

Serving lawn maintenance and chemical lawn care professionals Jack Van Fossen: Why ChemLawn style works

The Japanese style of business management, much publicized here in the United States during the last few years, is no more effective than some American management styles, according to ChemLawn president and chief executive officer Jack Van Fossen.

Van Fossen, speaking at the International Symposium on Advanced Pest Management in St. Louis this summer, revealed some of the management secrets behind the most successful lawn care operation in the country.

"The so-called revelations of a new management approach invented by the Japanese are very

New organization

real," he said. "But (the belief of) their discovery by the Japanese is a fiction.

"There are, today, many American companies which have achieved the same kinds of productivity results through their own systems and styles of management."

Trust, confidence

Van Fossen said that the corporate structure must have trust and confidence in its employees to affect reciprocal feelings.

"I've always been very proud of the ChemLawn way of doing business," Van Fossen noted. "ChemLawn people appear to most outsiders as having an uncanny similarity in their appearance, personality, concern—and their plain old dedication to customer service."

The ChemLawn philosophy was originally spelled out by founders Richard and Paul Duke in a letter to stockholders 11 years ago.

"We shall continue to be concerned first for our people," the letter stated. "Our second concern, equally important to us, shall be for our customers and for the quality of services afforded to page 27



Jack Van Fossen

PPPF's new executive says he hopes to start a snowball



Next month:

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Dave Dietz

Dave Dietz, director of Oregonians for Food and Shelter, has been chosen first administrator of the Pesticides Public Policy Foundation (PPPF), the new name for what had been called the National Environmental Law Foundation (NELF).

If all those acronyms sound like Greek to you, perhaps Dietz himself could explain what the PPPF is all about.

LAWN CARE INDUSTRY caught up with Dietz at the International Pesticide Applicators Association convention in Tigard,

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Ore. two months ago and posed these questions:

LCI: What is the Pesticide Public Policy Foundation, and how do you fit into it?

Dietz: PPPF is an umbrella organization designed to meet the realities of the pesticide debate today. Our program will coalesce resources from across the United States and disseminate credible information, tactics that work, and human talent to sort out the misinformation and mythology surrounding pesticides. My firm, David Dietz Associates of Salem (Ore.), has been retained as a contractor to direct programs for PPPF.

LCI: Who is PPPF?

Dietz: First, PPPF is NOT another trade association.

The PPPF organizing Board of Directors is composed of eight leaders from various sectors of the pesticide community. Board to page 28 <u>'Harper's Ferry'</u> Changes to FIFRA on their way?

House Resolution 3818 is threatening the lawn care industry.

This proposed national bill would make it even more expensive and complicated to register chemicals and actually endanger currently registered pesticides.

Sponsored by Congressman Thomas Harken (D-Ia.) and supported by national environmental organizations, the bill amends several provisions of the Federal Fungicide, Insecticide and Rodenticide Act (FIFRA).

Namesake

The original Harper's Ferry incident of the mid-1800s symbolized the tensions that led to the Civil War. This legislation has also been labelled the Harper's Ferry Act, because it crystallizes the differences between environto page 29



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3918

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INDUSTRY NEWS

PLCAA show is moving to Tampa There'll be some suntanned con-

There'll be some suntanned conventioneers at the fifth annual Professional Lawn Care Association of America (PLCAA) convention: next year's gathering has been scheduled for Tampa, Fla.

The PLCAA's board of directors recently agreed to schedule the 1984 convention for Nov. 12-15, 1984, at the Curtis Hixon Convention Center in downtown Tampa, according to Executive Director Jim Brooks. After two successful shows in Indianapolis, Brooks says the board agreed it was time to try a new region of the country.

"We've had a couple of good shows in the Midwest, and there was a feeling by some people that we wanted to try some place different," he says. "Not only does Tampa have great weather at that time of the year, but we're hoping that some members will want to bring their families down a few days early to take in attractions such as DisneyWorld and Busch Gardens."

At Indianapolis last month, Brooks announced that a PLCAA package tour of the Caribbean has been scheduled to take place at the close of the 1984 convention.

Things looking up for the Toro Co.

Things are looking up for the Toro Co. of Minneapolis, which earned \$241 million during its past fiscal year, compared to \$203.8 million in 1982.

Steven Keating, chairman of Toro's executive committee, credited lower carrying costs, reduced field inventories, declining interest rates and consumer acceptance of new products.



Dr. Rich Hurley (left) and Jon Loft (second from left) present a royalty check to Dr. Lowell A. Douglas (second from right) and Dr. C. Reed Funk (right), who represent Rutgers University, recently. Details in story below.

MEMOS

The company also has moved to protect its product line by filing suit against a replacement parts company for alleged copyright infringement and unfair business practices.

According to the suit, filed in U.S. District Court, R&R Products Co. of Tucson, Ariz., used copyrighted material from Toro's products and parts catalog, and used Toro's parts numbering system.

At the same time, the U.S. Justice Department is supporting a move by the firm to end a 12-yearold consent degree stemming from a suit accusing Toro of fixing wholesale and retail prices of its lawn-care products.

The decree, which ended the Justice Department suit, bars Toro from restricting either the territories of its dealers and distributors or the prices they charge for Toro products. A Toro spokesman said while company officials are pleased, the end of the consent decree would have little impact on the company's operations.

Rutgers receives royalty monies

Lofts Inc. has presented Rutgers University with its royalty check for turfgrass seeds developed by the New Jersey university.

The university received \$26,764.02 on all seed from the 1982 harvest of Mystic and Ram I Kentucky bluegrasses, Palmer, Diplomat, Yorktown, Yorktown II and Prelude perennial ryegrasses and rebel tall fescue.

Jon Loft, president and chairman of the board, said the royalty payment was one of the largest ever issued by Lofts and represents "another link in the contiuing chain of turf development programs" between the company and Rutgers.

The University of Rhode Island also received a royalty payment earlier this year from Lofts for one year's harvest of Jamestown chewing fescue. Dr. Richard Skogley of the university accepted a check for \$14,900 for the royalties to that grass.

Illinois passes new legislation

Illinois Public Act No. 83-750, a piece of legislation that affects lawn care businessmen, was signed into law on Sept. 23, 1983.

It amends the pesticide act, providing that licensed commercial applicators either post with the Agriculture Department Director a surety bond of at least \$50,000 per year or evidence of liability insurance coverage.

"No one posts the bond because it's too expensive," says Bill Anderson, chief of the Bureau of Plant and Aviary Protection.

There is also a provision requiring certification of all right-of-way applicators.

Chemical group has new section

The Pesticide Division of the Chemical Specialties Manufacturers Association has announced the establishment of a new Biological Insect Control Section, aimed at serving the needs of chemical specialties businesses.

"Through this new section, we hope to expand our membership to include those chemical specialties companies interested in this area, by offering them a wide range of pertinent activities and services," said Dr. Frederick J. Preiss of McLaughlin Gormley King, who is the association's division chairman.

The new Biological Insect Control Section will cover herbicides, miticides, nematocides, rodenticides and other pesticides for lawn use, according to Dr. Preiss.

to page 5

OFTANOL TURF insecticide, a product of Mobay Chemical Corp., is "going consumer." A 1.5% granular formulation has been registered by the EPA for direct sale to consumers. For the past three years, Oftanol 5% granular has been registered for application on home lawns by certified applicators.

HOUSING STARTS in August increased 8.4% from July to August of this year. August's revised annual rate of 1.935 million was the highest since the 2.044 million pace of December, 1978, and was 74.3% above the level of one year ago.

A TOLL FREE number has been established by the Small Business Administration to call for program information. The number can also be called to determine "small business" information available through other government agencies. The number is (800) 368-5855.

SEVERAL REPRESENTATIVES of Pursley Turf Farms of Palmetto, Fla. attended and exhibited at the 1983 Florida Nursery & Allied Trades Show: Bob Smith, Dick Lumbert, Linda Leckey, Phil Leckey, Robin Vogelsang and John Morrison. Pursley's bestknown product is Pursley Seville grass plugs, a hybrid variety of St. Augustinegrass.

SENSATION POWER Equipment founder Howard Phelps was honored at the company's first national sales meeting in Kohler, Wisc. Phelps was given a plaque recognizing his outstanding contributions to the power equipment industry. Phelps founded Sensation in 1938.

GRASS IS GROWING in Peking, China, again. To offset spring sandstorms from the Gobi Desert, city officials are planting patches of grass along sidewalks, around factories and schools and some residential areas. In 1978, the city had about 250,000 square yards of grass; that figure now stands at 4.47 million.

THE WEST'S LARGEST commercial sod grower has completed an internal reorganization and returned to its original name: Pacific Sod. In recent years, the company has been known as Pacific Sod/Green Nunes and Pacific Green.

A PAIR OF outdoor equipment manufacturers recently celebrated anniversaries. Dixon Industries, distributors of Dixon ZTR mowers, gathered in Tulsa, Okla. for its 10th annual meeting and noted that 1983 shipments were about 20 percent ahead of last year. Meanwhile, The Ariens Company celebrated its 50th anniversary in September. To celebrate, all 400 Ariens employees attended a professional baseball game and a public open house was held. Ariens initially started production of its first domestic-built rotary tiller on Sept. 11, 1933.

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LAWN CARE INDUSTRY DEC 1983

LAWN CARE INDUSTRY

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LAWN CARE INDUSTRY (USPS 397250) is published monthly by Harcourt Brace Jovanovich Publications. Corporate and Editorial offices: 7500 Old Oak Boulevard. Cleveland, Ohio 44130. Advertising Offices: 757 Third Avenue, New York, New York 10017, 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: \$16 per year in the United States; \$20 per year in Canada. All other countries: \$45 per year. Single copies (pre-paid only). \$4 in the U.S.: elsewhere \$4.50; add \$3.00 for shipping and handling per order. Second class postage paid at Duluth. Minnesota 55806. Copyright © 1983 by Harcourt Brace Jovanovich, 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. Microfilm copies of articles are available through University Microfilm, International, 300 N. Zeeb Road, Ann Arbor, Michigan 48160.

POSTMASTER: Send address changes to LAWN CARE INDUSTRY, P.O. Box 6200, Duluth, Minnesota 55806-9900.

Wheel Horse has new set of owners

Wheel Horse Products Inc., now in its 38th year as a manufacturer of high quality lawn and garden tractors, has new owners.

John Munn, president, and Robert Hawkins, vice-chairman of the board, have announced the transfer of ownership from American Motors Corp. to a small investor group led by the Wheel Horse management.

The financial package of \$13 million was backed by the City of South Bend, Ind., where the company first began.

Munn, who will continue as president, indicated that it would be "business as usual."

Record growth for ChemLawn Corp.

ChemLawn Corp. of Columbus, Ohio, the largest lawn care company in the nation, continues to grow at a record pace.

The quarter ending April 30, 1983 produced the largest net customer increase in the company's history, a 176,000 increase to 1.334 million. Annual sales now exceed \$200 million.

