her role seriously, meaning that she kept quiet—until the two moved to New Jersey.

There they attempted to take down a big elm tree that had Parra baffled, and Buckno stepped in and was able to figure out how to get the job done, she says.

After that episode Parra saw a renewed opportunity for success in Texas. "She said, 'To hell with this, let's go back to Dallas and do it right.'"

Parra came up with the name, Happy Landscaping. "Helen was always happy—she thought that was a good name for it. We've gotten some good jobs just because of the name. We've had a lot of repeat business, too, and that's the most important."

Buckno reports that she has run into sexism on the part of some people.

"They're always going to look down on women, but we're here and we're doing the work. I think a woman can do anything a man can do if she tries," she says. "I think a woman can meet any challenge."

Buckno finds the Texas climate attractive. "I like it because you can plant anything from tropical to northern species. You can make a yard look good . . . all year round if you plant right."

Buckno deals with the beastly hot summer heat by wearing a sun visor and tying her hair into two pony tails. She has another method, too: "I don't listen to the weatherman—if you don't know how hot it is, it won't bother you," she points out.

LCI

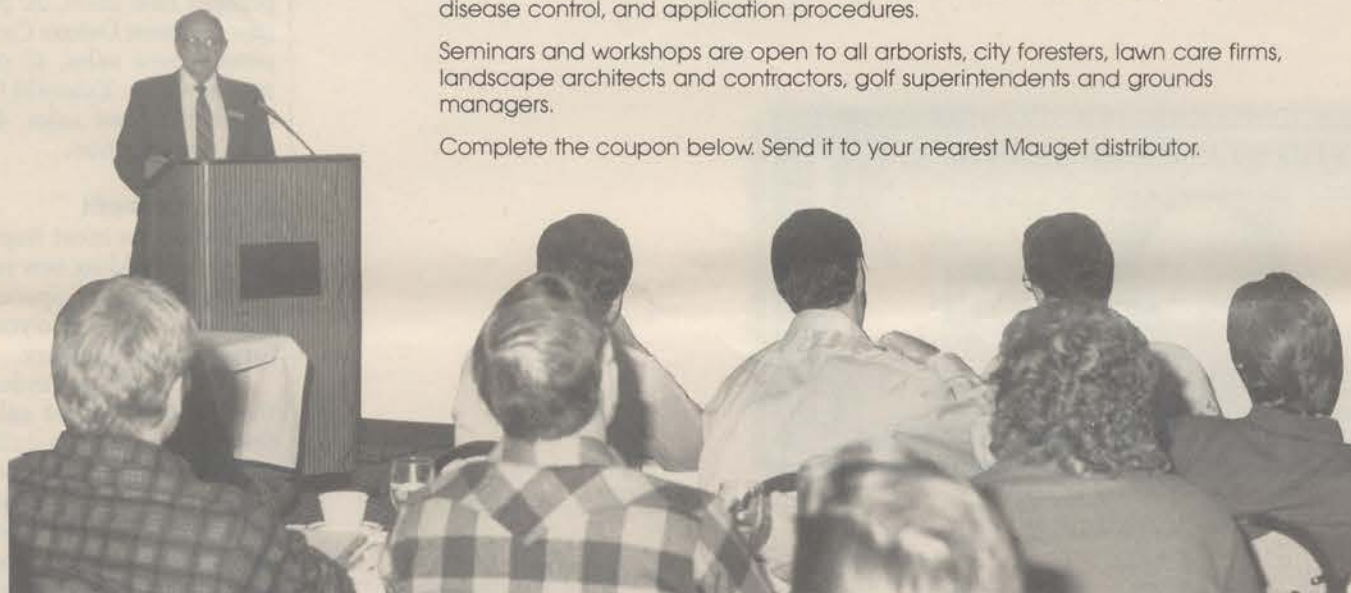
Pre-register for a Mauget seminar and save \$10.

Sign up now for a 1988-89 Mauget seminar and trim \$10 from the registration fee of \$45 per person.

Mauget Micro-injection seminars are designed to help you save trees. Each seminar discusses tree health and care. Topics include tree nutrition, insect and disease control, and application procedures.

Seminars and workshops are open to all arborists, city foresters, lawn care firms, landscape architects and contractors, golf superintendents and grounds managers.

Complete the coupon below. Send it to your nearest Mauget distributor.



Mauget Distributors

Prof. Tree Care & Injection
5471 Lake Howell Rd. #179
Winter Park, FL 32792

Mid Western Tree Experts
7635 Michigan Road N.W.
Indianapolis, IN 46268

Forrest Lytle & Sons
740 W. Galbraith Road
Cincinnati, OH 45231

Bradshaw Tree Service
(Distributor Representative)
P.O. Box 15430
Tulsa, OK 74158

Tree Inject Systems
9505 High Street
Clarence Center, NY 14032

Grand Rapids Tree Co.
310 Marion S.W.
Grand Rapids, MI 49504

Canadian Shadetree Service Ltd.
1540 Claire Crescent
Lachine, Quebec
Can H8S 4E6

Scientific Tree Care
1026 W. 8th Street
Panama City, FL 32401

Arbortech Inc.
P.O. Box 11451
Clayton, MO 63105

Lanphear Supply Division
1884 Green Road
Cleveland, OH 44121

Micro Injections Inc.
15108 Lake Magdalene Blvd.
Tampa, FL 33618

Farm and Forest Research Ltd.
1476 Wallace Rd. Box 295
Oakville, Ontario
Can L6J 5A2

Poulson Tree Service
2919 Jansma
Billings, MT 59101

Warne Chemical Co.
2680 Commerce Road
Rapid City, SD 57702

Artistic Arborist Inc.
706 W. Montecito
Phoenix, AZ 85013

Target Chemical Co.
17710 Studebaker Rd.
Cerritos, CA 90701

Gem Spraying Service
519 S. 100 East
Jerome, ID 83338

Cortese Tree Specialists
617 Deery Street
Knoxville, TN 37917

R.C. Humphreys
"539 Ferdinand, PO Box 87"
St. Francisville, LA 70775

Cole Tree Service
1201 Entrada Bonita S.W.
Albuquerque, NM 87105

The Tree Doctor Inc.
P.O. Box 1340
Hendersonville, NC 28793

Pruett Tree Service
550 SW Rosewood
Lake Oswego, OR 97034

Harrod's Tree Service
P.O. Box 5511
Fort Worth, TX 76108

Tree Lawn Inc.
3424 Doniphan Drive
El Paso, TX 79922

Liqui-Green Lawn & Tree Care
9601 North Allen
Peoria, IL 61615

Utah Spray Service
8574 S. 7th East
Sandy, UT 84070

Guardian Tree Experts
12401 Parklawn Drive
Rockville, MD 20852

Trees of Hawaii Inc.
(Distributor Representative)
91-326 Kauhii Street
Ewa Beach, HI 96706

Tree Clinic
P.O. Box 50179
Austin, TX 78763

Enfield Tree Service
408 Park Road
Elkhorn, NE 68022

D.H.D. Systems Inc.
2467 S. 170th Street
New Berlin, WI 53151

Arbo Service Inc.
25 Celtic Drive
Dartmouth, Nova Scotia
Can G9A 5L9

Send this coupon or facsimile to your Mauget Distributor today!

Save \$10 on the registration fee for a 1988-89 Mauget seminar.
Regular price \$45. With pre-registration coupon, \$35.

☒ Yes, I'm interested in saving \$10 per person at a Mauget seminar.
Send me the date, time and location of the meeting closest to me.

Names _____

Firm _____

Address _____

City _____ State _____ Zip _____

Phone (_____) _____

Send this coupon or facsimile today. Mail to the Mauget distributor closest to you for \$10 off the registration of a 1988-89 Mauget seminar. Coupon only valid for names listed. Attach additional names to pre-registration coupon. Coupon must be received by Mauget distributor 10 days prior to seminar. Coupons received less than 10 days will not be eligible for discount. Postmark determines eligibility for pre-registration discount.

LCI



J.J. Mauget Company

Safety program cuts insurance rates, wins award

By JAMES E. GUYETTE
Managing Editor

A Nevada firm's safety program has resulted in a 43 percent reduction in accidents, a \$3,000 drop in its insurance rates, and an award from the state.

The safety program cost virtually nothing to implement, reports Michael L. King of Reno Green Landscaping, Inc.

"There's a lot of things that you can use for free," he adds.

The company had previously been plagued with a rash of careless accidents. "It was just people not thinking," says King, who is manager of the Lawn Magic Division.

However, in the last 12 months Reno Green was able to cut those "lost time" mishaps by 43 percent.

The Nevada State Industrial Insurance System was so impressed that it honored the firm for its "outstanding effort and achievement in providing a safe working environment."

The award also praised the company's voluntary compliance with the Nevada Hazardous Communications Act.

"I had everything in line—and that was before the law was to go into effect," King recalls.

He says he hit the books and studied the requirements because "we could see the writing on the wall."

Also, experts from the State Industrial Insurance System came in and did an evaluation of the in-house safety program.

The SIIS people provided some tips, films and other advice. And company officials got busy to help eliminate the problems.

"Safety's really a concern of ours to begin with," says King.

The company has 40 peak employees, and they are all briefed on proper safety standards. They know how to operate the machines correctly, they know the proper clothing to wear and they know where the closest hospitals are.

The techniques are interpreted for the non-English speaking employees, too. "We don't exclude them," says Office Manager Teresa Wolfe.

(Wolfe proudly notes that a

... The employees get a paid day off for every three months that they are on the job with no lost-time accidents, no property damage, and no vehicle damage.

jobsite was recently inspected by officers from the Immigration and Naturalization Service, and that Reno Green's workers all had their papers in order.)

As another safety incentive, the employees get a paid

day off for every three months that they are on the job with no lost-time accidents, no property damage, and no vehicle damage. (A lost-time accident is one where the injury removes the worker from the field.)

Rewarding those workers does cost some money. However, Reno Green's insurance premium has dropped to \$4,000 after paying a high of \$7,000, King points out.

The safety program basically consists of twice-monthly meetings that last a half hour to an hour. This helps keep safety issues fresh in everyone's mind.

Discussions about the equipment play a big role in these meetings. Bad tires, weak brakes and burned out lights are pointed out and remedied, Wolfe says.

In addition, the company was able to line up free safety seminars just by asking.

