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In shadow
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How much
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plague LCOs
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HBJ A Harcourt Brace Jovanovich Publication

JULY 1984

Volume 8, Number 7

\$2.00

LAWN CARE INDUSTRY

Serving lawn maintenance and chemical lawn care professionals



Pesticides

Legislation could be disastrous

Anti-pesticide legislation introduced in Milwaukee (Wisc.) County and the State of Michigan recently could prove to be disastrous to lawn care operators.

A resolution which, at press-time was to go before the Milwaukee County Board of Commissioners, would ban all herbicides for use around trees and benches, near fencelines and sidewalks on public areas in Milwaukee County.

The legislation, drafted by the county board's Parks, Culture and Recreation Committee, was originally requested by the American Federation of State, County and Municipal Employees (AFSCME), a powerful labor union in the county. It was picked up by local politicians, the AFL-CIO, the Friends of the Earth and the Cit-

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Capt. James Lovell

Former astronaut will speak at PLCAA show

Former astronaut James A. Lovell will be the keynote speaker at the fifth annual Professional Lawn Care Association of America conference and trade show this November.

Capt. Lovell is now senior vice-president/administration for the Centel Corp., Chicago.

The title of his speech, scheduled for 9:30 a.m., Tuesday, Nov. 13, is "Successful Failure." The speech and convention will be held at the Curtis Hixson Convention Center in Tampa, Fla.

Lovell was the first man to visit the Earth's moon twice, during the Apollo 8 project and during the ill-fated Apollo 13 space shot. Apollo 8 was man's maiden voyage to the moon, and Apollo 13 had to be cut short because of emergency equipment problems.

Until the beginning of the NASA space shuttle program, Lovell held the record for time spent outside the Earth's atmosphere, 715 hours and 5 minutes. Besides the Apollo flights, he also participated in Gemini 7 and Gemini 12. Gemini 7 was the first rendezvous of manned maneuverable spacecraft, and Gemini 12 was the last Gemini shot.

Lovell is a member of the President's Council on Physical Fitness and Sports; a trustee of the National Space Institute; and a fellow of the American Astro-

nautical Society.

The show kicks off Monday, Nov. 12 with an early-bird workshop entitled "How to Grow Your Business." The annual early-bird reception follows at 6:30 p.m.

Here is a list of the talks slated, beginning with the official opening Tuesday, Nov. 13: **TUESDAY**

"Successful Failure," Capt. James A. Lovell

"Our Changing Industry," Bob Earley, LAWN CARE INDUSTRY

"Regulatory Assistance Through the PPPF," Dave Dietz



Capt. James Lovell

"The Office: Asset or Liability," Tom Hofer, Spring-Green

"Stress Management: His, Hers, Ours," Tom Jadin

WEDNESDAY

"Reducing Cancellations," Dr. Lawrence Kokkelenberg, Kokkelenberg Associates

"Principles of Tree and

Shrub Fertilization," Dr. Roger Funk, The Davey Co.

"Fertilization of Southern Ornamentals," Dr. Robert Black, University of Florida

"Full Service Maintenance: Should You or Shouldn't You?,"

to page 4

'Going public'

Lesco files with SEC

Lesco Inc. filed May 4, 1984 with the Securities and Exchange Commission for an initial offering of 650,000 common shares expected to be priced at \$11 to \$13 each.

"The number one reason for going public is that it gives a company another way of raising money: equity financing," said Jeff Jones of McDonald & Co., Cleveland, Ohio, which is managing the underwriting group.

"A company's got to do a pretty good job of impressing us about their ability to be profitable and to grow for us to consider them," Jones continued. "Lesco did that. Their management team—(Jim) FitzGibbon and his staff—is just superb."

"This also gives them more visibility in the marketplace and gives them a value. They've gotten to the point—almost \$40 million worth of sales a year—that equity financing is a nice alternative to bank financing."



Next month:

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3918

INDUSTRY NEWS

Cornell plans studies on water use for Long Island

Researchers from Cornell University have released plans to devote more time and effort toward the Long Island, N.Y. turf market.

One proposed project would examine the effects of nitrogen, phosphorus and potassium on the water use of Kentucky bluegrass.