Though losses for the quarter were \$8.1 million, they were within expected operating norms for that quarter, according to President Jack Van Fossen. He expects another excellent year by Dec. 31.

Sod Producers elect officers

Walt Pemrick of Warren's Turf Nursery, Inc., Crystal Lake, Ill. has been elected president of the American Sod Producers Association.

Other elected officers for 1983-84 are vice-president William L. Campbell of Lynden, Ont.; secretary-treasurer Ike Thomas of Granbury, Texas and immediate past president Ralph White of Tifton, Ga.

Newly-elected board members are David S. Payne, George Betts and Martin Beck. Board appointees are Michael Loan, Richard McGovern and Randy Tischer.



DEC 1983



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As you know, profitable growth in the lawn service business boils down to being able to hold a substantial part of your present customers year after year; being able to secure enough new customers to more than offset the customers you lose through natural attrition; and making adequate profit on every job.

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When you do the job *right*, your customer enjoys an immaculate lawn that is nothing short of pristine. No weeds. No crabgrass. It causes your customer to stick

TRIMEC® Turf Herbicide. Only Trimec gives you all these benefits:

- Controls the widest range of broadleaf weeds.
 Gets hard-to-kill species with one
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TRIMEC® is a registered trademark of PBI/Gordon Corporation. Product covered by U.S. Patent No. 3,284,186. with you year after year in spite of all the new business efforts of your contemporaries; and it also prompts him to tell his friends about you.

And when you do it right the *first* time, you do wonders for your profit because you eliminate those gut-wrenching, expensive retreatments.

The Trio of Trimec; Betamec-4; and your Gordon Professional Turf Distributor can help you do it right the first time.

The Role of Products

Betamec-4 is unparalleled in the field of selective preemergence herbicides, and is preferred by lawn care specialists who want dependable results. Consider just a few of its unique advantages.

... It has extended life, which means you can apply it on your timetable rather than nature's germination schedule. Apply it early in the year and, even if it freezes before crabgrass germinates, Betamec-4 will still be there with its control.

BETAMEC-4: The premier crabgrass herbicide for established turf.

- Controls other grassy weeds and certain broadleaf weeds before they emerge.
- Has been used by homeowners, lawn care specialists and golf course superintendents with complete satisfaction for more than 10 years.
- Controls Poa annua.
- Gives excellent crabgrass control without turfgrass injury.
 Controls unwanted plant growth
- before it becomes visible.Apply in fall or early spring for all-
- season control. • Can also be used on Dichondra.
- ornamentals, ground covers, flowers and bulbs.

Betamec-4 (Betasan — registered trademark of Stauffer Chemical Co.)



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... Because it's a liquid, it stays in place, and thus is effective over an entire terraced lawn.

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Trimec is unparalleled in the field of selective post-emergence herbicides. Three chemicals: 2,4-Dichlorophenoxy acetic acid, 2methyl-4-Chlorophenoxy propionic acid; and 3,6-dichloro-oanisic acid are all reacted as acids to form the dimethylamine salt of Trimec. The resulting Trimec product has unparalleled strength caused by the synergism that occurs from reacting the three acids, and the eutectic principle utilized by PBI/Gordon. This phenomenom delays the crystalization of the Trimec Complex, thus enabling it to better penetrate the cuticle of the weed and translocate through the entire system, resulting in total kill.

And, yet, cost-per-acre is low because the synergistic and eutectic characteristics of Trimec measurably reduce the amount of chemical needed.

We make the flat statement that — dollar for dollar and acre for

corporation

acre of immaculate, weed-free turf — Trimec is the most effective and efficient broadleaf herbicide in the world.

Unstinting Professional Service

The third member of the team is your Gordon Professional Turf Distributor. He not only will provide you with Betamec-4, Trimec, and a complete line of turf chemicals at a price that will leave you plenty of room for profit. He will back you up with technical knowledge to help you solve — or avoid — the problems that plague the lawn care business. Among such services, he will provide you with special door-hangers that help ensure good customer relations.

Because most customer complaints and service callbacks are caused by a lack of information, we have designed an instructive Trimec door-hanger in response to the problem. It explains Trimec's slow, thorough action and the



action and the amount of time usually required to kill a weed, root and all, using the world's most efficient

herbicide. Experience has shown this door-hanger to be highly effective in reducing the number of complaints and call-backs because it tells customers what to expect —

A generous supply of Trimec door-hangers is available with your Trimec purchase.

The Bottom Line

in advance.

You can buy a narrow-spectrum herbicide that costs less per gallon than Trimec. But, on the bottom line, Trimec costs less because it requires less chemical per acre for maximum weed control; and because it saves labor by doing the job right the *first time*.

No matter how large or small your lawn service company is, your Trimec distributor wants to help. Get in touch with him, today.



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UPFRONT



The most important article

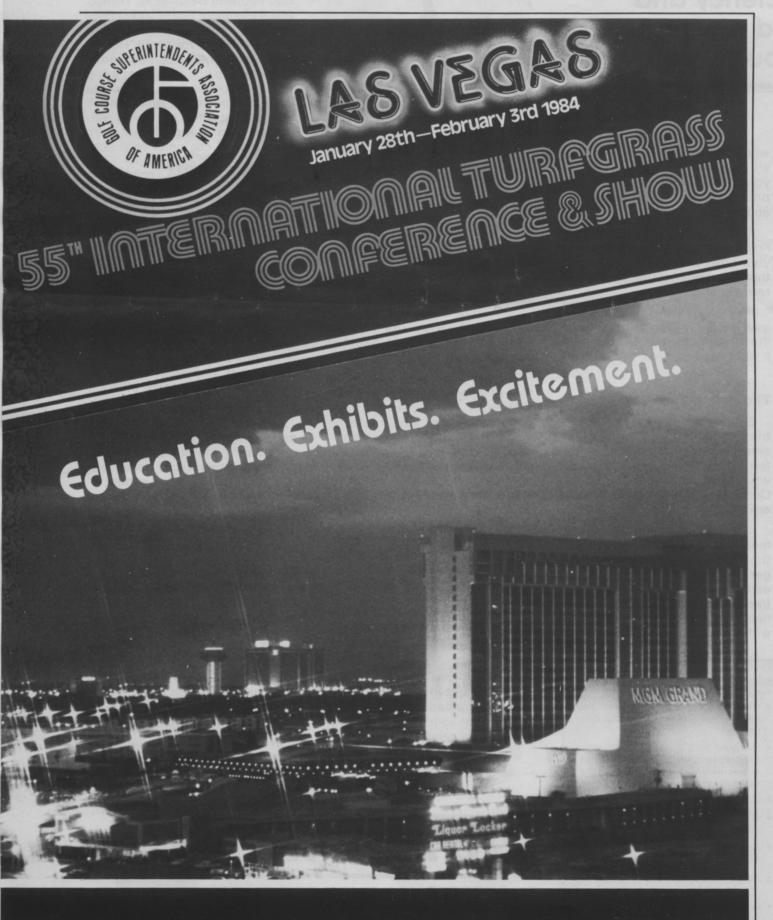
How do you—a person whose livlihood begins and ends with spreading chemicals on grass convince other people that the benefits of having a healthy, green lawn far outweigh the dangers created by the chemicals you're using on their lawns?

For starters, there aren't many reasons for having a full, green lawn that warrant even the slightest risk.

What can you say? That a nice lawn is aesthetically desirable?

That's a positive sign of an upwardly mobile family? That it's difficult for a kid to skin a knee or break a bone on nice, soft turf?

All well and good—until Dad or Mom picks up the morning paper and begins to read about Mrs. Smith down the street, who claims to be suffering migraine headaches because of chemicals some strangers used to make her lawn green. Then Mom and Dad begin to wonder, and they are added to the list of customers who



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What you now must do is convince these people (and others like them, who might have read the same article) that no significant risks are involved with the use of these pesticides. In effect, you're telling them that what they've read and perhaps seen on local television news programs is biased, unfair and inaccurate. That the chemicals you're using are absolutely safe, because they've been proven so.

You begin by telling them that the very same chemicals are used to increase yields on farmlands across the country. You tell them that, if it were not for safe chemicals like the ones you are using, 36 percent of our nation's corn crop and 40 percent of its cotton crop would be lost every year. You tell them that the agricultural community would lose an estimated \$12.9 billion worth of crops each year, if they were not chemically treated.

You quote leading experts in toxicology, and Environmental Protection Agency and Federal Drug Administration reports which buttress your points (and there are plenty).

You inundate the homeowner and the media with THE TRUTH—something which has not been easily accessible to lawn care businessmen until now.

That is one of the reasons for the formation of an organization called the Pesticide Public Policy Foundation, a coalition of people in professional lawn care and arborists.

You have read about this coalition in previous issues of LCI. At first, a few months ago, it was known as the National Environmental Law Foundation, then as the National Environmental Foundation for Human Health. Now, it has a permanent name and a permanent administrator, David Dietz of Oregonians for Food and Shelter.

We tracked down Dietz on the West Coast a short while ago for an exclusive interview. Our man on the coast asked Dietz the purpose behind, and the future of, the PPPF.

The responses to those questions make interesting reading. So if there is just one story in this month's edition that you read, make it this one. The interview with Dietz begins on Page 1.

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Uniforms

Nattily-attired people help to create a professional image

A crisply-dressed staff can't help but add to your firm's professional image. They look smart, are easily identified, and provide a source of free advertising when strolling around with the company logo on their shirts.

But what do they cost? Do you rent or buy?

It's cheaper to rent "whether you have five men, two men or ten men," says Fred Zarick, national sales manager for Wear-Guard Uniforms, Nowell, Mass. He says the one-time cost versus a yearly contract that includes delivery charges makes it cheaper for even the smallest operation to own its own uniforms

"We sell cleanliness," says Nick Assaley, sales manager for Aratex Services Inc., a Cleveland, Ohio, firm specializing in uniform rentals. Uniform rental and cleaning services "are a fringe benefit that you get a return on," as employee morale increases when the staff sees the company cares that they have safe, attractive and clean clothes ready at the office.

Buying cheaper?

But according to Wear-Guard's research, buying is cheaper.

A set of five shirts and slacks costs \$6.15 to rent each week, based on national averages, Zarick says. Renting enough uniforms for one employee to appear in a clean uniform every workday will cost \$319.80 a year before adding delivery charges. Wear-Guard's basic shirt and slacks uniform costs \$30 to buy. A set of five will set you back \$150, andaccording to Zarick's figures-the employee will spend 60 cents a week, or \$31.20 a year, washing those uniforms at home.

In this instance, the purchased uniforms cost a total of \$181.20 a year to own and maintain, versus more than \$300 for the rented set. Depreciation is also a factor.