"We had the loss expert from our insurance company come in," says King.

Representatives from Reno Green's chemical suppliers also came out to the firm to instruct employees on the proper handling of the various products available for use.

Reno is the second-largest metro area in the Sagebrush State. The company handles landscape installations, plus maintenance, hydroseeding and fertilization. **LCI**



"In the bigger picture, isn't what we do really just making sure that one more piece of a customer's American Dream is picture perfect?"

"And thanks to Lebanon quality, we do it quite well."



John Nugent, Lawn Magic, Inc., Bergen, NY

There's more to a beautiful lawn than meets the eye. It's the part of a homeowner's American Dream that depends on you—and the products you select.

Lebanon Pro fertilizer products are formulated for quick green-up. Uniformly sized for even distribution. Clean and easy to spread.

Plus Lebanon quality delivers one of the most efficient cost-per-thousand figures in the industry. And *that's* a pretty picture—for everyone.

For more information on our complete line of Professional Turf Products, call our Greenline at 1-800-233-0628 or 717-273-1685.



Lebanon
TOTAL TURF CARE
A division of Lebanon Chemical Corporation
P.O. Box 180 • Lebanon, PA 17042



King: Get free expert advice.

Monthly budget facilitates planning and forecasts

Most firms in the green industries base all their planning on anticipated sales volume. Sales forecasting, therefore, becomes the first step in the budgeting process.

The following factors must be taken into consideration:

• **Historical**—What has been your performance in the market over the past five years? Based on this information, you can set projections for the coming year.

Start with your known customer count, then factor in the

expected change in sales volume, month by month. This must be based on past performance.

Do this with each of the services you provide. Start with the full-service customers, then move to those who only take one service.

• **Trends**—Depending on the number of years you've been in business, there are some patterns to the timing of sales and cancels. There have also been trends in the growth of your business by type of service.

• **New factors**—With the changes in various regulations in the different states, the company must consider what impact these laws will have on the growth of the business. Pre-notification, product registration and sign posting will all have some impact on sales.

• **Management judgment**—Even with the development of the most sophisticated techniques for sales projections, management generally makes decisions based on its own experience in the

industry.

One of the best ways to fine tune a sales budget is to have the service technicians develop their own sales and cancel projections and then compare these to those of the manager.

Variable or operating expenses

Once the sales projections have been finalized, the variable expenses can be forecasted.

• **Materials**—Your agronomic program deter-

mines this budget. Be sure to allow for extra material for re-treatments.

• **Labor**—The pay rate in your market and the hours to be worked by your service technicians will determine this budget. Allow time for non-productive activities such as vehicle service, training and meetings.

• **Equipment**—This cost will depend on the number of vehicles and the type of equipment that will be used. Do not limit your thinking by the type of equipment used in the past if smaller, more cost-efficient items have been developed.

History will guide you in the cost of maintenance, fuel, etc. for vehicles and equipment.

• **Advertising**—The advertising budget will be determined by how much you wish to invest in customer attraction and retention. Any promotional activities should be part of this budget as well.

• **Fringes**—State and local taxes, unemployment compensation, disability insurance, health insurance, life insurance, pension, salary adjustments and other costs for your personnel should be budgeted here.

• **Sales commission**—Any expenditure paid to individuals that you anticipate to acquire new business should be budgeted here. In addition, costs for sales travel, signs and other items used in sales work should be part of this budget.

• **Business insurance**—The variable cost for liability insurance needs to be budgeted based on the volume of business that it relates to. Make sure that you are matching revenue types and premium rate categories when budgeting this cost.

Administrative expenses

Now that you have all of your variable expenses budgeted, it is time to address the budgeting of the remaining costs.

Look at your 1988 administrative costs month by month and decide which will not be needed in 1989. Then decide which will increase.

• **Zero-based administrative budget**—This is an opportunity to decide if some of your administrative costs have grown at a pace in excess of their benefit to the company. It assumes that all of

GET
SERIOUS...
about sales
training!

NOW
IT'S
EASY!

Introducing "Effective
Lawn Care Selling."

A complete video
sales training program.

So, now it's easy to
professionally train
your people how
to sell.

Developed by Dr. Rudd McGary and Mike Hiller, with All Green Management Associates, Inc. This course has been taught dozens of times throughout the U.S. with excellent results.

- ◆ This program combines watching the video, reading materials and practicing and video taping roll plays. The best way to teach.
- ◆ Personal feedback for each of your people and recommendations, via video taped roll plays. For every Participants Manual you order you'll receive a detailed evaluation for each person along with recommendations for future development.

◆ Specifically for the lawn care industry.

◆ Training that works.

◆ Better closing ratios.

◆ More confident salespeople.

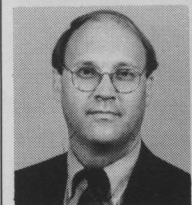
◆ Make more sales. ◆ Easy to use.

WHERE TO ORDER:

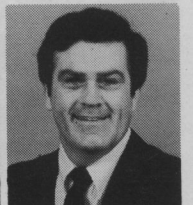
Acme-Ritz Productions
3592 Corporate Drive
Suite 103
Columbus, Ohio 43231

ORDERING INFORMATION.

Mail a Cashiers Check or Money Order for \$295.00 (includes video tape, and one Instructors Manual and one Participants Manual) plus \$9.95 for each additional Participants Manual to Acme-Ritz Productions. Questions, please call 614/891-3111.



McGary



Wandtke

About the Authors

Rudd McGary and Ed Wandtke are senior partners with All Green Management Associates, Columbus, Ohio.

your administrative costs do not have to be incurred for the new year.

Once you have finalized the administrative budget, review the projected profitability.

If results appear reasonable based on your firm's historical performance, this can be the final budget. If not, go back to each cost line and determine what can be cut there.

Contingency planning

It would be a mistake to assume that the plan you have developed will, in fact, work. Thus the need for contingency planning. There should be both an optimistic and pessimistic plan in place.

The optimistic plan assumes sales will match or exceed projections, and/or that cancels will fall below expected levels. Operating expenses then need to be reforecasted.

The pessimistic plan means cutting costs if sales and cancels don't match planning. LCI

PLAN

from Page 1

hiring phone solicitors, training them, and additional office supplies, not to mention the monthly phone bills. "Most companies don't consider all the fixed costs," DuCoin says.

An LCO who can maintain a fixed hourly cost of \$11 to \$13 is doing a good job, he notes.

The next thing to consider is the quality of the leads generated. Most solicitors will get four leads per hour, but how good will they be? "It doesn't matter how many leads are produced, it matters how many sales are produced," he says.

Just less than half the people contacted will agree to a free lawn analysis, DuCoin says. Of these, about half will actually qualify. The closing rate on those that do qualify is about 20 percent, on the average.

How good are the leads?

The solicitor should always talk to the homeowner. The solicitor will be able to determine how good the lead is by getting the following information from the homeowner:

- 1) The full name.
- 2) Full address and phone number.
- 3) Any factors, such as a dog or a fence, that will impair access to the property.
- 4) Any specific problem the homeowner would like to have looked at.

DuCoin says many LCOs make the mistake of having solicitors get minimal information so they can get more leads.

Solicitors must be closely monitored to be sure they are getting the right information, he says. LCOs should be aware that some solicitors are more interested in getting a "yes" response than qualifying the lead.

There are expenses incurred in going out to the home and measuring the property. "The important thing is how many sales are generated and what was the cost per sale," DuCoin says.

One advantage of an outside company is that the quality of soliciting is generally better.

Hiring a company

An outside company will charge a startup fee of at least \$150, DuCoin says, then an hourly rate. "When you hire a service there must be an element of trust, especially when production is low," he says.

The best advantage, he



DuCoin: Supervise solicitors.

notes, is that the outside company can raise or drop the amount of soliciting being done on a moment's notice.

This would be advantageous in a situation where a bunch of sales people quit, leaving no one to service leads, or if there were a rush of leads and no one to service them.

If you are considering an outside company, DuCoin suggests asking it the following questions:

- 1) How long have they been in business?
- 2) Do they have experience in lawn care?
- Do they have at least five telephone operating stations? (Anything less would not indi-

cate a long-term commitment.)

Soliciting should start in February, DuCoin says, in March at latest. He says LCOs can get good results in the summer, depending on how heavily solicited the area is.

DuCoin can be contacted at 601 Haddon Ave., Collingswood, NJ 08108. Phone: 609-854-1500. LCI

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

Why our post should be part of your pre plan for crabgrass.

ACCLAIM® makes your pre work better.

Because weather can affect the performance of preemergence herbicides, many lawn care professionals have resorted to making *two* pre applications. But now, Acclaim® 1EC Herbicide provides a *new* approach.

By tank mixing Acclaim with your late pre applications, you can skip the early pre treatment. An Acclaim/pre tank mix provides low-rate postemergence control of emerged crabgrass and insures that the pre will be at full strength later into the season, minimizing the need for later rescue treatments.

ACCLAIM works better on reseeded lawns. After a season of drought, you don't want a herbicide to interfere with established fall-seeded turf. That's the beauty of Acclaim.

You can delay or eliminate your pre on newly established turf and confidently plan on crabgrass control with Acclaim. Acclaim even allows you to overseed almost immediately before or after application. So even as

crabgrass is dying, you're replacing it with lush, beautiful turf.

ACCLAIM for total flexibility. Acclaim gives you new confidence against crabgrass, both early and late. As a rescue, Acclaim provides control you can count on without turf damage. By treating borders and sidewalk areas early, you'll control crabgrass before your customers ever see it.

And Acclaim can be used near ornamentals without damage.

The money-saving ACCLAIM program.

Take advantage of the special offer for lawn care professionals: Buy 3 gallons of Acclaim before March 31, 1989 and get 1 gallon free.

Read and follow label directions. Acclaim is a registered trademark of Hoechst Celanese Corporation. The name and logo HOECHST are registered trademarks of Hoechst AG. The name and logo ROUSSEL are registered trademarks of Roussel Uclaf S.A.

Hoechst
Roussel



ACCLAIM®
Because your turf is always on display.

MANAGEMENT TOOLS

Cash position analysis will help avoid cash crunch

Cash crunches are often a problem in the beginning of a business, but they can occur years later when the business tries to expand or suffers financial strain. In many instances, however, these crunches can be avoided.