Also to be studied is ground-water pollution. "The state may legislate what kind of grass and how much should be grown on Long Island with its fear of nitrates in the groundwater," says Dr. Martin Petrovic of Cornell. "We need information on whether we're polluting the environment.

We can't change things if we don't know."

To that end, Cornell will install a "moving greenhouse" on 27 turf plots this summer, enabling researchers to control water use on the plots. The greenhouse, Dr. Petrovic says, will be adjacent to the irrigated plots, but will automatically slide over them at the first indication of rain showers.

Besides water use, the experiment will also consider thatch development and leaching of nitrogen and pesticides. The experiment is expected to be in place for 10 to 20 years.



Dr. Martin Petrovic (left) and resident support specialist Howard Pidduck examine new plots at Cornell University which will be used to investigate the effects of water use on turfgrass. Eventually, Dr. Petrovic says, a sliding greenhouse will be installed over these irrigated plots to fully control the amount of water reaching the plants.

PLCAA speakers are finalized

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"Turfgrass Research Update: Water," Dr. James Beard, Texas A&M

"Thatch: General Considerations," (panel)

"How to Avoid and Respond to Union Activity," (panel)

"Expanding into the Commercial Lawn Care Market," Irv Dickson, Native Tree

This will be Dr. Beard's first appearance as a program speaker. Beard is one of the most widely-

read and well-known turfgrass specialists in the country.

Allied activities include the trade show; an exhibitor-sponsored reception and social; a new member reception and breakfast; and the annual business meeting. A post-conference pleasure cruise to Cancun is optional.

The exhibition floor will be open for 16 hours during the three days of the conference. Industry suppliers promise to again be present in abundance.

According to Executive Director Jim Brooks, 168 booths were booked at presstime, an increase of six over 1983's entire total. Brooks expects to sell out the 200 available booth spaces by November, and also expects an increase of 50 percent in attendance to 1,500 total.

More information can be obtained through the PLCAA office, 1225 Johnson Ferry Rd., NE, Suite B-220, Marietta, GA, 30067; (404) 977-5222.

New monographs on management

The Professional Lawn Care Association of America has mailed the first of a series of management "monographs" to its membership.

The first entry in the Management Monograph Series is written by attorney Richard I. Lehr, and is entitled "A Lawn Care Employer's Guide to Wage and Hour Regulations."

Subsequent monographs will explore union activity and financial planning, according to PLCAA executive director Jim Brooks.

MEMOS

BLOODY GOOD IDEA...Miller-Jones Associates, a company in Worthing, Sussex, England, could be entering the lawn care market in a big way. According to Barbara Cleary of W.A. Cleary Chemical Corp., Clint Jones and Matthew Miller have been investigating the possibility of buying Cleary's FLUF fertilizer for 25 lawn care franchises in England. "One of our salesmen is going over there so we can get more of a feel for the market," says Mrs. Cleary.

DR. PETER DERNOEDEN of the University of Maryland is doing research on the non-target effects of fungicides on bluegrass and perennial ryegrass. He has noticed, he tells LAWN CARE INDUSTRY, "an increased incidence of some disease on some common cultivars treated with some fungicides." Sound vague? That's because complete results won't be observed for two more years yet.

BILL FISCHER, vice-president of the Professional Lawn Care Association and president of Spring-Green, Naperville, Ill., appeared in the May, 1984 issue of *Inc.* magazine and in the April issue of *Franchising World*. The *Inc.* article left no doubt that lawn care is a growth industry. Fischer, meanwhile, tells us that his advertising budget is up 100 percent to \$600,000, the bulk of which will be spent on 2.5 million direct mail pieces.

L. JAMES MARTIN, executive director of the Professional Lawn Care Credit Association, reports a membership of 80, of which 50 are actively participating. The organization is involved

with almost \$150,000 worth of collections work, and will soon purchase a computer to help. "The administration of collections is becoming monumental," Martin told members of the Professional Lawn Care Association Board of Directors.

CHEMLAWN VICE-PRESIDENT Dr. Bob Miller tells this one on his company's governmental affairs and pesticide regulations specialist Mark Beliczky: When Mark was considering joining ChemLawn in this position, one of his questions was "how long will this job last?" With the way the industry has been inundated with pesticide regulations on the state and local fronts within the last year or so, Mark will probably have a job for years to come.