'A lot of people seem to like to have something they can depreciate, and they can take off the price look for:

According to a major uniform manufacturer, here are the things to look for when buying or renting uniforms for your business. They are, beginning in the upper left and pro-ceeding left to right, top to bottom: (1) top to bottom: (1) interlined, two-ply collars with perma-nent stays; (2) rug-ged pockets; (3) double-stitched pockets; (4) heavy-duty zippers; (5) strong—preferably melamine—but-tons; (6) double laver waistband; (7) layer waistband; (7) darts and bar tack stitching; (8) strong, wide belt loops; and (9) finished hems, blind-stitched. The more stitching is reinforced, the better the product.

of a uniform right away," notes Larry Williams, vice president of the Protexall Uniform Company, Galesburg, Ill. And when it comes to caring for the work clothes, he says, "people are a little bit more conscious about what they wear today." By taking the uniforms home, workers make sure their togs are clean and and in good repair themselves.

But Assaley points out that the company loses when an employee quits or is fired. Even if the employee leaves his uniform behind, what happens if his replacement doesn't fit into that set?

"After a while you end up with

Why uniforms?

• Free advertising. Just like the sign on your truck, people will see your name every time they see your workers. Identification. Your customers will know when your crew's on the job. By givng supervisors different shirts than the workers, the customer will also know who can answer their questions.

Professionalism. A crisply-dressed staff makes you look good.

Morale. Even if they pay for the uniforms themselves, your staff will feel better knowing they look smart in appropriate dress. Besides, who wants to use their own clothes in physically-demanding work?



a warehouse full of uniforms," Assaley says.

Another benefit of renting is that some firms tailor their uniforms for each individual. Apatex employees fit uniforms to each member of the staff before sending the first delivery. Their shirts fit snugly but comfortably to reduce the chance that clothes get caught in machinery and cause accidents on the job. When using mail-order uniform firms, employees choose from available sizes, although Wear-Guard promptly exchanges any uniforms that don't fit, Zarick notes.

With a rental contract, you don't have quality control over the cleaning and repairing of your uniforms. But as in any business transaction, check the firm's reputation and credentials before signing a contract.

Zarick admits if you're attracted by the convenience of laundering and delivery service, then renting is for you.

Of course, the savings vary with the uniforms you choose. Uniforms can run anywhere from \$20 to \$500 a year, depending on whether your staff wears T-shirts or suit jackets on the job, Williams says.

Most of Zarick's lawn-care customers prefer the lightweight cotton shirts and slacks, and some companies purchase raingear and waterproof boots for the yearround staffers.

The summer helpers who may not be around next year are often outfitted in T-shirts because they're cheap and comfortable when running the mower on hot summer days.

When it comes to choosing the clothes themselves, check the following items:

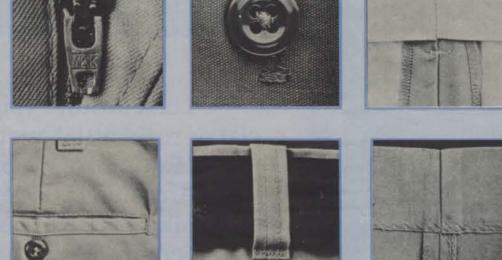
Are the buttons sewn with a few loops of thread or stitched in tightly? (How many times have you dropped change through that pocket with the hole in it?) Look for double stitching both on the inside and around the opening for pockets.

How big are the belt loops? If your employees supply their own belts, are the loops wide enough to accommodate different styles? Heavy thread and double-stitching will keep those loops from flapping.

Zippers on slacks and jackets should also be double-stitched into the fabric. Are they plastic or metal? Will they stand up to the bending and reaching common to lawn care work?

Consider light, breathable fabrics for hot-weather work, but if your staff is outdoors year-round, uniform jackets might be -Kevin Cooney best. C

What to



THE MORE PLACES THE MORE TIME AND

Look around you. Whether you service commercial or residential customers, the more places you find to use Roundup[®] herbicide, the more you'll save.

Any side-by-side comparison along fencelines, sidewalks or curblines would prove Roundup works considerably faster than string trimmers and other mechanical weed control methods. So the more trimming and edging jobs you do with Roundup, the more time you'll save per call.

A complete weed control program with Roundup can also mean a considerable savings of time and labor on repeat treatments. With a 2% solution of Roundup you can control over 90 kinds of problem weeds—roots and all—so they won't grow back.

ALWAYS READ AND FOLLOW LABEL DIRECTIONS FOR ROUNDUP. Roundup® is a registered trademark of Monsanto Company. © Monsanto Company 1983. RUP-SP3-102

YOU USE ROUNDUP, LABOR YOU'LL SAVE.

What's more, Roundup leaves no residual soil activity, and it won't wash or leach out to harm desirable vegetation. That makes Roundup ideal for around shrubs and flower beds, around trees and other areas.

Using Roundup makes good business sense. Look around. The more you do, the more you'll save. See your herbicide dealer soon.

FOR A FREE GUIDE TO ROUNDUP, CALL 1-800-621-5800 TOLL FREE. IN ILLINOIS CALL 1-800-972-5858.

Monsanto

Circle No. 113 on Reader Inquiry Card

IPAA convention

Can we keep rights to using pesticides?

Can we keep the right to use pesticides?

This vital question was explored in depth at the International Pesticide Applicators Association 1983 convention in Tigard, Oregon, two months ago.

Half a dozen noted speakers delivered variations on a common message: we have passed from the era of good pesticide products backed by a good science into an era of politics. With Congress considering a bill that would amend FIFRA into a "prevention of pesticides" law, the industry has no choice but to educate the public about pesticide safety and pesticide benefits—and that requires educating ourselves first, speakers said.

Two Oregon State University toxicology experts pointed out that physicians are dangerously ignorant of pesticides for a simple Dr. James Witt of Oregon State University points out some figures to support the facts he presented at the International Pesticide Applicators Association meeting in Tigard, Ore. two months ago. Witt was one on a list of several well-known speakers, which also included Dr. Frank Dost, Dave Dietz and Bob Felix.

reason: they receive no training in toxicology in medical school.

Dr. Frank Dost and Dr. James Witt told IPAA members and the press that despite all their heavy education, the vast majority of American doctors never take even a basic toxicology course.



or write for further information.



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With current public concern over toxic chemicals and media attention to doctors' comments on pesticide dangers, we have incorrectly assumed that medical practitioners knew what they were talking about, Dr. Dost said.

"There's more mythology and superstition about pesticides than anything in our culture," began Dr. Dost."The first thing we have to realize is that all chemicals are toxic, including clean air, pure water, and good food—too much of anything is toxic. Nothing is 'non-toxic' in large enough doses. And that leads us to the basic principle of toxicology: the dose is the poison."

This law also tells us that even the most toxic substance has a "no effect level," a dosage sufficiently small to cause no harm.

Dr. Witt discussed acute toxicity—effects caused immediately by contact with toxic amounts of some substance.

"There are no magic chemicals," Dr. Dost smiled. "Pesticides do not defy natural properties or the laws of toxicology, and they do not do today what they didn't do yesterday."

Speakers agree

Dost and Witt both agreed that pesticide applicators need to understand these basics of toxicology because they help explain to concerned customers and the public what effect chemicals will have on them.

Many anti-pesticide advocates have confused the public by making statements which are clearly bad toxicology, like "magic" chemicals doing today what they didn't do yesterday.

didn't do yesterday. Dr. G.T. (Tom) Fisher, chairman of the University of New Hampshire's entomology department, stressed getting the technical facts to the public in his talk "Concept Merchandising in the 1980s—Time for a Change."

Robert Felix, executive vicepresident of the National Arborists Association, hammered home an unpleasant reality: we have to become politically organized to fight major battles looming in Congress, courts and states.

Dave Dietz, executive director of Oregonians for Food and Shelter, explained the "New Environmentalism" that is pressing for pesticide regulation at state and local governmental levels.

A panel of the aforementioned speakers also dealt with questions from the audience. The need for more readily accessible technical information in understandable form was the theme.

LAWN CARE INDUSTRY DEC 1983

12

Circle No. 102 on Reader Inquiry Card

istributed by

Fertilizer basics

Use of different types of fertilizers sometimes misunderstood by industry

By Dr. John Street Ohio State University

Of the 16 elements or nutrients which are considered essential for plant growth and development, nitrogen is the essential element that receives the most attention in turfgrass fertilization programs.

There are several reasons for nitrogen's key position in fertility programs.

First, the nitrogen content (usually 3-6% on a dry weight basis) of the turfgrass tissue is usually higher than any other element supplied by the soil.

Second, turfgrass usually responds more to nitrogen via a growth and color response than any other element. Some individuals have described nitrogen as the "TNT" of turfgrass fertilization programs, since turfgrass growth usually increases with increasing application rates of nitrogen fertilizer. But there is an upper limit to the value of such a positive growth response. so proper fertilizer selection, seasonal timing, and application rate are all important in successful long-term nitrogen fertility programs.

Third, nitrogen is a very dynamic element in the soil system. The concentration of soil nitrogen is in a constant state of change. Nitrogen depletion in soils may result from leaching, clipping removal, volatilization, denitrificiation, immobilization, and/or nitrogen fixation in the lattice structure of certain clays.

Nitrogen, as a result, must be added to turfgrass areas on a routine basis in order to maintain a sufficient soil level for turfgrass growth.

Generally, nitrogen additions to the turfgrass system from clippings return, decomposition of organic matter, topdressing, nitrogen fixation, and rainfall are not sufficient to supply the needs of high quality turf.

The main source of nitrogen is added by the application of nitrogenous fertilizers, and turfgrass managers have many alternatives when it comes to choosing a source of nitrogen for turfgrass fertilization.

Nitrogen sources can be divided into two general groups, quickly-available and slowlyavailable—but the choice of a nitrogen source is not simply limited to the above categories. Various combinations are available in many mixed fertilizers which may vary widely in the source and amount of quickly- and slowlyavailable nitrogen.

A major agronomic advantage to the quickly-available (quickrelease, fast-acting, readily-avail-

Nitrogen sources

Characteristics of slowly-available nitrogen sources Advantages:

Low burn potential due to low salt index values

More uniform growth response
longer residual plant response
Higher application rates allowing for less frequent applications and reduced labor costs
Less potential for nitrogen loss compared to quickly-available nitrogen sources

Disadvantages: High cost per unit of nitrogen Slow initial plant response with some

Nitrogen carryover into the following growing season
 Some sources not adaptable to liquid

Some sources not adaptable to liquid application systems

Characteristics of quickly-available nitrogen sources Advantages:

 Rapid initial plant response
 Ease of application in liquid delivery systems
 Minimum tenperature dependence for nitrogen availability to the plant
 Low cost per unit of nitrogen

High foliar burn potential
Potential for undesirable growth surges at anything above moderate rates
Short residual plant response
Greater nitrogen loss potential due to leaching, volatility and surface run-off
Lower and more frequent applications relative to slowly-available nitrogen sources

able, water-soluble, etc.) sources is a rapid initial plant response (i.e. color and growth) following fertilizer application. Their rapid availability does, however, cause an undesirable flush or surge of topgrowth when applied at anything greater than moderate rates and a short residual response.