Debt repayment capacity is fast becoming the leading factor that lenders consider in evaluating a company's financial well-being. The common problem is the business's failure to generate enough cash above cash operating expenses to meet current debt commitments.

A useful tool in avoiding a cash crunch is the cash position analysis, which is designed to show the ability of the business to meet its debt obligations.

Cash position analysis charts may be current, historical (completed for a designated past period of time) or projected (estimates for a designated future time period.)

The cash position chart should be completed for some future time period, preferably a business year, and monitored with actual figures on a quarterly or monthly basis. This will enable the manager to ascertain the company's cash position status as the year progresses.

The accompanying illustration shows a cash position for the calendar year 1988. The dollar entries are self-explanatory with the final figure, \$1,565, representing the projected estimated cash position for the year.

The figure indicates that with management's best estimates, the business should

Cash Position Chart: Evergreen Lawn Service, Inc. Period: January 1, 1988 - December 31, 1988

PLUS:	Beginning Cash Balance	\$ 2,000
	Cash Operating Receipts	114,300
	Sales of Capital Items	—
	Borrowings for Operating Expenses (added this period)	—
	Borrowings for Capital Purchases (added this period)	5,000
EQUALS:	Total Cash Available	\$121,300
LESS:	Cash Operating Expenses (excluding interest)	96,104
	Cash Capital Expenses	—
	Capital Purchases with Borrowings (this period)	5,000
EQUALS:	Cash Available for Debt Payments	\$ 20,196
LESS:	Principal & Interest on Operating Loans (existing + new this period)	1,180
	Principal & Interest on Capital Loans (existing + new this period)	17,451
EQUALS:	Net Business Cash Position	\$ 1,565

generate sufficient cash above its operating expenses to cover its debt commitments, including payment on \$5,000 of new investment in 1988.

In other words, \$1,526 is left for risk and uncertainty.

Although the sample analysis shows a positive cash position for 1988, the balance is precarious. There could be serious cash flow problems during periods within the year.

For example, a 2 percent reduction in sales volume, or increase in operating expenses, an uncollected account or some combination could throw the business into a cash crisis position.

This would suggest at least two management actions: 1) Increase the gross margin either through more business or higher prices; 2) Careful control of costs.

Cash flow deficiencies during the year could be such that additional borrowings to cover operating expenses (not shown in the above example) would be necessary. Payments in 1988 on additional borrowings of this kind, depending on the level needed and when dur-

ing the year, could more than offset the positive cash position shown.

A cash flow statement (to be discussed in a future article) on a monthly basis would be helpful in ascertaining the need for operating loans.

Covering payments

Information contained in the cash position chart will also allow management to determine how much of the cash operating receipts are needed to cover current debt payments (current debt ratio).

In the example, 16 percent of cash operating receipts are required to cover principal and interest payments on operating and capital loans: (\$1,180 plus \$17,451) divided by \$114,300, times 100, equals 16.3 percent.

A general rule is that debt payment (principal plus interest) should not exceed 25 percent to 30 percent of the cash operating receipts. When it is necessary to use more than 25 percent of the cash operating receipts to meet current debt, the business is likely to experience cash problems in cover-

ing its operating expenses and maintaining a sound relationship with its creditors.

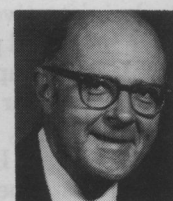
Fifteen to 25 percent is considered to be reasonably safe. Less than 15 percent of the cash operating receipts required to meet current debt commitments indicates that a problem is not likely to occur with regard to meeting debt obligations.

However, one needs to examine the frequency and the stability of cash income in interpreting these percentages. The more stable and frequent the cash income, the less risk of failure to meet current debt obligations.

In the example, if the cash position had been negative instead of positive as shown with debt payments requiring 16 percent of cash operating receipts, this condition would signal a cash crisis with excess-



R.K. Reynolds



W.R. Luckham

About the Authors

R.K. Reynolds and W.R. Luckham are associate professor emeritus and extension marketing specialist, respectively, in the Department of Agricultural Economics at Virginia Tech.

sive operating costs rather than debt load as the major contributing factor.

The "cash crisis" is the basic characteristic of failure for many lawn care businesses today and will likely be the case in the future. Constant evaluation of business finances is crucial. LCI

POSTING

from Page 1

for commercial applicators only.

In addition, the committee recommends written notices be given to occupants of single- and multi-family dwellings at the time of application. Residents must be notified who to contact for additional information on the pesticides.

The committee also recommends mandatory training and certification, Smith says. Anyone who applies a general or restricted-use product on a for-hire basis would have to be certified within a certain period of time.

The certification requirement would also include in-

house employees for commercial properties, Smith says.

The committee recommends that the North Carolina Pesticide Board study methods for obtaining reliable data on pesticide sales by dealers and on pesticide use by major end users.

Ron Wilson, owner of Perf-A-Lawn Corp. of Charlotte and Winston-Salem, says the sign posting would be no problem. He notes that most of the companies are already doing it.

The pre-notification requirement, however, is a different story.

"I don't like the idea of having to notify people prior to doing the service," Wilson adds. LCI

FLAGS

CAUTION

PESTICIDE APPLICATION

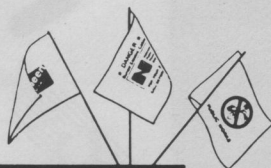
KEEP OFF



CUSTOMER: PLEASE REMOVE AFTER 72 HRS.

Designed especially for
the lawn care industry

- 9 flag colors
- 8 ink colors
- 90 bend in staff
Shipped straight. You bend when used.
- 18" or 24" PVC staff (1/8" diam.)
- Custom printed if you like



Less than 6¢ ea.
(Min. 1000)

Actual Size:
4"x5" flag

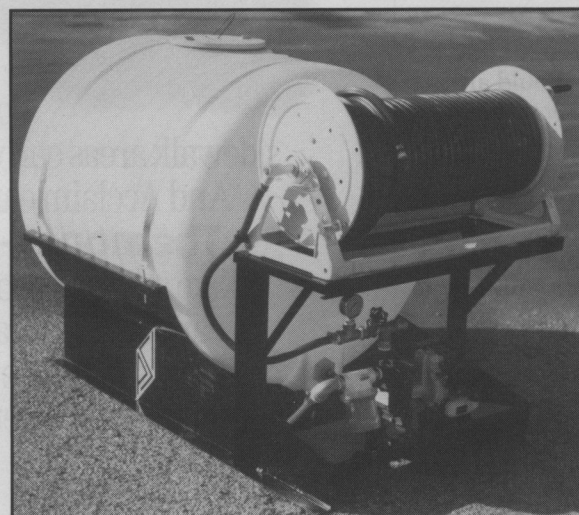
BLACKBURN

MANUFACTURING COMPANY
TOLL-FREE
800/942-5816 East of Rockies
800/552-3524 West of Rockies

P.O. Box 86 • Neligh, NE 68756

P.O. Box 276 • Cambria, CA 93428

PUMPING SYSTEMS INC. E091-20



200 GAL. LAWN SPRAYERS FROM \$1375

Choose from our complete line of lawn sprayers featuring diaphragm, piston or centrifugal pumps.

Pumping Systems Inc. also offers a complete line of replacement parts and accessories for most makes of sprayers.

CALL ABOUT OUR SPECIAL PRICE ON HOSE
800-638-1769

Circle
the
Reader
Service
numbers
of those
items of
interest
to you.



**GET
MORE
FACTS**

PROFILE

from Page 1

credit for," Duncan observes.

About 5 million homeowners have purchased lawn care previously, yet for some reason they have dropped it.

"There's a significant amount of the population who are inclined toward lawn care, and they can be brought back," he says, "which is a heck of an opportunity if people get out there and talk to these customers."

Who are these homeowners who are inclined toward professional lawn care?

- They are most likely in their forties, with 73 percent of them being older than age 40.

- They tend to have higher incomes, with 70 percent earning more than \$25,000 annually.

- They have a "traditional" household with two children.

- Educational levels are high, with 40 percent of them having a college degree, and 50 percent of those graduates earned advanced degrees.

- About 42 percent live in markets of more than 2 million people.

- Approximately two-thirds of them live in markets of more than 500,000.

- These people are most likely to live in the Northeast, especially the Mid-Atlantic states.

- They believe that an attractive lawn is important as a source of pride.

- They prefer to use brand-name products.

- They consider professional lawn care to be worth the expense.

On a local level, Duncan suggests that LCOs do some research of their own to determine who is actually living in their service area.

"If I were a lawn care operator—even the president of the company—I'd get out in the neighborhoods," Duncan says. "I'd take the time to talk to people and do my own survey."

He emphasizes that the logistics of the sales pitches play a crucial role: You have to make the contact at the correct time.

"It's far and away predominantly a male decision," Duncan notes. "You have to figure out ways to get to the male decision-maker."

He tells of an LCO who set up a marketing program that was to make its big push during the day. After talking to Duncan, "he said he was going to go back and change some things."

Telemarketing and other sales efforts should be made during the evening or on weekends to reach the men who make the purchase choices, says Duncan.

"I think a lot of companies should use telemarketing just

like large companies have been using it for years," he says.

Reaching out to the do-it-yourselfer should be made a top priority, Duncan believes.

Many do-it-yourselfers are doing it themselves simply because they have not heard an effective sales presentation.

Duncan feels that even a contented do-it-yourselfer can be sold if the pitch—and price—is right.

"You have to recognize that the do-it-yourselfer has a different approach to things, and a different mind-set toward what they'll be paying for it," he points out.

Who Is The Customer?

Lawn Care Demographics

- People most likely in forties (73% over forty)
- Income higher than other clusters — 70% with \$25,000 or more
- Traditional HH with two or more children
- Educational level highest of all clusters — 40% college grads (50% advanced degrees)
- 42% live in markets over 2M people
- Approx. 2/3 live markets over 500K
- Most likely to live in N.E. (Esp. Mid-Atlantic)

Lawn And Gardening Practices

- 49% purchased lawn care service in last 12 mo.
- 85% fertilize their lawns
- Males involved in fertilizer decision-making to greater extent than other groups
- Decision → 75% male/25% female

"You may have to tailor a program for them," Duncan adds. "It could be that they just don't want to pay for the

whole service."

As an example, a do-it-yourselfer may be perfectly happy tending his or her lawn,

yet taking care of the trees and shrubs is viewed as a dreadful chore.