THE NPCA—National Pest Control Association—recently completed a survey of operating cost ratios. Departments covered were Labor, Vehicles, Occupancy Expense and Materials, along with Income Per Man Unit. The lawn care industry could use such a survey, judging by inquiries received at LCI's editorial offices.

HOUSING RATES are expected to drop the rest of 1984 after a fast early start. New home building in February was at an annual rate of 2.23 million, highest since April, 1978. But by March, that dropped 26.6 percent to an annual rate of 1.64 million. Why? Mortgage rates are expected to rise one or two percentage points to around 15 percent; fewer families will be eligible for mortgages than last year and housing prices will continue to rise—to an average of more than \$90,000 per unit nationwide.

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Monsanto loses antitrust appeal

The U.S. Supreme Court recently ruled against the Monsanto Chemical Co. in a \$10 million antitrust appeal.

The high court ruled by a vote of 8-0 that Monsanto conspired with distributors against another distributor that was selling Monsanto products at discount prices.

The judgement was made in favor of Spray-Rite Corp., a company which served the northern Illinois market until it was forced out of business in 1972.

Though evidence pointed to "a common scheme" between Monsanto and some of its distributors against Spray-Rite, the ruling could still have the effect of allowing manufacturers a freer hand in deciding to drop discount distributors, an Associated Press story claimed.

California show is huge success

More than 4500 people flocked to the fifth annual California Landscape Industry Show held in Long Beach, Cal. recently.

"This is the best show I've seen," noted chairman Gary Weems of Hydro-Plant Inc. "There were fewer problems and more success stories. I noticed that many of the exhibitors ran out of material by the end of the second day."

Highlights were four industry seminars, an irrigation examination and 300 exhibits. Sponsor was the California Landscape Contractors Association.

Seedsmen choose their committees

The Atlantic Seedsmen's Association has announced 1984 committee appointees. Included on the list are the following:

John Zajac of Garfield Williamson, Doyle Jacklin of Jacklin Seed and Strick Newsom of Lofts, to the Legislative and Enforcement Relations Committee;

Harry Butler of Jacklin to the Auditing Committee; and

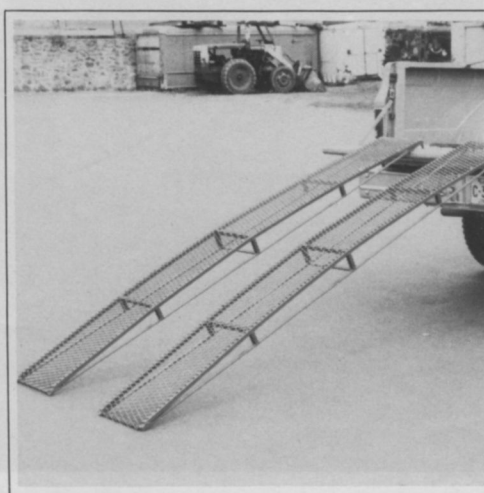
Charles Walkiewicz of Vaughan-Jacklin and John Morrissey of Lofts to the Nominating-Credentials Committee.

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Dealerships still available

Legislation could be disastrous

from page 1

izens for a Better Environment in Milwaukee.

"The main issue they raised (in eight hours of testimony) was that all data wasn't seen, and that they should err on the side of safety," said Bob Peterson, Environmental Issues Manager for Monsanto Agricultural Products Co. "Our contention was that that wasn't true at all. Roundup is registered in over 100 countries and has full EPA registration. It's just that the data hasn't been made public."

The legislation was originally requested because of AFSCME's concern over the health of its members who were applying the herbicides.

Meanwhile, in Michigan, State Senate Bill 730 would require

pesticide applicators to notify, in writing, occupants of all dwelling places within 1000 feet of any pesticide spraying operations. This bill must yet be approved by the State House of Representatives and the governor before it becomes law.

"Implementation of the Senate Bill would undoubtedly put anyone in the spraying business out of business," notes Phil Goulding, president of the Michigan Pesticide Applicators Association. "In some areas, this would require an unbelievably high number of people be notified. You're looking at a dozen lots each way from

where you're spraying, plus that many lots on the two, three or even four streets parallel to the street you're working on.