Thus, these sources are applied more frequently and at lower rates than slowly-available sources to minimize over-stimulation of growth and in combination with slowly-available sources to lengthen the residual response.

Quickly-available nitrogen sources have salt-like characteristics, dissolving readily in water, forming cations (positive ions) and anions (negative ions). The more free cations or anions in soil solution or on the plant surfaces, the greater the potential for fertilizer burn.

It is important to recognize that discoloration of foliage due to a high salt concentration can occur from salt deposition directly on leaves and stems or from excess salts in soil solution. In either case, dehydration of plant cells is the final result.

The salt index value, a measure of a fertilizer's tendency to raise the osmotic potential of the soil solution, is used to differentiate the relative burn potential among various fertilizers. It is a relative value based on sodium nitrate being equal to 100. The higher the salt index value, the greater the tendency for fertilizer burn; lower soil moisture and higher temperature increase the potential for fertilizer burn. This necessitates a reduction in the nitrogen application rate for quickly-available sources during the warmer periods of the growing season.

Many lawn care companies have considered the idea of lower application volumes to reduce costs of liquid applications. Economically this is sound, but agronomically it increases the liklihood of greater fertilizer burn. A reduction of application volume during cool weather would be most feasible.

Slowly-available sources

Slowly-available nitrogen sources (controlled-release, slowrelease, slow-acting, water-insoluble, etc.) provide for a more uniform turf growth response and a longer period of nitrogen release as compared to quickly-available sources. Safety is another major agronomic advantage due to a low potential for producing turf injury from over-application or over-lapping. This is a very desirable characteristic, especially during warm weather.

These latter characteristics also enable these sources to be applied at higher nitrogen rates and less frequently than quicklyavailable sources. Some sources provide a slow initial plant response, especially at low rates, and some are dependent on warm soil temperature and maximum nitrogen release.

Many commercial fertilizer formulations will include a certain percentage of quickly-available nitrogen to compensate for these disadvantages.

Slowly-available nitrogen sources can be classified according to the mechanism controlling the release of nitrogen. The three major groups and fertilizer sources included in each are:

Group I—organic (carbon) compounds dependent on microbial decomposition for nitrogen release. (Nitroform, methylene ureas, methylol ureas, ethylol ureas, natural organics)

Group II—organic compounds of low water solubility that release nitrogen by slow dissolution of the fertilizer particle (IBDU).

Group III—soluble sources that are coated forming physical barrier or shell that delays dissolution or release of nitrogen (sulfurcoated urea).

Ureaform-type fertilizers

UF-type fertilizers are formed by reacting urea with for maldehyde under specific reaction conditions. In the reaction process, urea initially reacts with formaldehyde to form an organic (carbon) compound called monomethylol urea.

Monomethylol urea is the primary organic compound in Formolene (Hawkeye Chemical Company). This compound further reacts with urea to produce methylene ureas that vary in chain length from short chain water-soluble molecules to the long chain highly water-insoluble molecules.

The longer the methylene urea chain length, the less soluble the nitrogen product. Some free or unreacted urea also remains as a part of the final product.

Chain lengths

Thus, the UF-type fertilizers do not consist of a single compound, but they are composed of a mixture of various chain length methylene ureas and free urea. The relative percentage of the latter components in the final product will depend on reaction conditions such as temperature pH, reaction time and the ratio of reaction components (i.e. urea to formaldelhyde).

Nitroform, Scott's ProTurf methylene urea, Fluf, Nitro 26 and Georgia Pacific 4341 are UFtypes that fit into this category.

The relative percentages of free, urea and short and long chain methylene ureas give each product its own unique fertilizer characteristics.

The nitrogen release or availability characteristics of the UFtypes are classified by the solubility of the products in water.

Fractions

Three water soluble fractions are designated from this test:

Fraction 1-cold water soluble nitrogen (CWSN) consists of free urea and short

chain methylene urea polymers •methylene diurea and

dimethylene triurea onitrogen release is rapid and

similar to quickly-available sources

Fraction II—cold water insoluble nitrogen (CWIN)

Consists of slowly-available nitrogen and intermediate length methylene urea polymers

Otrimethlene tetraurea and tetramethylene urea polymers

nitrogen release is slow and over a period of several weeks Fraction III-hot water insolu-

ble nitrogen (HWIN)

•consists of slowly-available nitrogen and long chain methylene urea polymer

opentamethylene hexaurea and longer chain polymers

nitrogen release is very slow and over a period of several

The amount of water-insoluble nitrogen (WIN) that makes up a fertilizer product is designated on the fertilizer label. The WIN value indicates the percentage of Fraction II (CWIN) plus Fraction III (HWIN) in the fertilizer. The WIN value however, does not define the relative percentage of these two fractions. Thus, two fertil-

If you think you've seen lategerminating crabgrass in your turf, you may really have been looking at a goosegrass problem. Either way, you can solve the problem with CHIPCO®

RONSTAR[®] herbicide.

THE DIFFERENCE BETWEEN CRABGRASS AND GOOSEGRASS.

Goosegrass is more common than you might think. It's easily mistaken for crabgrass, especially when it's mowed.

What's the difference? Check the color first. Goosegrass is a

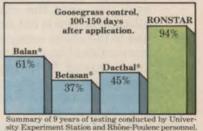
darker green. And it always grows in tufts. Crabgrass doesn't. There's another important

difference: goosegrass is much harder to control. Unless you

use RONSTAR. CRABGRASS OR GOOSEGRASS. IT MAKES NO DIFFERENCE WITH RONSTAR G.

RONSTAR is the only herbicide you can count on for effective preemergent control of both

crabgrass and goosegrass. While other products will give you satisfactory performance on crabgrass, they don't even come close to RONSTAR on goosegrass. Years of testing prove it:



So you have two choices. Use

an ordinary crabgrass herbicide

PERCENTAGES OF NITROGEN FRACTIONS

PRODUCT	TOTAL N	UREA	Soluble Methylene Ureas	WIN	HWIN	AI
	%		% of the	e total N		
Urea	46	100		1-83	-	
Formolene	30	45-50	50-60	-	-	
Methylene Urea	41	35	30	36	13	60
Fluf	18	28	52-54	18-20	6	65-75
Nitroform (UF)	38	11	17	72	40	40



izers with identical WIN values could produce significantly different agronomic responses.

The activity index (AI) value provides a more specific indication of the relative amount of CWIN and HWIN. AI is the percentage of CWIN minus the percentage of HWIN divided by the percent of CWIN. The higher the AI value, the lower the amount of HWIN in the product. Nitrogen release will be more rapid from products having a lower HWIN content. UF-type fertilizers should have an AI value of 40 or greater for satisfactory agronomic performance. In other words, 40% of the WIN must be soluble in hot water

Nitroform has a 38-0-0 analysis and approximately 70% of the nitrogen is WIN. It consists of equal fractions of CWSN, CWIN, and HWIN. In soil incubation studies, 4% of Fraction I, 25% of Fraction II, and 84% of Fraction III remained in the soil after 26 weeks.

Breakdown

The low efficiency or recovery of Nitroform nitrogen during the initial years of use is attributed to the slow mineralization or breakdown of Fractions II and III. It was predicted that mineralization proceeds at about 15% per week in the first two weeks and drops to about 1.5% per week in the fourth to sixth month for Fraction II and at a rate of about 10% per year for Fraction III. Low recovery from Fractions II and III make it necessary to use higher nitrogen rates or supplement Nitroform.

OSEGRASS OR CRABGRAS

Nitroform is available in granular (Blue Chip) and powder (Powder Blue) forms. The Powder Blue form is adaptable to liquid applications systems.

Scott's ProTurf methylene urea has a 41-0-0 analysis and approximately 36% of the nitrogen is WIN. Approximately 55% of the CWSN fraction consists of short chain methylene ureas. Only about 40% of the WIN is HWIN. The high percentage of CWSN provides for a rapid initial plant response but still good safety characteristics and residual due to the varying degrees of solubility of the methylene urea polymers.

Fluf has an 18-0-0 anaylsis and approximately 20% of the nitrogen is WIN. It is described as a UFtype liquid suspension. Free urea

WITH RONSTAR.

and hope crabgrass is your only problem.

Or play it safe and use RONSTAR this season, for ex-

cellent, season-long control of both crabgrass and goosegrass.

NO RAIN-OUTS, ROOT PRUNING OR PROBLEMS WITH PLANTINGS.

RONSTAR is the most convenient herbicide for your turf care program. It won't leach, so you can fit it into your schedule earlier. It's highly selective, causing no root pruning in perennial bluegrass, perennial ryegrass and bermudagrass, no harm to ornamental plantings or trees.

QUALITY CHIPCO TURF CARE IS THE "RIGHT APPROACH."

Wherever the professionals really care for turf — and especially where both crabgrass and goosegrass are problems — word is getting around. CHIPCO RONSTAR herbicide is your best choice for effective, convenient, long-lasting control.

For more information on RONSTAR or other CHIPCO

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turf care products, ask your CHIPCO distributor. Rhône-Poulenci Inc., Agrochemical Division, Monmouth Junction, NJ 08852.

SPREAD THE WORD.

and methylene ureas constitute the CWSN fraction. In Ohio tests, burn potential has been low and initial response has been slightly slower than quickly-available sources.

Formolene has a 30-0-2 analysis and is described as a true solution (clear liquid) with zero WIN. Short chain methylol ureas constitute the major organic portion of the product. It has ranked low in burn potential in Ohio tests and the initial plant response has been comparable to quickly-available sources. In Ohio research, the residual response from Formolene has been similar to urea.

FAN (flowable aldehyde nitrogen) has an 20-0-0 analysis. It is formed by reacting urea and acetaldehyde under acid conditions. The resulting product consists of predominently urea and ethylol ureas. It has a WIN of zero.

Mineralization

The UF-type fertilizers are dependent on microbial activity for release of nitrogen from the organic structure. The breakdown of the organic compound and the subsequent release of nitrogen as ammonium (NH₄+) is termed mineralization. The process is favored by adequate supplies of oxygen and water, soil pH near neutral, and warm soil temperatures. Microbial activity occurs slowly at soil temperatures below 50-55°F and increases with soil temperature up to an optimum range at or near 100°F.

Thus, the UF-type fertilizers, like Nitroform, that contain appreciable quantities of WIN will not perform well during the cooler periods of the season when soil temperatures are low. Quickly-available sources are usually applied alone or in combination with these UF-types during cool periods.

Next month: A close look at more types of fertilizers.



Dr. John Street is an extension agronomist at The Ohio State University, Columbus, Ohio. The Pennsylvania native received his bachelor's degree from California (Pa.) State College and his master's in agronomy from Ohio State. His doctor's degree came from OSU in agronomy and turfgrass management. Dr. Street has 15 years' experience in turfgrass. In addition to his position on the board of the Ohio Turfgrass Foundation, he is also a member of the American Society of Agronomists, among others.