An LCO with a tree and shrub care-only option can sign that customer up. "They don't want to do the *whole* job, but they didn't know that someone specialized in that particular area."

Duncan is a big fan of newsletters, and he maintains that an LCO's newsletter should also be sent to the do-it-yourselfer non-clients.

The newsletter should contain general information (such as tips on what types of grass seed grows best in the area) that any home gardener can put to use.

Sorry, crabgrass. Sorry, goosegrass. You won't be checking in here this season. Not on turf areas treated with Team preemergence herbicide.

Only one group has reservations. Your turfgrass. Even bentgrass can relax. Team is that gentle.

That means with a split application you can take an all-season vacation from weeds. From upset golfers, callbacks and costly reapplications.

Application is easy and accurate. Team gets to the ground where you want it. It won't leach out, even in heavy rainfall. Once activated, it forms a zone of protection that shuts

the door on weeds for up to 20 weeks.

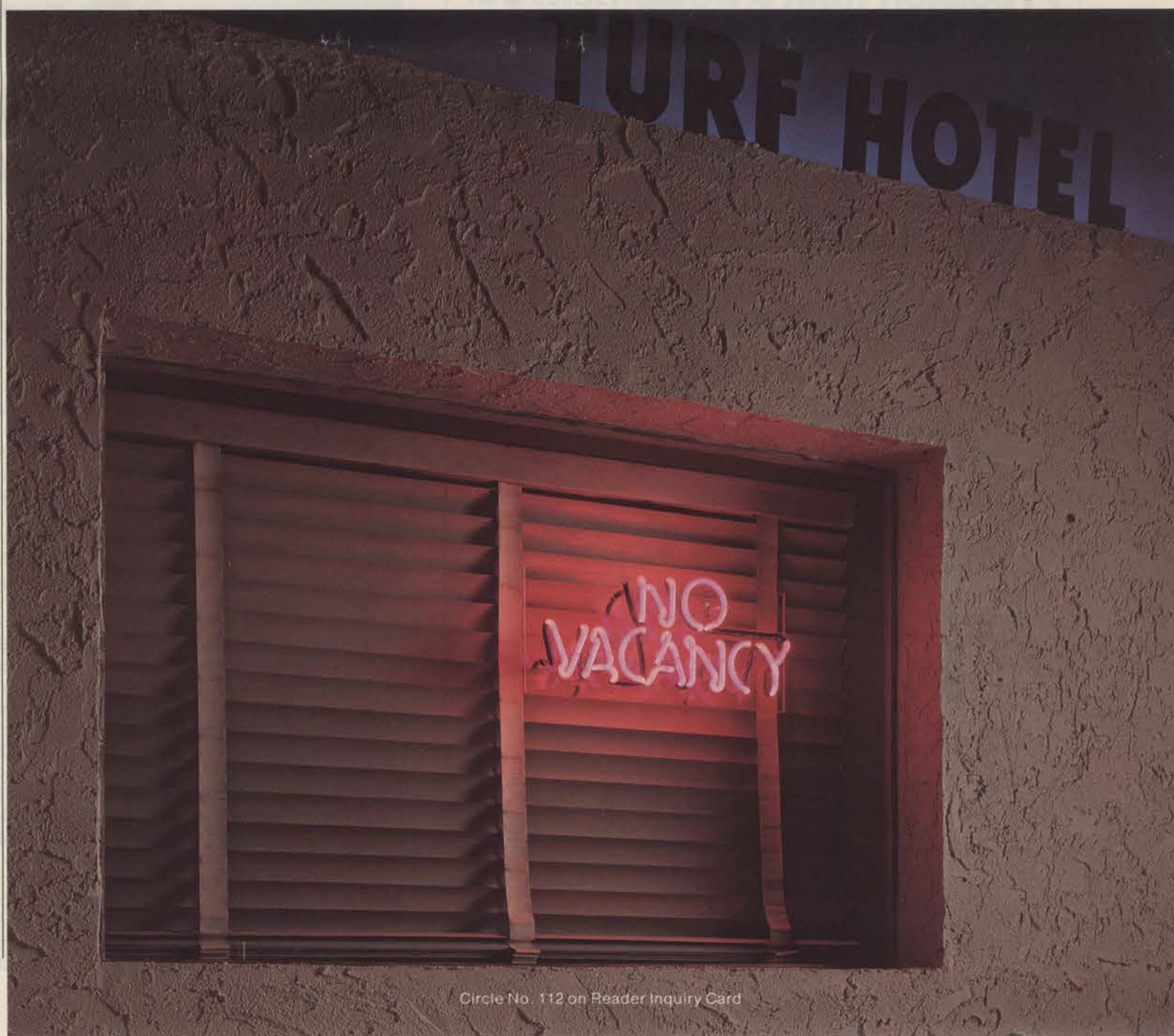
Team is widely available on dry fertilizer from leading formulators, and in granular form from your distributor.

So if weeds are planning to visit your turf this season, tell them sorry. You've booked Team for the season. See your Elanco distributor. Or call toll-free: **1-800-352-6776**.

Elanco Products Company
A Division of Eli Lilly and Company
Lilly Corporate Center
Dept. EM-455, Indianapolis, IN 46285, U.S.A.
Team™ — (bentazone-trifluralin, Elanco)
Refer to the Team label for complete use directions.



With Team™ on your turf, weeds won't check in all season long.



The First Affordable Tool for Precise Chemical Application

MT3000™ SPRAYER CONTROL

The MT3000 pays for itself many times over by eliminating costly over and under application of herbicides, pesticides and liquid fertilizer.

- Automatically Controls Flow
- Compensates for Vehicle Speed
- Monitors Spray Rate (GPA)
- Measures Volume Rate (GPM)
- Measures Gallons Applied
- Measures Speed
- Measures Area Covered (Acres)
- Manual Override for Spot Spraying
- Pressure Gauge on Console
- Individual Boom Control Switches
- Easy Installation
- Easy Calibration

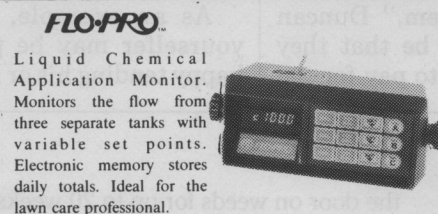
Take the guess work and waste from your spray program and watch the savings go in your pocket.



Direct measurement of MPH, spray rate, gallons applied, acres covered, and feet traveled.



Direct measurement of MPH, acres covered, and feet traveled.



Liquid Chemical Application Monitor. Monitors the flow from three separate tanks with variable set points. Electronic memory stores daily totals. Ideal for the lawn care professional.

For complete information on Micro-Trak products call -

TOLL FREE: 800-328-9613
Collect in MN: 507-257-3600

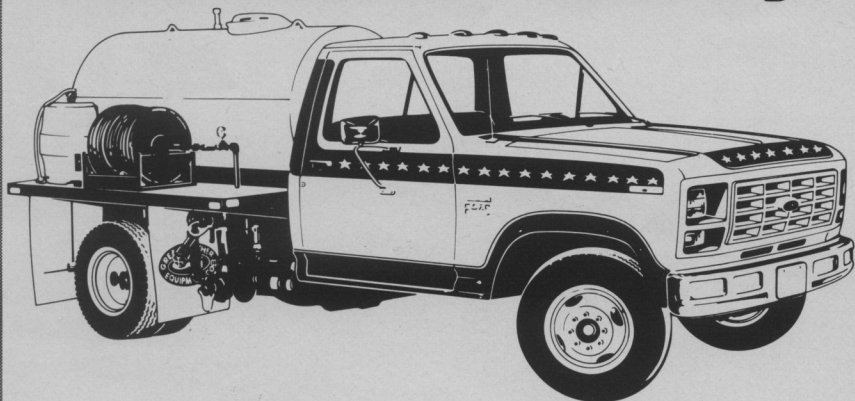


MICRO-TRAK™
SYSTEMS, INC.
An Electronics Company
© Copyright 1986

Circle No. 122 on Reader Inquiry Card

NEW

from
Precision Tank & Equipment Co.
for the
Lawn Care Industry



Precision, a leader in agricultural fertilizer application equipment for over 30 years — now brings the lawn care professional the NEW GN600.

Just look at these impressive GN600 features:

- 600 gal. stainless steel tank for 200,000 sq. ft. coverage.
- One ton Ford truck with 6.9 liter IH diesel engine.
- PTO driven 2-C-95 Myers Pump.
- Stainless steel plumbing, sparge line and full sump.
- American Nordic reel with 500 ft. of 1/2" hose.
- Industry-proven Chem-lawn Spray Gun with nozzles.

Other models - the GN1000, GN1200 and GN1600 offer the same top-of-the-line components with larger chassis and payloads. All Precision systems are available for mounting on customer-owned chassis.

NEW — a Portable Slide-in Skid Unit.

HOME OFFICE
P.O. BOX D
VIRGINIA, IL 62691
217/452-7228



PRECISION
TANK & EQUIPMENT CO.

ATHENS LOCATION
R.R. 2 • BOX 42
ATHENS, IL 62613
217/636-7023

Circle No. 125 on Reader Inquiry Card

"You'll build a clientele who really looks for that newsletter," Duncan observes. "Then you have the male decision-maker on the hook."

Who are these do-it-yourselfers?
• They are most likely to be under age 40.

• About 45 percent of them have incomes ranging from \$15,000 to \$35,000 annually.

• Forty-three percent of the households have one person who is employed.

• Half of them have some college experience.

• They are likely to live in markets containing less than 500,000 people.

• More than half of them have fertilized their lawns themselves within the past year.

• Only 4 percent of them have used professional lawn care.

• They consider price important.

• They are not impressed by brand names.

• They don't mind spending time on lawn care or housework.

• Buying decisions are made by the

males 70 percent of the time, and females make the choice 30 percent of the time.

• The No. 1 concern is the safety of the products they are applying to the turf.

Close to 70 percent of them consider safety to pets and children to be "extremely important." That figure is just slightly less for current lawn care customers.

Duncan says an emphasis on safety can help LCOs make more sales.

Regulations prohibit advertising that says right out that certain chemicals are "safe," yet that point can be made, for example, by showing a photograph of dogs and children romping on a lush lawn.

You can also note that your chemicals are approved for use by the EPA and that they are registered under FIFRA.