"It's absolutely impractical."

Goulding says that the outcome of the situation will be known by the end of the summer. In the meantime, he is mounting a letter-writing campaign, on an individual basis, to members of the Commerce and Labor Committee. Any Michigan LCO interested in taking part should contact Goulding at: Grounds Division, #1 Public Works Drive, Pontiac, MI, 48054. Goulding's phone number is (313) 858-0171.

Briggs & Stratton has new division

The Briggs & Stratton Corp. has formed an Electrical Products Division which is committed to the development and expansion of a permanent magnet motor market geared toward rotary lawn mowers, tillers and other outdoor power equipment.

In March, 1984, the company began production of a new 1000-watt permanent magnet motor designed primarily for lawn mower application. The company's Perry, Ga. facility has the capacity to manufacture as many as 500,000 such motors per year.

The company is a leading producer of small gasoline engines.

85 participate in ALCA event

eighty-five students representing six colleges and universities participated in the ALCA Student Field Day competition at the Agricultural Technical Institute of Ohio State University March 23-25.

Landscape professionals judged and observed the 17 events, which included contests ranging from sales presentations to tree climbing. A job fair was also held, enabling students to talk with landscape contractors.

Team winners were entrants from Oklahoma State, Mississippi State (host of next year's competition) and Richland College. James Dollgener of Richland won the individual competition.

Davey is testing mowing services

The Lawnscape Division of the Davey Tree Expert Co., Kent, Ohio, has begun test-marketing mowing/maintenance services in two major markets.

The company has done landscape management for certain Washington, D.C. accounts for three years, including some for Arlington National Cemetery. In addition, it began offering those services to some accounts in Cleveland, Ohio, this spring.

"This is nothing earth-shattering," says Lawnscape manager Gordon Ober. "We're just looking to see how these things go, because we've got plans to push out—just like some of the other major lawn care companies."

TAMPA!

Join the Professional Lawn Care Association of America in this warm Gulf Coast city for its 1984 convention and trade show Nov. 12-15. For more information, contact Jim Brooks at:

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LCI's 'Man of the Year'

As we've said many times in the past, the lawn care industry is finally maturing to some degree.

When you tell a prospective customer what you are, in most parts of the country you don't have to tell them exactly what you do. Nowadays, the term "lawn care" is self-explanatory.

Helping create this awareness of a viable industry have been

hundreds upon hundreds of concerned men and women. Taking into consideration the mature nature of today's lawn care industry, then, the editorial and management staff of LAWN CARE INDUSTRY believes that it is high time to recognize an outstanding person involved with the industry.

To that end, this magazine has

begun to formulate plans to name a lawn care industry "Man of the Year" for 1984. After all, what better means is there to honor such a person than through the industry's leading trade publication?

We will make this announcement later this year, after enlisting your assistance. Though a blue ribbon panel of industry experts—including our own advisory board—is being consulted on the matter, we will also entertain any nominations made by you, our readers.

In other words, who do YOU think deserves to be our first "Man of the Year" ever?

Through a careful screening process, the ultimate decision will be based on a number of considerations. So if you are thinking about making a nomination, please bear in mind that we'll be taking into consideration these qualifications:

- number of years in the industry;
- contributions to the industry;
- character; and
- reputation.

Keep in mind, too, that the "Man of the Year" award might just as well be a "Woman of the Year," since there are some deserving members of that sex without whose involvement the industry would not be where it is today.

LAWN CARE INDUSTRY plans to make the "Man of the Year" an annual award, and there's some catching up to be done.

The landscape management end of the industry has been organized nationally for more than 20 years, and the chemical lawn care segment has been organized for five years. Throughout the history of both, many dedicated people have made lasting contributions.

Anyone who's been around the industry for even a year or two could click off the names of at least a couple dozen possible candidates—each of whom are deserving of the title "Man of the Year." So this will not be an easy decision.

If you have a nomination, please drop that person's name into an envelope and address it to "Man of the Year," LAWN CARE INDUSTRY, 7500 Old Oak Blvd., Cleveland, OH, 44130.