Circle No. 116 on Reader Inquiry Card

DEC

The grass along the fence in the photo at left was killed with a fast-acting systemic post-emergent herbicide. Obviously, no professional groundskeeper could abide this ugly mess, so the dead vegetation has to be removed with expensive hand labor. The systemic product is recommended for lawn renovation so, naturally, vegetation will grow back as new seeds germinate, resulting in an endless cycle of retreatment, ugly dead vegetation and more hand labor. Clean up a fence line with Dyclomec and vegetation will never again be a problem, because an annual preemergent application of Dyclomec will form a vapor barrier and keep the area absolutely clean.

Dyclomec turns Problem Areas into Beauty Spots

... and the vapor barrier eliminates repeated investment of hand labor to clean out dead vegetation.

Dyclomec is surely the most efficient herbicide that has ever been offered to professional landscapers. In fact, it is called the *landscaping herbicide*.

Now, at last, the groundskeeper can easily and economically achieve that manicured look, which consists of contrast. Of sharply defined areas where immaculate turf is contrasted with areas of beautiful, naked earth. Where ornamentals grow in an area of beds that are free of any distracting growth.

Until the advent of Dyclomec, such pristine landscaping could only be achieved with repeated investments of hand labor to clean out dead vegetation resulting from an endless cycle of regrowth and retreatment with a systemic herbicide.

But once an area has been cleaned up with Dyclomec, hand labor to remove dead vegetation will never again be necessary because an annual application of Dyclomec will keep the area absolutely clean. How is this possible?

On the page at the right are step-by-step illustrations of how Dyclomec works. Understanding its principle will help you discover the many laborsaving, money-saving ways it can help you in landscape maintenance.

We urge you to read it carefully and call us toll free if you have any questions.



Dyclomec Applicator for Uniform Distribution

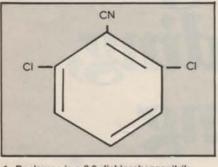
Because proper distribution of Dyclomec is important, this patented Acme Spred-Rite® G Spreader is the ideal tool. Granules are gravity-fed through deflector spikes that give a uniform pattern. Hold the head high for a wide swath; lower for a narrow swath; remove it for the finest line of control. Regulate flow with interchangeable orifice disks. Spreads any granular material. Lightweight. No moving parts.





Dyclomec with its pre-emergent and postemergent action is ideal for vegetation control in mulch, or bark around roses and ornamentals, or in flagstone and gravel walkways. It works its way down to the ground and forms a vapor barrier which provides season-long weed control and maximum safety to desirable plants.

How Dyclomec controls weeds without harming ornamentals:



1. Dyclomec is a 2,6-dichlorobenzonitrile. commonly known as Dichlobenil. This unique herbicide goes directly to a vapor stage without going through a liquid stage. It is activated by temperature and soil moisture.

> HERBICIDAL APOR BARRIER

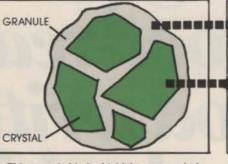
WEED SEEDS

In this vapor barrier no plant cell

to penetrate the barrier

division can occur. Seeds trying to germinate in the barrier will die. Sprouts below this zone will be killed as they try

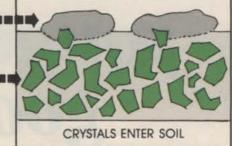
5.



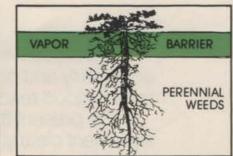
2. This remarkable herbicidal compound of razor-thin crystals is uniquely processed by PBI/Gordon to make a precise granule

BARRIER

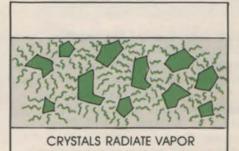
EXISTING WEEDS



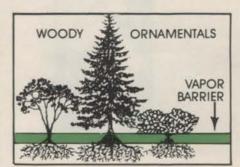
3. Granules are spread on soil surface. Moisture carries the Dyclomec crystals into the upper layer of soil. Because of adsorption by soil particles, lateral movement is minimal



Certain perennial weeds coming out of dormancy and attempting new growth within the Dyclomec barrier will run into the same dead end: they will be killed by the vapor.



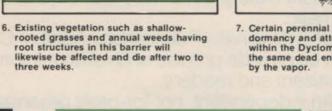
4. Temperature and soil moisture activate the Dyclomec crystals and they begin to radiate a herbicidal barrier. This continues for an entire growing season, and the spent crystals disappear, leaving no residue.



8. Dyclomec, when used as directed, does not affect woody ornamentals, shrubs and trees that have deep roots extending well below the herbicidal vapor zone



Now available in both 50 and 25 lb. bags.



GORDON'S

Dyclomec 50-lb. bag not available in Washington, Oregon, Idaho;

PROFESSIONAL TURF PRODUCTS

pbi/sondon

corporation

PBI/GORDON CORPORATION, 1983

Neither size is available in California.

1217 WEST 12TH STREET P.O. BOX 4090 KANSAS CITY, MISSOURI 64101 816/421-4070

Call Gordon's Technical Service Department

If you have any questions about where and how to use Dyclomec, we invite you to call us. Our technical people have a combined experience of 95 years in working with the Dyclomec chemical.

TOLL FREE 1-800-821-7925 In Missouri 1-800-892-7281



LANDSCAPING HERBICIDE

Circle No. 114 on Reader Inquiry Card

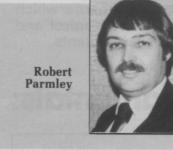
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Holiday greetings

Lawn care businessmen play Santa Claus in their dreams

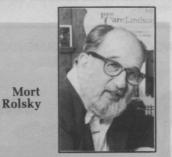
Christmas is a time for giving. In keeping with the 1983 Christmas season, then, various lawn care businessmen were asked to pretend they were Santa Claus so they could make some Christmas deliveries to their customers.

Robert Parmley of Tempo 21, Wheeling, Ill., said he would like to give his customers "a good, solid program that would satisfy



them regardless of the weather." He wasn't the only person surveyed who mentioned top-flight programs. There were others.

"I'd like to give my customers confidence and peace of mind," said Ron Kujawa of KEI Enterprises, Cudahy, Wisc. "Confidence and peace of mind that they're getting a professional job and receiving full value for every dollar they're spending."



David Biddle of Biddle Lawn Care, Savoy, Ill., wants clarification for his customers. "If they have any questions, I'd like them to ask us instead of getting the answer from somebody else," he said.

"But then you get the customers who keep asking the same questions over and over again."

Most of Mort Rolsky's accounts are commercial. So Rolsky, who runs Pro Care Landscapers, Indianapolis, Ind., said he would like to give them "an understanding of the necessity of their grounds being professionally maintained."

After listening to a session concerning homeowner abuse of pesticide applications at October's Professional Grounds Management Society meeting, Barry Stern of Green Care Inc., Smyrna, Ga., said he'd like to give customers "a ban on their use of all insecticides for a couple of years.

"It looks like they need it," he concluded.

Tom Farrelly of Farrelly Brothers, Ardmore, Pa., would like to

leave his customers a tangible reminder of Christmas, 1983 and his company.

"I would like to plant a tree—a holly, a dogwood or maybe a cherry—for my customers," he answered.

Joe Bagley of Rood Landscape, Jupiter, Fla., hoped that his company could both give and receive for Christmas.

"We have 90 employees and if we need something from Santa, it's better skilled labor," he said. "If we could give something to our customers, it'd be better service and more for their money.

"We don't really have big problems in this area, but that would be the ideal thing: hiring better help and passing it on to the customer."

If Des Rice of The Weed Man, Mississauga, Ontario, Canada, could write Santa Claus for one present, it would be "Chem-



Lawn's customer list." Stern also hoped for a tangible

gift from Saint Nick while most others went for intangibles.

"I'd like a state-of-the-art edger

This magazine gives you good reading, good writing and good arithmetic.

We present the information in our articles clearly, accurately and objectively. That's good writing. Which means good reading.

We present the information in our circulation statement clearly, accurately and objectively. That's good arithmetic.

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We make sure you get what you pay for.

belt that would not need replacing," Stern said. "We buy about a dozen belts a month for a dozen edgers."

Rolsky—like most lawn care businessmen—needs more money.

"I'd like some more working capital from Santa Claus," he said. "I'd use it to expand my business. I have two energetic, young sons in the business, and they're eager to expand. But we can't until we've got the capital."

Farrelly would like to get back from his customers (not Santa), "a good, honest evaluation of our work and services."

Parmley and Kujawa agreed on what they'd like—a nice gift for all lawn care businessmen.

"I'd like to get a strong, healthy economy so the customer will

Making commitment

Deere expands product line

John Deere has introduced several major products for professional groundskeepers, making a significant expansion of the company's involvement in the commercial turf care equipment business.

The new products are two front-mounted mowers, a dieselpowered tractor, material collection systems, walk-behind commercial mowers and two utility tractors.

"No other firm presently in the business has such a widespread dealer network capable of providing a large variety of utility and specialized products, as well as

Don't Be

DRUMMED

Business

financing programs, parts availability and after-sale service," said Mark Rostvold, director of consumer products.

The 18-hp F910 and 24-hp F930 front-mounted mowers are the first designed by Deere specifically for turf care specialists. Also, two material collection systems are unique in that they are the first to use a variable-speed blower fan driven by the tractor's rear PTO. And four 11-hp self-propelled commercial mowers providing mower widths of 32, 36, 48 and 52 inches will be available from Deere for purchase in the spring of 1984.

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have confidence in the future," Parmley said.

"And a continuation of the upturn in the economy with the prospect for long, steady, continuous growth would be the best present for everybody," Kujawa concluded.

Merry Christmas: may the gifts you receive be as nice as the ones you give. 19

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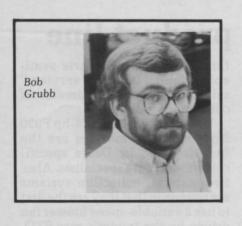
Circle No. 103 on Reader Inquiry Card

Hydro Lawn

This business is

making a bundle through effective

marketing practice



For most lawn care businesses, marketing is a problem. But such is not the case for Hydro Lawn of Gaithersburg, Md., which was founded on solid professional knowledge.

President Jerry Faulring has a bachelor's degree in agronomy from Purdue University with considerable sales experience, and executive vice-president William W. Quay has a degree in business administration from the University of Maryland with lots of experience in landscape maintenance.

Some of the marketing building blocks they placed on Hydro Lawn's foundation are:

Focused ads

"We learned this the hard way," Faulring admits. "When we began this business, we advertised in the Washington Post, which had a wide circulation. We felt that would give us the kind of exposure we wanted.'

It did that—and then some. Those ads brought Hydro Lawn customers from all over the metropolitan Washington area, forcing technicians to drive up to 150 miles to service six or seven lawns.