In addition, mention that the manufacturers themselves do extensive testing, and they would not release a dangerous product.

A description of the many safety precautions taken by the LCO can help drive that point home, too. **LCI**

Our Man of the Year



Remembering a friend: Bob Earley, left, publisher of *LAWN CARE INDUSTRY*, presents a plaque honoring the late Jim Marria as the magazine's 1988 Man of the Year. Accepting the plaque at the Professional Lawn Care Association of America conference in New Orleans is Mike Spicer, president of Perma Green Lawn Co., Boise, Idaho. Spicer was Marria's first employee when the company began in 1978.

PPPF

from Page 1

able regulation for urban, suburban and industrial use of pesticides."

Rock says it is important for the different segments PPPF represents to realize they have a common goal. He says regulations that impact one segment one day will impact another the next. In many cases, they use the same basic products.

Coalitions needed

Forty-four states have no pesticide coalition, and that alarms Wilkinson. "The state is where the real challenges lie," he says. He notes that many overzealous proposals come out of the states, where the pesticide users frequently have no organization to defend their interests.

To poise itself for these efforts, PPPF has broadened its support from the lawn care industry to include all urban pesticide using industries. The board of directors recently voted to expand its size to 22 directors, leaving room for 12 associations, five users and five product registrants.

As a result of this broadened focus, the organization's support has grown.

Wilkinson says support in 1988 was double that of 1987.

"We're relying more and more on other associations that are not strictly lawn care," he says.

Associations represented on the board include the Professional Lawn Care Association of America, National Arborists Association, Associated Landscape Contractors of America, Utility Arborist Association, and National Pest Control Association.

While the focus has extended beyond the lawn care industry, it has narrowed to include just the urban user. Prior to Wilkinson's tenure in late 1987, PPPF also addressed agricultural issues.

Besides providing information to state agencies, PPPF retains attorney Robert Kirshner in Washington, D.C. as a Capitol Hill representative.

Noting that users provide about half of the foundation's support, Wilkinson says support is presently strongest among LCOs and arborists. One objective is to increase the visibility among indoor pest control operators.

Support has also been strong from manufacturers, he says. He hopes to see more from distributors and formulators. **LCI**

NEW PRODUCTS

New video helps train lawn care sales people

Effective Lawn Care Selling, a video sales training program, has just been released by Acme Ritz Productions in Columbus, Ohio.

The course, designed by Rudd McGary, Ph.D., of All-green Management Associates, Inc., and Mike Hiller, Acme vice president, is specifically geared toward the lawn care industry.

The package includes a 35-minute video tape and manuals for the course instructor and participants.

Class members watch the video, use the written material, and then engage in role playing.

The "how-to" course contains little theory, and the easy-to-understand format can be used by large or small companies.

The program costs \$295. An instructor's manual and one participant's manual is included. Additional manuals cost \$9.95 each.

LCI

Circle No. 150 on service card.

Kentucky bluegrass, fescue, bermudagrass, ryegrass, bahia and zoysiagrass.

LCI

Circle No. 152 on service card.

Hustler Snow Track 440 handles snow and mows

The Hustler Snow Track 440 clears snow in the winter and converts to a rotary mower in the summer.

The machine has a hydraulically controlled, front mounted blade that gives 12-way action.

Retractable wings on the blade enhance snow-handling capabilities, and it is particularly well-suited for maneu-



vering through wooded areas, according to the company.

Quick-connect hydraulic fittings allow for the use of almost any rear attachment.

In addition to grooming ski and snowmobile trails, the Snow Track 440 can be used for snow removal in parking lots and around buildings.

It has a pressurized heated cab with tinted glass to reduce glare.

LCI

Circle No. 153 on service card.

**Doggett turf fertilizer has 4 forms of nitrogen**

Total 35-5-6 Turf Fertilizer from Doggett Corp., Lebanon, N.J., is a water soluble, liquid applied, concentrated formula with four forms of nitrogen.

It has nitrate nitrogen, ammonium and urea nitrogen and ureaform nitrogen.

The formula also has additional calcium and iron.

Tests showed a 25 percent increase in root and shoot growth, according to the company.

The low-volume product has a low salt index and is chloride-free.

LCI

Circle No. 154 on service card.

Pendimethalin .86 Plus 20-5-5 Fertilizer

Performance

Pendimethalin .86 Plus 20-5-5 Fertilizer in its granular form is easy to apply.

"One reason we used it was we beat the wind. Even with windy conditions in the spring in our area, we could go out in moderately windy conditions with the granular on the lawn where we couldn't with a spray."

Dave Murphy of Green Valley Company
Shawnee Mission, Kansas

Pendimethalin .86 Plus 20-5-5 Fertilizer is cost effective, covering in a single application with fewer callbacks.

"Price wise it's even with everything. We used a lot less weed spray this year, two barrels rather than four or five. I have to attribute that to Pendimethalin."

John Skomal of Custom Lawns of Omaha
Omaha, Nebraska

Pendimethalin .86 Plus 20-5-5 Fertilizer is a performance product from **The Source**, your performance supplier.

Ask John C. Prusa about Pendimethalin's Performance.

"Finally, we have a non-staining, quality dry fertilizer and Pendimethalin product for our use! Our branches are all real happy with the product quality and demonstrated effectiveness. We plan on using the material again in 1989."

John C. Prusa
Vice-President
Lawnmark
Rochester, New York

For more information on
Pendimethalin .86 Plus 20-5-5 Fertilizer,
call UAP Special Products for
your nearest location.



Special Products

1035 E. Dodge Street
Fremont, Nebraska 68025
(402) 727-8689



Circle No. 131 on Reader Inquiry Card

**Tecumseh making rotary OHV engine**

The first North American engineered and manufactured overhead valve engine for rotary lawnmowers is being introduced by the Tecumseh Products Co., Grafton, Wis.

The new 4-hp OVRM40 model has additional power, fuel economy and longer engine life, according to the company.

Tecumseh has been producing overhead valve engines in high horsepower for more than 20 years.

LCI

Circle No. 151 on service card.

LESCO making selective herbicide for turfgrass

LESCO's Three-way Bentgrass Selective Herbicide effectively controls black medic, buckhorn, chickweed, clover, spurge, purslane and other common turfgrass weeds on bentgrass and other species, according to the firm in Rocky River, Ohio.

Labelled at rates of three to four pints per acre, the active ingredients are dicamba, MCPP and 2,4-D.

The company says a wider range of broadleaf weeds is controlled when the product is used on other grasses, such as

SHADE

from Page 16

eases.

Water infrequently and deeply, preferably during the late morning hours so the turf can dry before night.

• **Mowing**—Turf in shade tends to be upright and stemmy. Cockerham recommends that, "most cool season species be mowed at about two and one-half inches (in shade). The higher cutting height increases the leaf area, thereby providing a greater capability to absorb light and synthesize carbohydrates."

Scotts recommends that, "once growing, the grass

should be mowed 1/2 inch higher than grass in full shade."

A particular mowing problem arises in the south. When bermudagrass is grown in the sunny part of a lawn and tall fescue in shade, one or the other species has to "take it on the chin" when it comes to mowing height.

More often than not it's the shade grass: the tall fescue ends up getting mowed at 3/4 inch in the shade, and the homeowner wonders why it doesn't survive.

• **Weed control**—Shade comes with its own gentry of weeds. Weeds we seldom see in full sun can be real problems in shade—ground ivy in particu-

lar.

Controlling these weeds can be complicated by limitations of the use of certain herbicides under the drip lines of trees.

On the positive side, however, there are several problem weeds we seldom see in shade.

"Many turf weeds are eliminated in shade," says Duell.

"You seldom if ever see crabgrass under trees." LCI

If you are interested in obtaining any available or additional editorial information research or reference materials published in this or previous issues, please direct your inquiries to Kathleen Maciuszko at (216) 826-2839, ext 839.

ChemLawn will appeal verdict

SOUTHFIELD, MICH.—ChemLawn Services Corp. will appeal a verdict awarding \$1 million to a postal worker who was doused with pesticides when a spray hose broke while she walked across a lawn. The accident occurred two years ago.

Karen James, a postal worker in Southfield, Mich., claimed she suffered health problems from the pesticides. The jury in the Eastern District Court of Michigan awarded her \$700,000 in actual and \$300,000 in punitive damages on Sept. 14.

"We're very disappointed with that verdict and we'll be appealing that," says Steve Hardyman, ChemLawn spokesman.

A hose from a tank containing a fertilizer/insecticide mix broke and sprayed Ms. James as she walked across the lawn. She claims she suffered a skin rash and had blurred vision as a result. LCI

Tests Prove Bio-Groundskeeper™ is Best for Thatch Reduction*



"Bio-Groundskeeper™ has shown excellent results...it makes our job easier..."

Jerry Haupt, Lakeland Landscape Services, Inc., Manitowoc, WI.

"I'm very pleased with KLM Bio-Systems' product."

Robert Hansen, Groundskeeper, New York Jets.

* Michigan State University research rated Bio-Groundskeeper™ most effective for reducing thatch.



For Thatch Reduction

KLM Bio-Systems, Inc.
10700 Normandale Blvd.,
Bloomington, MN 55437
1-800-884-4081

Circle No. 118 on Reader Inquiry Card

It's time!

To order your own Customer Newsletters for 1989.

It's quick, easy, and you can still save with Full Subscription rates and an Early Order Discount.

Call for FREE samples and an '89 planner.

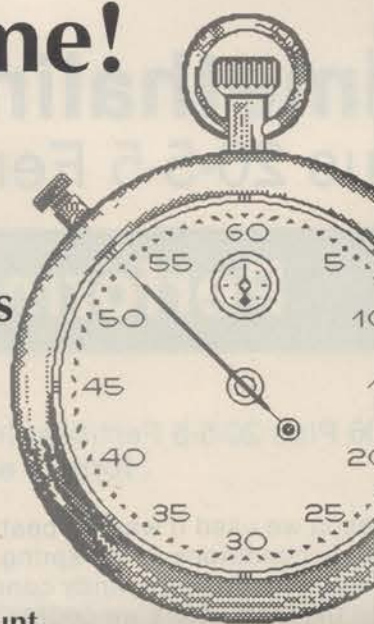
1-800-525-6999



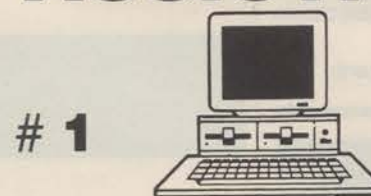
Focal Point
Publications

11171 Embassy Dr. Cincinnati, OH 45240

Circle No. 115 on Reader Inquiry Card



LAWN ASSISTANT



Call us to find out why 110 companies in the last 12 months have chosen the Lawn Assistant. Making us the #1 company for lawn and tree care software. To get a Free 80 page information booklet on the industry leader.