Jerry Roche

Jerry Roche
Editor



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NEWSMAKERS

On the heels of his appointment to vice-president of product development, **Harry Stalford** has resigned from International Seeds Inc. to join former



Stalford

mentor **Willard McLaglen** as a turf farmer. Stalford will join **Mac Cannell** and McLaglen (with whom he started his career) as partner of a 6,000-acre grass seed farm. They will contract production of turf and forage grasses.

"I want to get back into farming," says Stalford. "I'm leaving ISI with a good relationship. As a matter of fact, they are a part of the new venture." Stalford had spent 10 years with ISI, most recently as director of product development.

ISI also announced other personnel changes. **Rich Underwood** has been advanced to vice-president of sales. **Randy Waldie** is new vice-president of distribution and warehouse operation. And **Bruce Chase** is director of production. Underwood has been

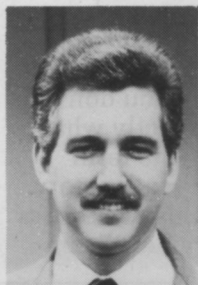
with ISI since 1972, and Waldie since 1977.

Dr. Norman Hummel has moved from Iowa State University to Cornell University, as assistant professor of turfgrass science. Dr. Hummel's appointment is 70 percent extension and 30 percent research. He will assist in the teaching, and will advise undergraduate and graduate students. Dr. Hummel received his B.S. degree from New Mexico State and his M.S. and Ph.D. from Penn State.

The Florida Turf-Grass Association has appointed **William E. Nass** as director of member services. Nass, 32, was formerly agronomist for Lawn Doctor. He had earlier been associated with ChemLawn and Cornell University in turf-related positions. His bachelor's degree is from Kansas State.

Dr. David Chalmers, extension agronomist at the VPI-SU, won the R.D. Cake Memorial Award at the most recent Virginia Turfgrass Conference. **S. Mason Carbaugh**, commissioner of the state Department of Agriculture, received the VTC Award; **Sheldon R. Betterly**,

owner of Centreville Sod Growers was honored with the President's Award; and **B.K. Powers**, president of the Weblite Corp., was accorded a lifetime membership and Special Recognition Award.



Guedel



Johnson

Lesco, Inc. has named **Les Guedel** and **Jim Johnson** to management positions: Guedel East Coast regional manager and Johnson manager of truck sales in Wisconsin. Guedel has been with Lesco for five years and Johnson for three years.

Ronnie N. Oliver of Environmental Landscaping in Greenwood, S.C. was re-elected president of the South Carolina Lawn & Turfgrass Association recently. **Roger Your** of Lawn-O-Green, Charleston was voted new vice-president of the organization.

Bulkkem Corp. has added **Steve Carrell** to its staff. Carrell, who was most recently bulk pesticide coordinator for an agricultural chemical company, is to begin in the sales department. He was also chairman of the Illinois Fertilizer and Chemical Association.



Carrell

tion Hazardous Waste and Toxic Substance Committee.

James McCray and **Tommy Willard**, both of the University of Florida, were honored recently with scholarships sponsored by the Florida Turf-Grass Association. McCray was recipient of a \$500 general scholarship and Willard won the Col. Frank Ward Memorial Scholarship of \$1000. McCray is from Mayo, Fla. and Willard from Thurmont, Md.

Exmark Manufacturing has named **Dick Tegtmeier** executive vice-president. Tegtmeier, who has been with Exmark for two years, held various positions with other companies in the outdoor power equipment and commercial lawn and garden industries. He and his family reside in Beatrice, Neb.

Gerald A. Welch, vice-president of the Agricultural Division and director of animal and plant products for The Upjohn Co., now oversees worldwide marketing and production activities of the Asgrow Seed Co. Welch is responsible for the overall management of TUCO agricultural chemical products. The 25-year Upjohn veteran holds a B.S. degree from the University of Wisconsin.

Ariens Co. has announced the appointment of its vice-president of finance **Thomas J. Lopina** to the post of president of Gravely International, Inc. Lopina has a master's degree from the University of Chicago and is a certified public accountant.

David K. Scatterday is new project manager for Martin Associates Inc., a landscape architecture and contracting company in Prairie View, Ill. He is a graduate of the University of Illinois.