"Today, we focus our advertising," Faulring says. "Now we may have as many as 25 lawns almost side-by-side. That improves our efficiency and profits."

Although Hydro Lawn still uses newspaper and radio advertising, the firm relies strongly on direct mail.

'We start our direct mail campaign during the winter," says Bob Grubb, vice-president of operations.

'We follow up with a phone call, explaining to the prospect that this is our slow season. Since we are familiar with most of the lawns in the areas we service, we can often give a price without seeing the lawn. If the prospect signs up with us at this time, we give him a bonus or a discount on the total annual cost of his service."

Salesmen

"We have several full- and part-time salesmen," Grubb says. "Because competition is strong and growing all the time, we find this necessary. Salesmen do telephone solicitations, make calls on prospects, attend garden shows where we have booths and work on commerical accounts."

Discounts

Each January, Hydro Lawn offers its entire customer base a discount, if paid in advance for the coming season.

"It's become quite successful," says Faulring. "About 30 percent

Automatically reduces waste

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As water is lost to evapotranspiration, flexible, porous Leaky Pipe in the soil acts like a wick. The capillary action of the soil draws water readily from the porous pipe, replacing water used by grass, trees, flowers and shrubs. Plant shock is avoided because moisture level is constant.

VERSATILITY . . . A MUST FOR TODAYS LANDSCAPE DESIGNERS

The Leaky Pipe system is adaptable. Little or no water is lost to evaporation. Surface runoff and sprinkler overshoot are eliminated. Watering costs can be reduced 50% and plants still grow better. Foliage diseases caused by sprinkled wet leaves are a thing of the past. There is practically no maintenance, works automatically, and eliminates erosion.

Write today for more details.



of our customers respond to the offer. That helps our cash flow tremendously.

"I think our customers respond at this rate for the convenience factor; the savings are probably of secondary importance."

Customer relations

Hydro Lawn makes an all-out effort to please its customers.

"We try to convey to our staff that we sell a relationship between the customer and us, Faulring says. "That is probably the most important reason for a purchase.'

To that end, Grubb adds, the company "even tries hard to foresee problems and attend to them before the customer has a chance to call us.'

In addition, the company's vehicles are all kept in good repair and appearance.

Appearance

Hydro Lawn's servicemen wear clean, fresh-looking uniforms. They are courteous, business-like, efficient. They make a service call, attend to their work, leave a notice explaining what they have done, and go on to the next job.

Special services

Hydro Lawn's management believes that one significant way

LOW VOLUME . . . LOW PRESSURE

Water is costly. As little as one pound of pressure may be required to deliver 100 gallons of water per 1,000 feet of pipe per day with even distribution throughout.

Leaky Pipe DOUBLES CITRUS PRODUCTION!

Test results from Vero Beach, Florida installation substantiates grapefruit production doubled. Fruit graded higher for better price. Water usage reduced drastically. Cost benefits through more effective and efficient water distribution proven fact. Valuable oxygen released in ground results in formation of helpful bacteria and other microorganisms.

QUALITY CONTROL

Strict manufacturing controls and continued testing assure top quality of Leaky Pipe. Daily testing checks moisture dispersal. Leaky Pipe sweats all over acts as a wick providing continuous water as needed. On a 500 ft. test, based on 5 ft. segments, the variation was within 10%. Higher pressure increases leakage to required application without squirting.



to improve marketing is to enlarge its stock of offerings.

"Four years ago," Grubb says, "we started our tree and shrub program. It is now our second-biggest seller...approximately 15 percent of our business."

Hydro Lawn also has initiated a landscape service section which provides one-time dethatching and seeding services, plus renovation seeding.

"The whole idea is that the more landscape services we can offer to our customer, the more we are going to sell," Grubb says. "And that's our business."

Customer retention

"It is more important," Faulring contends, "to retain a customer than to recruit a new one

"If we keep a customer a year, we're quite likely to have him for 10 years or longer. So if we lose him, we lose not only the fee he would pay in a given year but possibly those for a decade or more. That may run into \$3,000-an amount well worth fighting to save."

The calendar

Hydro Lawn has a year-round promotion campaign: its popular calendar, which tells the customer many things Hydro Lawn wants him to know about care of his landscape. The calendar, which goes out to both existing customers and future prospects each January, outlines the company's program for treating lawns.

"Each one costs 54 cents," Faulring says, "and we feel they're worth every cent."

Success!

A little more than 10 years ago, Hydro Lawn opened its doors. Today, it is one of the largest locally-owned lawn care companies in the area, grossing \$6 million this year. It has seven branch offices in four states and 29,000 customers.

Faulring attributes the company's phenomenal success story to three fundamental factors: a positive, strong company/client relationship; doing a really professional job on every lawn; and the sound marketing strategy outlined here.

"It is difficult to say which of these factors helped us more,' Faulring concludes. "But one thing is sure: doing a professional job is not enough. Marketing is the 'Open Sesame.' C

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Candy Marketer Quarterly	10,224
Dairy Field	23,694
Dental Laboratory Review	17,292
Dental Management	102,105
Drug & Cosmetic Industry	10,618
Flooring	22,042
Food & Drug Packaging	66,359
Food Management	51,498
Hearing Instruments	17,708
Home & Auto	22,519

Magazine	Circulation
Hotel & Motel Management	39,793
Housewares	12,765
Lawn Care Industry	12,662
LP/Gas	15,098
Neurology	12,917
Paperboard Packaging	12,594
Paper Sales	12,752
Pest Control	14,722
Professional Remodeling	38,788
Quick Frozen Foods	21,135
Roofing/Siding/Insulation	18,316
Snack Food	9,112
Toys Hobbies & Crafts	.13,697
Weeds Trees & Turf	46,082

Don't forget that classified advertising works just as effectively in locating employees as it does if you are looking for a position, have a line, machinery or a business to sell, are seeking representatives or wish to buy a specific item. Let it go to work for you!

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NEWSMAKERS

Pepin changes jobs

The directors of Pickseed West Inc., Tangent, Ore., have hired Dr. G.W. Pepin as director of research.

Pepin, who assumed his duties Sept. 16, is a graduate of Rutgers University. For the past 12 years, he has been heavily involved in the breeding and development of improved turf and forage grasses.

Most recently, Pepin was vicepresident and director of research at International Seeds Inc., Halsey, Ore.

He is president of the Oregon Seed Trade Association, a mem-

Dr. Kevin J. McVeigh has been named director of research at International Seeds, according to President J.L. Carnes. McVeigh replaces Dr. G.W. Pepin (see above story).

McVeigh studied under Dr. C. Reed Funk of Rutgers University, and is the co-developer of wellknown turf-type perennial ryegrasses such as Omega, Yorktown II, Diplomat and All*Star. He will direct the research in the development of improved varieties of turf-type perennial ryegrass, turf-type tall fescue and creeping bentgrass, in addition to working closely with Van Engelen Zaden and Cebeco Handelsraad of Holland.

Ronnie Zwiebel of Green Care Lawn Service, Birmingham, Ala. has been elected president of the Alabama Turfgrass Association, which includes members from northern Florida. William Dood, City of Mobile, was voted presiber of the U.S. Department of Agriculture's Plant Variety Protection advisory board and chairman of the Variety Review Board of the Better Lawn and Turf Institute.

Pickseed West President Kent Wiley said, "The appointment of Dr. Pepin further strengthens Pickseed's long-term goals of maintaining a fully integrated seed company, developing, producing and merchandising highquality turf and forage seed domestically and internationally."

dent-elect. At-large directors are

Brad Coole, Huntsville; Steve

LaFrance, Dothan; and Jon Mann,

Tuscaloosa. Directors are Steve

Wood, Joe William, Jerry Fuller

and M.C. "Bud" Nixon. Dr. Ray

Dickens of Auburn University is

moted to business manager for

Mallinckrodt's Specialty Agri-

cultural Products Department, in

charge of turf products. Salettel

had been a field representative for

three years. He is a graduate of

Penn State University and the

named president and chief execu-

tive officer of the W.A. Cleary

Corp., Somerset, N.J. Barbara

Cleary has moved up to vice

chairman of the Board of Direc-

tors, and will continue to work in

developing sales and marketing

strategies. McGinn is a graduate of

Notre Dame University who for-

Martin W. McGinn has been

College of Wooster (Ohio).

Dennis J. Salettel has been pro-

secretary-treasurer.



Dr. G.W. Pepin

merly worked for Southern Mill Creek Products, Tampa, Fla.

Lakeshore Equipment and Supply Co., Elyria, Ohio, has announced several position changes. George E. Horn, formerly of O.M. Scott & Sons, has been hired as director of contract product marketing, and has established an office in his Marysville, Ohio home. Barb Cravcraft was named manager of lawn servicing and Greg Richards, former vicepresident of Hydro Lawn, Gaithersburg, Md., has been added to Lakeshore's sales staff.

The Northrup King Co. has announced the reorganization and centralization of its turfgrass seed program under the total direction of the company's Consumer Products Group. Howard Schuler, vice-president of that group, will head up all production, procurement, marketing and sales. Others involved in the restructuring were Dennis Erickson, Joe Churchill, Don Mears, Larry Vetter and Howard Kaerwer.

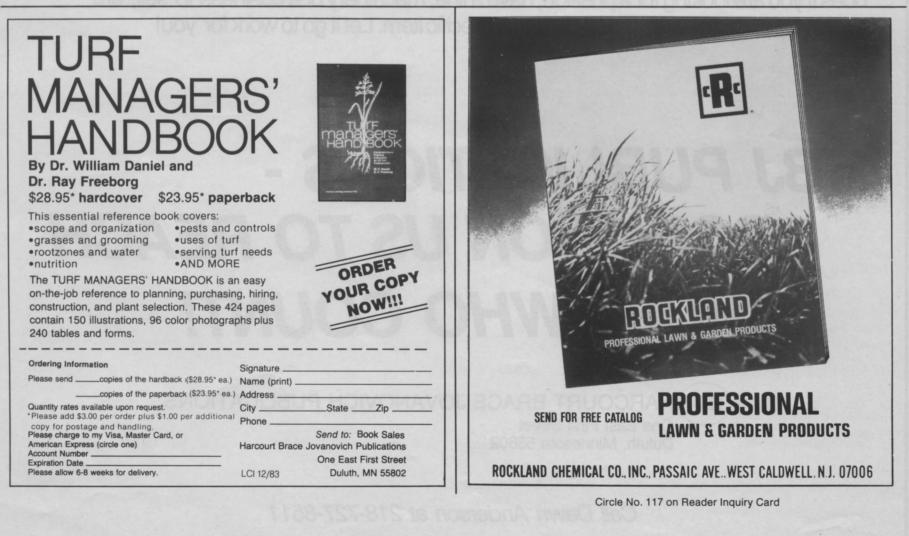
Snapper Power Equipment has chosen Tom O'Dekirk to be its Chicago-based regional sales manager. O'Dekirk has in the past received a "Great Achiever Sales Award" and a "Pacesetter Sales Award." He is married and the father of four children.