Call Toll Free:

1-800-422-7478

1-313-669-1118 (In Michigan)

Real Green Computers

2775 Haggerty Road, Walled Lake, MI 48088

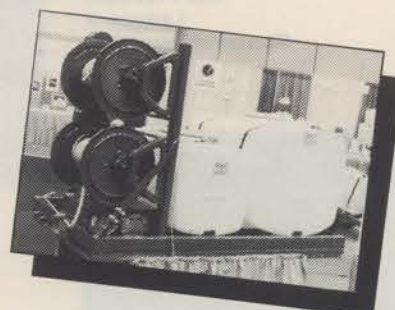
Circle No. 127 on Reader Inquiry Card

Finally—A Spray System That Won't Give You A Workout.

The ProTank Electric Spray System is the only true commercial electric sprayer on the market today. Instead of giving you the workout gas engines and other spray units do, it gives your customer's turf a workout and saves you valuable time. The ProTank Electric Spray System is equipped with a 1/2 horsepower motor capable of spraying 6 to 7 gallons a minute at up to 150 p.s.i. And all you lose are bulky pull-start engines, and the inconvenience of gas, oil, spark plugs, noise problems, and noxious fumes. The ProTank Electric Spray System will also take the crunch out of those expensive

downtime repair bills. It's built by C&S Turf Care—leaders in rugged, reliable turf care equipment.

We can show you how you can spend more time building your client list, and less time building muscles. Call today for complete information on the ProTank Electric Spray System.



We offer a complete line of electric and gas spray equipment and can custom design a spray system to fit your specific needs.



(216) 453-0770
C&S Turf Care Equipment, Inc.
3425 Middlebranch Road, N.E.
Canton, Ohio 44705

DEALER INQUIRIES WELCOME

Circle No. 104 on Reader Inquiry Card



CATCH A RISING STAR with the best in components design and servicing.

304 S.S. 600 gallon tank ELP • dual stage centrifugal pump (100 GPM or 200 PSI) • sparger agitation • PTO drive • 12 volt electric reel • low to the ground work platform • Options: 5 gallon hand rinse tank & bracket • SOLO 425 (475) 435 485 Knapsack Sprayer and stand



Westheffer Company, Inc.
PO Box 363, Lawrence, KS 66044
1-800-332-0003 In KS
1-800-362-3110 USA
1-913-843-4486 FAX

WE ARE MASTER DISTRIBUTORS FOR:

Myers pumps & replacement parts
Call for quantity discounts 1-50

Hypro diaphragm pumps & parts
GPI digital meters
Hannay reels

HOSE 300' & 400' lengths
Green Garde, Kuri-Tec

HANDGUNS:
Chemlawn, JD9-C, Hypro, Myers,
stainless steel

Circle No. 132 on Reader Inquiry Card

Share the joys of a lawn with your clients

A booklet featuring fun-filled facts on the pluses of having well-tended turf is now available for use by industry professionals.

LCOs and mowing/management contractors can incorporate this material in sales presentations and newsletters, or it can be utilized in neutralizing pesky lawn care critics.

The 31-page booklet is entitled *Lawn and Sports Turf Benefits*, and it was put together by Beverly and Eliot Roberts of The Lawn Institute in Pleasant Hill, Tenn.

The non-profit institute is funded by the seed industry, and the booklet sells for the bargain price of \$2.

"We sent 2,400 out to garden writers," Beverly explains. In addition to serving as a reference for newspaper people, the booklets have been put to use for industry seminars and talks before environmental groups.

It is already heading toward its second printing.

The turf manager who invests a pair of bucks in the tome is rewarded with oodles and oodles of good stuff just waiting to be inserted into the next press release or sales pitch.

Some examples:

- Did you ever wonder just how much grass there really is? The total turfgrass area in the United States is estimated to be 25 to 30 million acres (the size of the five New England states), with 81 percent of this being lawns—which amounts to more than 20 million acres. Community parks keep about a million acres green.

- Surveys show that a spiffy landscape adds 15 percent to the selling price of a home. The recovery value for a landscape investment hovers between 100 to 200 percent, compared to recovery rates of 40 to 70 percent for a new deck or patio. Crisp curb appeal can add 6 percent to the value of a commercial property.

- Undesirable noise levels can be reduced 20 to 30 percent by grass areas that absorb sounds.

- Lawns are important for lowering temperatures. Grass can be 30 degrees cooler than asphalt and 10 to 14 degrees cooler than bare soil.

- A 50 by 50-foot lawn produces enough oxygen to meet the needs of a family of four.

On a block of eight average houses, the front lawns have the cooling effect of about 70 tons of air conditioning. (The average home-size central air conditioner unit has a three to four-ton capacity.)

Grassed surfaces reduce temperature extremes by ab-

sorbing the sun's heat during the day and releasing it slowly during the evening.

- Grass plants will trap much of the 12 million pounds of dirt and dust released annually into the atmosphere, and an acre will soak up hundreds of pounds of sulfur dioxide during a year.

(This ability to soak up particles is one reason why airport runways are separated by grassy fields.)

- A mowed lawn can mollify allergies by controlling



JAMES E. GUYETTE
MANAGING
EDITOR

dust, pollen, seeds, spores and stinging and biting insects.

- A healthy lawn absorbs rainfall six times more effectively than a wheat field—and four times better than a hay field.

- Grass serves as a natural

filter of chemicals and other pollutants, such as acid rain.

- "Groundwater recharge" is another benefit of turf. An acre left in open space provides an average of 600,000 gallons of water table recharge per year.

- Lawns help prevent soil erosion. Nearly 6 billion tons of soil either washes, or blows, away each year. Every taxpayer helps foot the bill for the annual cost, which hovers somewhere near \$16 billion.

The booklet is written in

an easy-to-understand style, yet it also contains scholarly footnotes for all the facts.

A companion pamphlet suitable for mass distribution is available from the Lawn Institute. Entitled *The ABC's of Lawn and Turf Benefits*, it features more of the above information in a breezier form.

You can contact The Lawn Institute at PO Box 108, Pleasant Hill, Tenn. 38578. The phone number is (615) 277-3722.

James E. Guyette



Remember your roots.



Just dig beneath the surface a bit and you'll see why it pays to make Dacthal your preemergence herbicide.

With Dacthal you won't have to worry about stressed or damaged roots in desired turf. Because most turfgrass root systems have a high tolerance for Dacthal.

So while you may save a few bucks with less expensive herbicides, you may not save turf root systems.

And healthy turf is the bottom line in terms of satisfying customers and minimizing callbacks.

What's more, Dacthal has a proven record of performance on more than 20 annual grass and broadleaf weeds. Including the tough ones like crabgrass, spurge, annual chickweed, foxtail and *Poa annua*.

Given recent problems with crabgrass control and damaged root systems, it's no wonder lawn care professionals are making the Dacthal choice this season.

Remember, Dacthal is not water soluble, so it won't leach during wet conditions. And Dacthal is biodegradable, so accumulation in the soil has never been observed.

So why not make Dacthal your preemergence herbicide this season? Why not join a growing grassroots movement?

Fermenta Plant Protection Company, 5966 Heisley Road, P.O. Box 8000, Mentor, OH 44061-8000.



Always follow label directions carefully when using turf chemicals.

C'mon back to Dacthal®

CLASSIFIED

RATES: \$1.00 per word (minimum charge, \$35). Boldface words or words in all capital letters charged at \$1.25 per word. Boxed or display ads charged at 1X \$85; 3X \$80; 6X \$75; 9X \$70; 12X \$65 per column inch (one inch minimum). (Frequencies based on a calendar year). Agency commission allowed only when camera ready art is provided by agency. For ads using blind box numbers add \$15 to total cost of ad. Send ad copy with payment to: DAWN NILSEN, LAWN CARE INDUSTRY, 1 E. First St., Duluth, MN 55802. (218) 723-9505. Fax Number (218) 723-9615.

BOX NUMBER REPLIES: Mail box number replies to: LAWN CARE INDUSTRY, Classified Ad Department, 1 E. First St., Duluth, MN 55802. Please include box number in address.

BUSINESS OPPORTUNITIES

Diversified lawn service company located in Iowa City. More than 600 accounts with 65% having continuous service for 5 or more years. Also power equipment, (Snapper, Cub-cadet, Echo and Green machine), sales and service, lawn maintenance and indoor pest control. Call 319-354-7038. 1/89

For Sale: Western Colorado landscape contractor. In business since 1979. Revenue for last fiscal year around \$1,000,000. Sales derived from pest control, lawn fertilization and maintenance, and reclamation seeding. Asking price \$500,000, includes equipment value around \$200,000. Further information write: Eric P. Wallace, CPA, 580 24 1/2 Road, Grand Junction, Colorado 81505. 1/89

FOR SALE

HANNAY HOSE REELS: New in the box. E1526's and E1530's - \$339.00 We will ship and pay freight anywhere in the U.S.A. and Canada. Immediate delivery. Other size reels and parts available at fabulous savings! Call 313-543-2200, in Michigan. Outside Michigan - 1-800-843-LAWN. TF

FOR SALE: 1986 Howard Price Hydro 180. Rebuilt Hydraulic and Electrical Systems. Many new parts and new paint. Low hours. **MUST SELL.** (203)828-8640. 2/89

LANDSCAPE TRAINING VIDEOS. Intermediate mower maintenance field and shop repair, efficient/profitable mowing techniques, professional shrub trimming, plant installation, etc. **ENGLISH AND SPANISH.** Write for free brochure. C.D. Anderson, Landscape Videos, 515 Ogden Avenue, Downers Grove, IL 60515. TF

USED CHIPPERS, BUCKET TRUCKS, BOOM TRUCKS: Stump grinders, stake bodies, tree trucks and dumps. New Morbark and Woodchuck Chippers. Rayco stump grinders at discount prices. We also buy trucks and equipment. Opdyke, Inc., Hatfield, PA (Phil. area) 215-721-4444. 1/89