Agrotec Inc. of Pendleton, N.C. has announced the following promotions: Mike Chlomoudis to operations manager, Jim Adams to vice-president of purchasing and Frank Ferguson to vice-president of marketing. Agrotec is a leading manufacturer of sprayer and fertilizer application equipment.

Richard R. Pollick has been promoted to director of marketing and consumer products for The Toro Company's Outdoor Power Division. Pollick, who joined Toro in 1982, was most recently senior marketing manager.

The ChemLawn Corp. of Columbus, Ohio has appointed Tom L. Gerlacher vice-president of planning and budgeting. Gerlacher, a graduate of Notre Dame and Ohio State universities, has been with ChemLawn since 1976.

Three salesmen have been added to the staff of Lebanon Chemical's Professional Turf and Garden Sales Department: Ronald Saunders, Stanley Kleczynski and William Matheus. Saunders was vice-president and sales manager at Richard Guano Co. Kleczynski, who holds a college degree in agricultural business from the University of Maryland, was with CIL Chemicals. Matheus is a recent graduate of the State University of New York.



1983 DEC LAWN CARE INDUSTRY

Here's the only one that controls both crabgrass and spurge

Just as you'd expect, it's Dacthal[®] W-75 preemergence herbicide. And there's not another preemergence on the market that'll give you better control of your two most serious weed problems.

The standard of excellence for crabgrass.

It's been that way for more than 20 years with Dacthal. Which explains why today's lawn care professionals depend on Dacthal for effective and consistent crabgrass control. Plus proven residual activity that allows for fall overseeding.

And since Dacthal is not water soluble, it won't leach or run off during wet weather as some preemergent herbicides do.

The only way to control spurge.

Dacthal W-75 delivers more effective spurge control than any other herbicide.

Here's why.

Spurge plants produce from 600-3500 seeds per plant. Once they've emerged, they're almost impossible to control with a postemergence.

Spurge has to be controlled *before* it emerges. And the only preemergence labeled for the job is Dacthal.

Dacthal does it all.

ental Herbicide (75% Wettable Powder)

A Dacthal application in spring, before annual weed and seed germination, provides excellent control of crabgrass. Make a second Dacthal application 60 days later for full season spurge control.

And remember, Dacthal is also effective against 21 other annual grasses and broadleaf weeds including foxtail and purslane. What's more, it can be applied to more than 120 ornamental flowers and shrubs with no risk to ornamental root growth.

This season, stop both crabgrass and spurge with the one preemergence herbicide you know you can count on. Dacthal W-75. It's back and ready to go to work. Always follow label directions carefully when using turf chemicals.



Agricultural Chemicals Business SDS Biotech Corporation 7528 Auburn Road, P.O. Box 348 Painesville, Ohio 44077

PRODUCTS

Polyethylene tank mounts on frame

Minnesota Wanner Co. now has available a 1,000-gallon polyethylene tank with a heavy duty base frame to mount directly to truck frames.

It features low profile design for improved visibility and weight distribution; four molded-in baffles to reduce fluid surging; two 10-inch positive locking fill-well covers and standard splash deflector/vacuum release disc.

Other features are ultra-violet-

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Circle No. 111 on Reader Inquiry Card



stabilized material for added field life and design which adapts to either spray, storage or nurse functions.

Circle No. 200 on Reader Service Card

Newer turfgrass varieties are best

In recent turfgrass testing performed by the University of California, new cool season turfgrass varieties outperformed older varieties.

Pennant, a proprietary seed owned by E.F. Burlingham & Sons, Forest Grove, Ore., was selected No.1 with a mean average performance rating of 6.67 (rating scale of 1-9, 9 being ideal).

In recent turf performance test-

ing at Southern Arizona for overseeding on Tifgreen Bermuda, Pennant was also selected No.1 over 16 competing entries.

Circle No. 201 on Reader Service Card

High-pressure washers are best for cleaning

Agrotec has launched a new line of high-pressure washers that include units with capabilities ranging from 2 gpm at 500 psi to 4 gpm at 2,000 psi.

These washers are especially designed for cleaning large equip-





ment and de-greasing or cleaning automotive equipment.

Each pump has easy valve replacement, easy piston cup replacement and low-cost accessories. All of Agrotec's units include siphoning injectors.

Circle No. 202 on Reader Service Card

Twin-hopper system gets rid of debris

A new twin-hopper collecting system introduced by Allis-Chalmers Corp. provides quick handling of lawn debris.

The twin-hopper grass catcher holds six bushels of debris, which can be collected either directly into the twin hoppers or into 30-33-gallon trash can liners. To empty the debris, the user simply lifts off the bag and pulls a convenient rope handle at the bottom of the bag.

Clippings are discharged at high velocity into the hopper.

Circle No. 203 on Reader Service Card

Weed trimmer has electronic ignition

One of Stihl's newest products. the FS-50 Electronic Weed and Grass Trimmer/Edger, has electronic ignition.

This special feature makes the instrument impervious to moisture, dirt and temperature fluctuation.

The FS-50's single-cylinder, two-stroke engine also has specially impregnated cylinder walls, and a 10-ounce fuel tank that



provides 35 minutes operating time

Quiet operation of the FS-50 comes from an intake silencer and a highly effective, USFS-approved fire-safe muffler. Other features are a flexible drive shaft, permanently sealed bearings at each end of the drive shaft housing and a fully adjustable "loop-type" handle.

OF DIMES

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GET MORE FACTS

Walk-behind has 61-inch width cut

The new 61-inch cutting width Bunton walk-behind rotary mower is for the professional seeking to cut large areas with minimum capital investment.

The mower is built with heavygauge welded steel, and has finger-tip steering levers which con-



trol independent power and brake on each traction wheel. Also, the cutting width and optional rider attachment provide equal productivity with tractor-mounted mowers at about half their cost.

The mower features a 16-hp Briggs & Stratton battery start industrial/commercial engine and three non-synchronized sickle steel blades.

This machine can be used with a rider attachment, or as a oneperson walk-behind.

Circle No. 205 on Reader Service Card

Riding rotary has powerful 23-hp engine

An all new addition to Jacobsen's Turfcat II line of mid-size riding rotary mowers has been announced. This Turfcat II GW 224 is designed for users who may require a four-wheel machine and want a more powerful gas engine. The new machine is powered

by a four-cylinder liquid-cooled



gas engine rated at 23 hp, with 39 foot-pounds of torque at 2500 rpm.

Because the GW 224, like other Turfcat II models, is intended for straight-line cutting as well as extensive trimming maneuvers, it is equipped with power steering. It also features either 60- or 72inch hydraulically-driven cutter decks.

A zero uncut circle can be achieved with brake assist. Circle No. 206 on Reader Service Card

Unique transmission added to new line

Gravely International has announced a new addition to the Pro Series line of commercial/ professional special purpose mowers, the Pro-60.

This new entry features unique transmission engineering that

COST CUTTINGS

Weighing pesticides

In these days of expensive materials, every little bit wasted is that much less service you can provide a customer. So the good lawn care businessman should be careful to properly apply the correct amount of chemicals.

Wettable powder pesticide labels list the amount to use in terms of pounds per 100 gallons. When less than 100 gallons is needed, there is a tendency to follow the old "one pound per 100 gallon equals one tablespoon per gallon" rule. Doing this, however, might prove inaccurate, costly and dangerous. Wettable powders can differ from one another considerably. For example, one ounce of Stauffer's Captan 80WP (an agricultural pesticide) equals 2.4 tablespoons while one ounce of Ortho's captan Orthocide 80W equals 5.2 tablespoons.

In other words, one tablespoon per gallon of Captan 80WP would be equal to more than two pounds per 100 gallons and one tablespoon or Orthocide 80W would be equal to slightly more than one pound per 100 gallons.

The lesson is clear: weigh it before you spray it.



Circle No. 112 on Reader Inquiry Card



provides five forward speeds and reverse. The five speeds with single-lever, on-the-go shifting and instant reverse provide an ideal ground speed for every operating condition.

Engines available range from an 8-hp Ruggerini diesel to an 18hp, four-cycle Briggs and Stratton industrial/commercial

Besides low mower height, another feature is a unique double-idler wheel drive to prevent downhill free-wheeling.

The Pro Series is a system of power units, out-front mowers and optional attachments. Circle No. 207 on Reader Service Card

New ZTR mower has bigger engine

A new 30-inch cut mower with 11 hp engine has been added to the line of Dixon Zero Turning Radius mowers.

The ZTR 311 and its sister, the



ZTR 308, are the only 30-inch side-discharge riding mowers with the patented Dixon transaxle that delivers true zero radius turning.

While the ZTR 308 has an 8-hp Briggs and Stratton engine, the ZTR 311 has an 11-hp engine. Both have a durable acrylic/fiberglass molded body, seven-position cutting height adjustment and an optional grass catcher.

Circle No. 208 on Reader Service Card

MONEYWISE

Business efficiency

accepting more risk.

cost-justified.

changing equipment if necessary.

provide more efficient planning.

According to Charles C. Cole of Seidman & Seidman, Dallas, Texas, there are definable steps toward reducing the overhead of your business. Cole, writing in the April, 1982 issue of "Texas Nurseryman," listed these financial cost-cuttings:

• Manage cash funds more profitably through investment of excess cash funds or by paying vendors offering discounts first.

• Increase office efficiency by setting time goals for projects.

• Eliminate unnecessary paper work.

Tall fescue has a deep green color

Warren's Seed and Special Products Division has announced the release of Adventure Turf-Type Tall Fescue lawn seed, which has appeared in turf trials under research number 5LL.

Adventure features a deep green color and one of the narrowest blade widths among recent tall fescue releases. It earned the top rating for shade and wear tolerance, and has been rated best in full-sun turf peformance trials, 1979-1982.

It was rated best in both low and high maintenance trials in the northwest, and has also shown excellent density, including trials for the last year at a mowing height of ¾-inch.

Circle No. 209 on Reader Service Card

Hydraulic sprayer has clean, trim design

The Agricultural Machinery Division of FMC Corp. has come out with a new hydraulic sprayer, the DP26, that has several attractive features.

First, it has a clean, trim design; second, a choice of 100- or 200gallon tank is offered. But the big factor is the DP26's comparitively low price.

Using a diaphragm pump, running off a tractor PTO and configured with three-point mounting, this verstile sprayer has a capacity of 26 gallons per minute at 284 psi. FMC's M108 28-foot boom is

designed to mate with the DP26 sprayer as an optional item.

Circle No. 210 on Reader Service Card

Valve boxes added to irrigation line

The American Granby Co. has added irrigation valve boxes to its Harvard line of sprinkler/irrigation accessories.

The valve boxes feature moisture and temperature-resistant thermoplastic construction. the lids are impregnated with colorfast dark green pigment, and the box itself is black.

The boxes can be assorted with all other Harvard accessories, and with more than 4,000 other products under the Harvard Vendor Consolidation Plan.

Circle No. 211 on Reader Service Card

Unique turf spreader is very easy to use

Spreader King, manufactured by Britt Tech Corp., is a revolutionary liquid lawn chemical applicator that applies the materials in a four-foot swath.

The Spreader King makes heavy shoulder strap sprayers practically old-fashioned. Just mix chemicals in a special



• Consider reducing insurance premiums

• Review communication costs and consider

• Repair and replace equipment only when

Improve sales forecasting procedures to

Institute capital expenditure justification

procedures, and follow them religiously.

by eliminating nonessential coverage or by

applicator bottle, pull the control rod and start walking.

A rechargable battery powers an electric motor that drives a spinning disc at more than 3,000 rpm. The disc produces a very precise droplet pattern that allows 8,000 square feet of coverage from only one gallon of mixture in only 10 minutes.

Circle No. 212 on Reader Service Card

Weed Eaters feature five tools in one

How about one tool for five different jobs? Beaird-Poulan has produced three Weed Eater models designed to accommodate five attachments to add versatilty to any firm's equipment inventory.

The Weed Eater XR-50, XR-70 and XR-75 models are designed to handle line trimmer, power snow shovel, power edger, power blower and power hoe attachments that slip onto the main unit using a simple pinch clamp.

Each power unit has a 2-cycle, 26.2 cc engine designed to power all five tool attachments. The tools weigh between 12 and 15 pounds and include handles that extend from the shaft for easy manueverability.

The power trimmer attachment features the Tap-N-Go cutting heads that let the operator extend more line by simply tapping the unit on the ground. A built-in blade guide and fixed blade guard are standard features on the power edger, while the power hoe allows tilling up to four inches deep and six inches wide. The blower attachment emits a 125 mph blast of air.

Circle No. 213 on Reader Service Card

MARKETING IDEA FILE

Direct mail stats

The Direct Marketing Association recently did a survey of direct mail techniques and found out the following information:

• 48% of businesses surveyed allocate half or more of their ad budgets to direct mail promotion.

• About 26% of respondents mail fewer than 25,000 pieces a year; 34% mail more than one million pieces annually.

• After mail, next most popular direct response medium is print media (58% of "other media" mentions), followed by telemarketing (26%) and broadcast media (9%).

• About 85% of the respondents generate inquiries via mail promotions.

• Only 8% use outside research services exclusively; about 65% use in-house exclusively.

• Nearly 20% of the respondents said they put 10-24% of their marketing expenditures into research and testing.

• 43% said their lists have more than 50,000 names—but about half of all respondents said they have difficulty obtaining lists.

• More than half say they are unsure about computer model use in the future.

them. Our final concern shall involve profits.

"We are convinced, however, that if we promptly attend to our first two concerns, profits will be the inevitable result."

ChemLawn continues to involve its workers in the decision-making process.

"While we do not have quality circles, as they are known in Japan, we—by tradition—operate through branch meeting systems where the activities of that business unit are planned, approved and accepted by all the people within that group."

Fossen added that ChemLawn tries to avoid an adversarial situation with its highly-valued workers.

"One of the great causes of low productivity in the United States is a lack, not of management, but of leadership. Far too many companies suffer from too much management in the absence of real leadership."

ChemLawn counters with four procedures, Van Fossen continued:

• By its philosophy of employees coming first and customers being equally served.

• By making every effort to assure that the concern for the workers is evidenced by day-today activities and actions.

• By proving to managers through training programs that success is more easily obtained through leadership.

• By allowing the workers' involvement in the management process.

Van Fossen listed a number of valuable "strange procedures" that seem to outsiders as being unnecessary and wasteful, and which cost the company millions of dollars annually:

• An open door policy (even into his office).

• A \$300,000 corporate bus (a "moving palace," Van Fossen said) for the recreational purposes of all employees.

• Encouragement of branch visits to its headquarters.

• An active listening program that encourages employees to voice complaints and ideas.

• A guaranteed weekly salary and year-round employment.

• Branch profit-and-loss statements as individual incentives.

• Corporate-wide sharing, short-term disability, personnel assessment and stock ownership plans.

• And an extensive training program for each employee.

"Creating a reservoir of trust enables you to ask, when necessary and when you're willing to explain it, for sacrifices," Van Fossen said. "It also enables you to sometimes ask for miracles from your people, and they will deliver those miracles.

"At ChemLawn, productivity American-style really is not that complicated. It is the mutual trust you develop as managers between you and the rest of the employees that will determine how productive your organization will be."

Circle No. 126 on Reader Inquiry Card ->

TOOLS, TIPS, TECHNIQUES

Storing pesticides

Proper storage of pesticides for the winter is absolutely essential, for both safety and dollarsaving reasons.

When preparing for winter, be sure to remember that some chemicals should not be frozen, that some pesticides break down if moistened, and that pesticides stored in combination with fertilizer may become contaminated.

The two most important considerations for storing pestcides—remembering that threefourth of all pesticide accidents are "non-use" related—are a dry, heated area and one that can

be locked.

Other considerations are:

1) separate storage rooms from other areas, and post warning signs;

2) original containers for pesticide storage

3) complete and up-to-date records

4) providing police and fire departments with floor plans of areas where large quantities of chemicals are stored, and

5) discarding old or unlabelled or empty containers.

If you are going to dispose of any pesticides for the winter months, make sure they are disposed of properly.

Have you ever wondered why our multi-billion dollar industry didn't have its own show?

You can stop wondering.



PPPF is created to assist lawn care pros

from page 1

chairman is Bob Felix of the National Arborists Association. Members are Dr. Bob Miller of ChemLawn (Columbus, Ohio), Jerry Faulring of Hydro Lawn (Gaithersburg, Md.), Bob Bartlett Jr. of F.A. Bartlett Tree Expert (Stamford, Ct.), J.S. "Skip" Skaptason of PBI-Gordon (Kansas City, Mo.), Ray Russell of Dow Chemical (Midland, Mich.), John Kenney of Turf Doctor (Framingham, Mass.) and Jim Brooks of the Professional Lawn Care Association of America (Marietta, Ga.).

LCI: What is the PPPF program?

Dietz: PPPF exists to bring factual and strategic resources together, and to give the public information that will permit them to understand the real pesticide risks and to make reasoned decisions. You could use the motto "Organize, Activate, Legislate, Litigate" as the pattern for our program.

Working together

In our organizing efforts, we will work with other naturallyinterested groups that manufacture, formulate and use pesticides. We intend not only to

help the pesticide community organize itself, but we will also organize the massive amounts of pesticide data available into a readily-accessible research library to provide the public with sound and credible information. LCI: What do you mean by "activate"?

Dietz: PPPF will try to get involvement among those who make and use pesticides and the general public. This is important because of the shift from an era of good products backed by good science into the era of politics.

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tions with the farm and forest sectors that use pesticides to increase productivity. We have contacts among urban pesticide applicators. We'll also solicit participation from non-traditional sources such as hospitals and public health agencies, household users. We have to show regulatory decision-makers that we understand the concerns of the public and provide sounds reasons to support pesticides.

LCI: Will PPPF limit its legislative activities to defending pesticides from anti-chemical lobbyists?

Dietz: Obviously, we'll have to fight defensive battles. Pesticides are under the gun at the federal level with a proposal to restructure the entire pesticide regulatory process as we know it today, and it will end pesticide use if it's restructured as suggested.

When appropriate, we'll also push for legislation regulating environmental groups and requiring them to use verifiable information.

LCI: How does PPPF intend to litigate?

Dietz: The courts have decided that pesticides are a public policy social issue. they're making decisions of a social nature and are forgetting science.

Special services

PPPF will provide access to legal expertise. If members are sued, they can find someone in PPPF with knowledge of the field. PPPF can provide testimony and transcripts from prior cases that answer on-point questions raised in court cases.

We can not only save people money but also make sure the right facts are there before courts.

However, PPPF will offensively litigate in proper circumstances. Anti-pesticide activists ought to be put on notice that the time is fast-ending when they can run amok with misinformation, half-truths and headline-hunting. PPPF will go to court to hold them accountable for misleading statements that frighten the public on no basis.

LCI: How do interested parties participate in PPPF?

Dietz: There will be foundation memberships and personal affiliation, to create both a formal and informal network. The formal network will consist of those who contribute to PPPF; the Board hopes to raise funds that way. The informal network will work with associations and individuals that do not finance PPPF, but who provide access to their own memberships.

LCI: How can the public contact PPPF?

Dietz: Our administrative address is Pesticides Public Policy Foundation, 1511 K Street NW, Suite 623, Washington, DC, 20005. Our issues address is PPPF, 1270 Chemeketa Street NE, Salem, OR, 97301. **I**CI

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DEC 1983

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Are FIFRA changes likely?

from page 1 mental groups and pesticide users.

In general, the amendments would restrict the flexibility of the **Environmental Protection** Agency toward making pesticiderelated decisions. It would also permit public interest groups to challenge those decisions and actually sue the federal government for perceived violations of FIFRA provisions.

One provision of the proposed legislation would affect chemical lawn care firms immediately.

Under the new law, every commerical pesticide applicator would have to be certified. Although some states now require such certification, many allow non-certified personnel to apply such chemicals if their supervisors are certified.

Redundant?

"This is redundant legislation," Bob Felix, chairman of the Board of Directors of the new Pesticide Public Policy Foundation, said recently.

'In the case of pesticides, almost all violations have come from lack of enforcement and enforcement personnel, and not from lack of legislation."

The legislation also would amend the EPA's pesticide registration procedures as follows:

• EPA could deny registrations based on potential risks of the product without considering benefits;

All previously cancelled or suspended pesticides would be permanently banned;

• Chemical firms would have

ranty

to provide tests on, and the identities of, inert ingredients to federal officials:

 Efficacy tests submitted by chemical firms would have to be reviewed by EPA officials;

• The public would be able to demand administrative hearings to challenge registrations after they are approved;

• Upon request, the EPA would have to disclose data supplied to support a registration application before that application is approved; and

• Registration fees would be imposed.

Another provision would have the EPA staff examine the test protocols, results and agency conclusions on every product registered before 1978, and identify any data gaps (more than 1.5 million efficacy tests would be included).

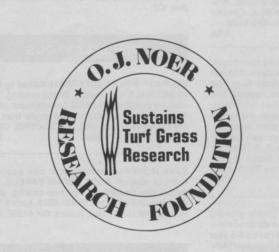
After receiving formal notice that such a gap existed, chemical companies would have three years to fill them. Although some EPA-mandated tests take four to five years to complete, firms that do not meet the three-year deadline will receive an automatic notice of intent to suspend those



pesticides.

According to Felix, 33 major organizations have signed a petition opposing these two bills, and Felix himself testified Oct. 6 at committee hearings.

"Shouldn't our rights be protected also?" Felix said. **I**CI



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