1983-1985 Lawn Care Spray Trucks -- Chevrolet C30, 1 ton, dual wheels, H.D. suspension, 6.2 diesel engine, P.S.P.B., 4 speed transmission, spray unit with 600 gallon fiberglass tanks, mechanical agitation, P.T.O. Driven 10 gallon Bean Pump, belt driven hose reels with hose and gun. Ask for Vern or Jim. 513-845-0517. 1/89

EXCELLENT BUSINESS OPPORTUNITY for motivated entrepreneur in Chicago Suburbs. Established lawn care franchise includes computer, equipment, and customers. Training and Financing available. Build equity for yourself and become part of a rapidly growing service franchise. Write to: Service Master Lawn Care, P.O. Box 1281, Addison, IL 60101. 1/89

SPRAY TRUCKS: 1979 GMC one ton, manual transmission, 2 new tanks 700 gallon capacity. 1978 Chevrolet 3/4 ton, automatic transmission, 500 and 40 gallon tanks. Both units equipped with John Beam R-10 dual piston pressure pumps, Hydro agitation, hose reels, new paint and rubber, well maintain and clean. Call Jim at (507)532-7313. 1/89

Ryan Mataway Seeder \$2000.00, Exel Huster 261 & 262 with Kohler engine & BAC-VAC \$3000. each. 216-659-9700. 1/89

SPRAY SYSTEM 300 Gallon Fiber Glass Tank 5hp Briggs I/C engine hydrocell pump 205' hose with electric reel \$1,900.00. Write LCI Box 208. 1/89

SPRAY TRUCK - 1985 Ford 1-ton. 600 Gal. SS tank. 14 H.P. Kohler engine. Hannay elec reel with 300 ft. 1/2" hose and Chemgun. Beautiful spray unit. Will send pictures on request. We will deliver. \$10,750.00. (402)334-7066 or (402)493-8113 after 5:00. 1/89

SPRAY TRUCK - '78 Ford LN600 1100 gal. SS tank w/mechanical agitation, 2 reels, 20/20 pump, 16 HP engine. Excellent condition. Make Offer. 317-966-7397. 1/89

TRUCKS, TRUCKS, TRUCKS!! 9 International Harvester 1973-1978 with complete spray package. 1600 and 1700 V365 and V446 gas engines, 1200 and 1400 gallon tanks with 10 gpm and 20 gpm bean pumps. Single and double reels available. Well maintained, selling at **READY TO PRODUCE prices.** Call Mr. Reid 612-884-3663. TF

SPRAY TRUCK - 1982 International S1700 9 litre diesel with 800 gal. Finn lawn spray system. Incl. PTO -mechanical agitation- 2 elec. reels w/400' Michlen hose ea. -excellent condition. Priced to sell \$10,500.00. Call F.R. Haskett (216)364-7544. 1/89

OLATHE SWEEPER - Model #48, hydrostatic drive, riding turf & grounds sweeper w/48" swath and 1 1/4 cu. yd. hopper. Also incl. utility bed and 3 pt. hitch -excellent condition. \$4,500.00. Call F.R. Haskett (216)364-7544. 1/89

SPRAY TRUCK - 1979 International S1600 345 V8 with 800 gal. Finn lawn spray system. Incl. PTO -mechanical agitation- 2 elec. reels w/400' Michlen hose ea. -excellent condition. Priced to sell \$8,000.00. Call F.R. Haskett (216)364-7544. 1/89

HELP WANTED

LAWN CARE - Applications are now being accepted for the following permanent positions in the Akron - Canton area. 1) Sales & Service Manager to direct all of our sales activities including field sales, direct mail & telemarketing. 2) Special Services Technician to perform aeration, renovation and tree & shrub care applications. 3) Turf Specialist to make standard lawn care applications. Persons selected for these positions will be compensated with above average wages & bonuses and receive all standard benefits including major medical insurance with dental coverage plus paid vacation & holidays and a company supplemented retirement plan. If you are interested in working for a fast growing company which offers a full range of landscape services to its customers & excellent opportunity for employee promotion, we encourage you to send your resume with salary requirements to: GRASS MASTER, INC. 204 Steiner, Canal Fulton, Ohio 44614. 1/89

ServiceMASTER

If you are in the lawn care business, ...in a related field, or...just looking to get started...

WE CAN HELP YOU GROW!

Our network of over 3600 independently owned franchised businesses worldwide testifies to our ability to help the small business owner to flourish. If you are enthusiastic, growth-oriented, and interested in learning what ServiceMaster has to offer, then we are interested in getting to know you!

For more information call:

Roger Nondorf
ServiceMaster LawnCare
1-800-255-9780

I am looking for a working manager for expansion of my company in the Washington, DC area. Granular seed and aeration format. Full benefits. \$25-30K. Must be aggressive and willing to excel. (301)963-8996. Ask for Mike. 1/89

MANAGEMENT OPPORTUNITY Mid-management position with established lawn & tree company. 30 miles north of Washington D.C. Solid base in growing community. Aggressive, honest individual to lead & manage operations & major accounts, plan & implement sales programs, & assist with budgeting, recruitment & training. Undergraduate degree & proven experience required. Excellent compensation and opportunity. Send resume and salary requirements to: Bill Harrigan, Green Life Lawn & Tree Care, 4539 Mack Avenue, Frederick, MD 21701. 2/89

LAWN CARE BRANCH MANAGER: National lawn care company seeking experienced manager for a midwest branch. Ideal candidate will have a proven track record of providing customer satisfaction, team building, and producing bottom-line results. Will be handsomely rewarded for growing an already large operation. Fantastic opportunity for the right person looking for a change and to better himself. Send resume, experience history, and salary requirements in confidence to LCI Box 205. 1/89

Lawn Care \$20M-\$50M

Career opportunities coast-to-coast. Employer retained. Experts in personnel since 1968.

USA Careers 515-394-2556
New Hampton, IA 50659

GROW WITH TURF: Career opportunities are available for professionals with experience in lawn care, landscaping and irrigation. We're looking for aggressive self-starters to join our organization. Thrive on the challenge of our growth. Enjoy above average earnings and excellent benefits. Send resume and salary requirements to Turf, P.O. Box 433, Moorestown, NJ 08057 or call 1-800-678-TURF. 1/89

CLEVELAND OHIO EMPLOYMENT OPPORTUNITIES We offer excellent salary and benefit package and opportunities for advancement in our design/build firm. Our expansion plans include establishing a branch office. We are accepting applications for people with skills in landscape architecture, design-sales, supervision of landscape installation, maintenance, tree crews and nursery. Please send your resume or give us a call. Yardmaster, Inc., 1447 North Ridge Road, Cleveland, Ohio 44077. (216)357-8400. 4/89

MANAGEMENT

Ever-Green Lawns Corporation, a division of the multi-national ADT Limited, interested in discussing management opportunities with lawn care professionals looking for a change. Please respond in writing only to:

Corporate Recruiting Manager
Ever-Green Lawns Corporation
1390 Charlestown Industrial Drive
St. Charles, MO 63303

GROUNDS MAINTENANCE/LANDSCAPE/LAWN CARE- Expanding grounds management and lawn care firm in Cincinnati seeks qualified and experienced personnel to fill openings in grounds maintenance, landscape construction, lawn care, and general pesticide application. Quality conscientious individuals knowledgeable in ornamentals, turfgrass, landscape installation, grounds maintenance, irrigation, or pest management should respond. Outstanding compensation and benefits available. Letter or resume to **PROLAWN PROSCAPE**, 11488 Deerfield Road, Cincinnati, Ohio, 45242; Attn: Dave Osborn. (513)489-2433, days; 677-9108, evenings. 1/89

BRANCH MANAGER

One of the nations leading Lawn Care Company's is seeking responsible, aggressive and self-motivating individuals for management positions.

Qualified candidates must possess excellent communication skills, prior experience and a degree preferred. Competitive salary, bonus and benefits with a tremendous opportunity for advancement. All inquiries are strictly confidential. Please reply to: LCI Box 206. EEOC/MFH

LAWN CARE - BRANCH MANAGER: Applications are now being accepted for the position of Branch Manager for a rapidly growing major lawncare company. Applicants must have a minimum of six years of chemical lawn care experience and three years sales and management experience. Competitive salary, bonus and benefits. Send resume and experience history in confidence to: P. O. Box 73, Dayton, Ohio 45449, Attn: B. Clements. 2/89

ENTRY LEVEL SALES

All Green Corporation is one of the fastest growing national lawn care firms in the country. Newly organized in 1987. We are in need of highly motivated individuals looking for a long term opportunity in sales and sales management. Applicants should have some college and/or sales experience. Positions available throughout Texas and Oklahoma. We offer; straight salary in upper teens, annual training program leading to management, gas allowance, full benefit package and relocation expense. Please send resume to:

**ALL GREEN
LAWN CARE CORP**
6100 WEST BY NORTHWEST BLVD, SUITE 110
HOUSTON, TX 77040

INDIANAPOLIS BRANCH MANAGER - Chemical lawn care, entry level. Grow with us in our new branch! Excellent opportunity for senior technicians or assistant managers looking to move up! For details, call Mike, collect, at Kapp's Green Lawn, Inc. 219-436-2901. 1/89

Career Opportunity. Established Southwest Florida firm seeks qualified individual to take over pest control portion of business. Must be quality and result oriented. Salary limited only by your abilities. Send resume to Lawn Care Extraordinaire, 395 Havana Road N., Venice, FL 34292. Or call 813-488-0688. 1/89

Echo-Wood Services, Inc., a family owned & operated lawn care business for over 20 years is now expanding into the tree/shrub care business. We are looking for experienced men & women who wish to have a career (not just a job) in estimating, selling & treating trees & ornamental shrubs. Must have experience & knowledge of the types & needs of all landscape plantings and trees. Salary, Commission, ESOP, company vehicle, division management position available the first year. Send resume, educational background & salary desired to Echo-Wood Services, Inc., P.O. Box 104, Calton, NJ 07830, Attn: Michael Papp. 1/89

REGIONAL MANAGER

Tremendous opportunity for the right person as a Regional Manager with a leader in the Lawn and Tree/Shrub Industry. Degree and managerial experience with multiple locations preferred.

The qualified candidate must have excellent communication and people skills. Excellent salary, bonus and benefits. All inquiries are strictly confidential. Please reply to LCI Box 207. EEOC/MFH

KT ENTERPRISES INC., a commercial landscape management firm servicing the Washington D.C. Metropolitan market, is now accepting applications for employment in the landscape maintenance department for the 1989 season and beyond. All positions offer excellent salary, health benefits, retirement and most important, an incomparable opportunity to work in a quality organization that will continue to offer gross and professional satisfaction. Please send a resume to and/or call our Personnel Director Caroline Senimore if you are interested in any of the following positions. Department Manager Plant & Turf applications. Supervisory-applications, Maintenance, Prunings, Floral. Sales, New Sales, Service Representatives, Landscape Senior Estimator - familiar with large commercial landscape projects. KT Enterprises Inc., "The Landscape Management Professionals," 7950-1 Woodruff Court, Springfield, VA 22151. (703)764-1870. 4/89

Landscape Maintenance Area Supervisors. Commercial & Residential Contractor seeks knowledgeable and hard working experienced field supervisors. Excellent Career opportunities for responsible, ambitious and self-motivated individuals with 4-yr. Horticultural Degree preferred. Excellent salary and benefits. We are one of the largest landscape contractors in the country and located in one of the fastest growing States, Florida. We welcome your resumes, Oyler Bros. Company, 1930 Silver Star Road, Orlando, FL 32804. 4/89

SALES MANAGER


Turf Ornamental supply business seeks a motivated person to direct sales in the Mid-Atlantic area. Applicant should have sales training and market planning experience. Competitive salary, benefits, with opportunity for professional growth. Send resume to:

Moyer & Son, Inc.
P.O. Box 198
Souderton, PA 18964
Attn: Ken

ADVANCE YOUR CAREER ...Seeking turfgrass technicians for positions that want to grow in one of the largest leading landscape - lawn maintenance companies in Akron, Ohio. Forty years established; dynamic, professional, progressive in growth and quality. Send resume confidentially to: **R.B. STOUT, INC. ATTN: MR. SEEBACH, P.O. BOX 287, BATH, OHIO 44210.** 2/89

LAWN EXPERT: Individual with education and experience to manage lawn service for progressive Central Jersey tree expert company. Growth opportunity. Send resume to P.O. Box 230, South Plainfield, NJ 07080. 1/89

TEN GOOD REASONS TO WORK SAFELY

 **National Safety Council**



MISCELLANEOUS

FREE 1989 CATALOG of Sprayers and parts from Perma Green Supreme includes custom made fiberglass tanks, Poly tanks, twin hose injection gun systems, hose reels, pumps, fittings and more. Hundreds of items for lawn and tree. Call toll free 1-800-346-2001 or 219-769-1630. 3/89

SERVICES

TRAINING & CONSULTING SERVICES: Technical, operational and managerial assistance available. Please contact: Philip E. Catron, M.S., P.O. Box 375, Damascus, MD 20872. 301-253-5652. 1/89

WANTED

Ever-Green Lawns, a division of ADT Limited, an international service company doing in excess of a billion dollars in sales, wants to acquire lawn care companies of all sizes. All inquiries strictly confidential. Please contact:

Steve Hirshmugl

Director of Finance and Acquisitions
Ever-Green Lawns Corp.
1390 Charlestown Industrial Drive
St. Charles, MO 63303
314-946-9700


Wanted to Buy - Lawn care companies of all sizes anywhere in U.S. wanted to purchase by national corporation. If interested, please respond to LCI Box 197. Strict confidentiality maintained. TF

WANTED TO ACQUIRE

Lawn care companies of all sizes in U.S. and Canada being sought by national corporation. Complete buy out or stay and grow with us. If interested, please call me directly:

John Hayes
President
TRU GREEN CORPORATION
(404) 442-8700

STRICT CONFIDENTIALITY
MAINTAINED

 **TRU GREEN**

Orkin Lawn Care, a division of the world's largest pest control company, is buying lawn care companies of all sizes nationwide. Make your company part of an organization with a proven growth and management record. All replies confidential. Please contact:

JOHN RAYMOND
Director of Acquisitions
Orkin
2170 Piedmont Road N.E.
Atlanta, GA. 30324
404/888-2802

Division of Rollins, Inc., a NYSE Company

LAWNAMERICA, INC. a diverse lawn care company, is seeking acquisition candidates in the South Central Region of the country. We are a publicly traded company making your company and personal growth potential very unique. Send information in confidence to: **LAWNAMERICA, INC., P.O. Box 470445, Tulsa, OK 74147, Attn: Lee Ellis, President.** 1/89

ADVERTISERS INDEX

NO.	ADVERTISER	PAGE NO.
101	All Green	26
102	Bata Inds.	4
133	Blackburn	28
103	Brouwer	18
104	C & S Inds.	32
105	Dow/Dursban	2-3
106	Dow/Turfion	15
107	Dow/Turfion	17
108	Dow/Turfion	19
110	Dow Chemical	8
111	Elanco/North	11
109	Elanco/South	11
112	Elanco/Team	29
113	Fermenta	33
114	Fermenta	5
115	Focal Point	32
116	Hoechst-Roussel	27
117	J. J. Mauget	22
118	K L M Bio Sys.	32
119	Lebanon Chem.	25
120	Lesco	36
121	Maruyama	14
122	Micro Trak	30
123	O.M. Scotts	6-7
125	Precision Tank	30
126	Pumping Sys.	28
127	Real Green Computers	32
128	Rhone-Poulenc	21
129	Spring Valley	35
130	Triazone	12-13
131	U.A.P.	31
132	Westheffer	32

New Products

150	Acme Ritz/Video	31
151	Tecumseh/Valve engine	31
152	Lesco/Herbicide	31
153	Hustler Snow Track/Tractor	31
154	Doggett Corp/Turf Fertilizer	31

This index provided as an additional service. The publisher assumes no liability for omission or error.

Wrong name

CLEVELAND—Steve Bizon, owner of Bizon Maintenance Co., Wilsonville, Ore., was incorrectly identified as owner of Pro-Grass, Inc. of Wilsonville in last month's LAWN CARE INDUSTRY. Pro-Grass is owned by Paul Bizon. LCI

MOWING

from Page 1

A survey completed by 77 conference attendees revealed that for many companies, mowing is the number one service, both in terms of revenue and expenditures.

The LAWN CARE INDUSTRY asked Green Team attendees about their mowing sales, expenditures, types of equipment used, and payment methods.

Some results are as follows:

Customer base

Single family - 18%
Multi-family - 15%
Commercial/industrial - 52%
Gov't/Inst'l - 15%

Average size properties (In square feet)

5k-20k - 19%
20k-50k - 13%
50k-100k - 12%
100k-200k - 19%
5 to 15 acres - 16%
15 to 115 acres - 14%
Over 115 acres - 6%

Equipment presently owned

Rotary riding mowers - 88%
Reel riding mowers - 18%
Rotary walk-behind mowers - 84%
Reel walk-behind mowers - 27%
Hand held power tools - 88%
Zero-turning radius mowers - 43%

NY regs final; industry sues

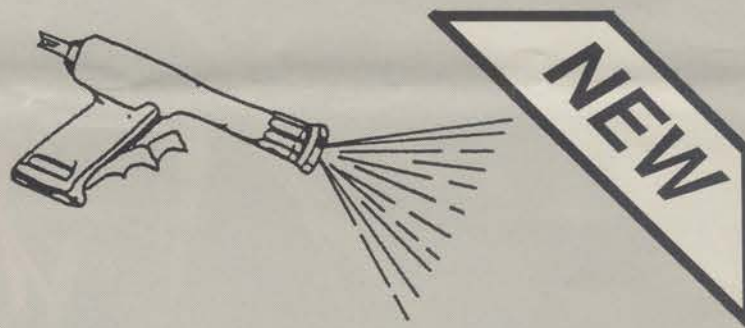
NEW YORK—The New York Department of Environmental Conservation recently released the final version of its controversial pesticide regulations. A coalition of pesticide users, meanwhile, filed suit to halt enforcement.

The regulations which the DEC and industry groups have been battling over for two years include sign posting, customer information sheets, 48-hour pre-notification, and other requirements.

The New York State Pesticide Coalition has sued the DEC in federal court, claiming the warning signs, information sheets and other printed materials violate federal law.

The Professional Lawn Care Association of America, the Pesticide Public Policy Foundation, the National Pest Control Association and the National Arborists Association are named as plaintiffs in the suit, which was filed in the U.S. District Court for the Northern District of New York.

The suit, filed by attorney Thomas West of Albany, claims the Federal Insecticide, Fungicide and Rodenticide Act gives the federal government control of pesticide labeling. The warning signs, customer information sheets and other printed material DEC is requiring falls under this category, the suit claims. LCI



CRAB SPRAY

10% with **Team**

SPRAYABLE TEAM PRE-EMERGENCE

- NEW SPRAYABLE FORMULA
- EASY TO HANDLE
- FAST DISSOLVING FORMULA
- ECONOMICAL

Made only by

Spring Valley

DIVISION

VOGEL SEED & FERTILIZER

1891 Spring Valley Rd. • Jackson, WI 53037

414-677-2273

We dug into the tall fescue control problem.



So now you don't have to.

Until now, getting rid of ugly clumps of tall fescue was no easy task. The weed had to either be physically removed by digging or chemically removed by spot treating with a non-selective herbicide that left unsightly brown patches for weeks.

LESCO TFC™ Herbicide changes all that. It's the first product to provide selective spot control of tall fescue in established Kentucky bluegrass, fine fescue, bentgrass, bahiagrass and bermudagrass turf. Active at a rate of just a few ounces per acre, the convenient water dispersible granule formulation exhibits both contact and residual soil activity. It slowly eliminates tall fescue, while allowing the desirable grass to fill in.

For tall fescue control without the digging, make LESCO TFC Herbicide part of your application program.

Order today. Contact your LESCO sales representative, visit the nearest LESCO Service Center or call us toll free.



(800) 321-5325
NATIONWIDE

(800) 686-7413
IN OHIO

LESCO, Inc., 20005 Lake Road, Rocky River, Ohio 44116 (216) 333-9250

Always read and follow label instructions before using any chemical product.

©1988, LESCO, Inc.