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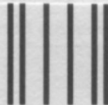
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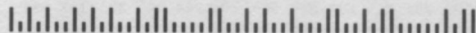
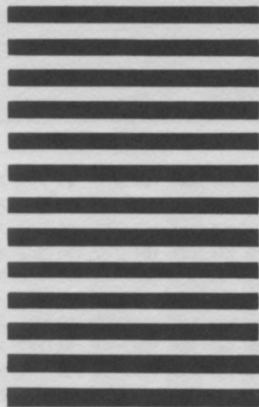
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FACTS

Columbus, Ohio

It's no picnic doing business in the 'shadow' of ChemLawn



"I live in a development with about 500 houses in it. I would say, off-hand, that about 400 of them take professional lawn care. I can stand in my front yard, look down the street and see 20-of-20."

So observes Pat Norton, general manager of Barefoot Grass Lawn Service, estimating that as much as 50 percent of the available market in Columbus, Ohio, is receiving professional lawn care (as opposed to 25 or 30 percent nationally).

Because Columbus is the "home" of the nation's top chemical lawn care company, ChemLawn, there is a special awareness among its citizens for lawn care. So it's not difficult to see why Ohio's capital city could be the best lawn care market in the country.

Consider these other factors:

- Columbus recently became

the most populous city in our nation's sixth-largest state, surpassing Cleveland.

- A national business magazine dubbed Columbus the "Corporate Headquarters of America," largely because of the high-tech corporate buildings ringing the city along Interstate-270.

- Columbus is the home of Ohio State University, one of the leading turfgrass schools in the country, with nationally-known figures like Drs. John Street, Phil Larsen and Harry Niemczyk on its faculty.

- Columbus is virtually within a stone's throw of major manufacturers and distributors like O.M. Scott, Lesco and The Andersons.

For more proof, you need only go to the local Bell Yellow Pages, where you find four full pages under the "lawn maintenance" listing.

"It's one of the most competitive and saturated markets in the country," says Doug DeVilbiss, regional manager of Tru-Green. "People in Columbus are familiar with lawn care, so sales consists of just providing them with information: the program and the price. And any time there's lots of competition, the customer is extremely cost-conscious."

Adds Jim Shade of Perf-A-Lawn: "To me, Columbus is the lawn care center of the country. There are six lawn care companies within two miles of this branch. Which means that you literally have to reach out and take customers from other companies. That's, flat out, the bottom line."

Columbus is also an important test market because it is so isolated—virtually nothing but corn fields and cattle within 100 miles—yet situated in the heart of

the conservative Midwest.

"The city has had a historically stable economy," notes DeVilbiss, "so we don't feel the pressures a lot of markets do during a recession." Adds Brenda Miller of Monarch Turf Services, "Columbus has a tremendous customer base, it's economically healthy and it's continuing to grow."

Because ChemLawn applies strictly liquid fertilizers, most of the chemical lawn care companies working in its "shadow" apply either granular fertilizer, or have a combination liquid-dry program.

"That's usually the first question a customer asks," says Shade. "ChemLawn doesn't really bother us in that respect: they're there and they'll always be there. It's more that there are so many other competitors."

Mike Miller of Monarch Turf

Reporter's notebook

In Columbus, lawn care is 'all in the family'



Brenda and Mike Miller in their Monarch Turf Services office



Charles, Chuck, Marianna and Steve Buck

A few months ago, this magazine ran a chart saying that 30 percent of all lawn care business owners have a spouse working with them. Two Columbus, Ohio, lawn care businesses falling into that category are Monarch Turf Services and Buck and Sons Landscape.

Monarch Turf Services

Monarch is co-owned by Mike and Brenda Miller, who fell in love and married while working for Barefoot Grass in Omaha, Neb.

"Mike and I are both involved

to page 13



Norton



DeVilbiss

Services agrees. "ChemLawn is an entity unto itself," Miller says. "It's that not much of a shadow that we're in: there's ChemLawn, and then there's everybody else. In the Columbus market, personal attention separates everyone else from ChemLawn."

Joe Gordon of Forever Green likes having to bump heads with ChemLawn. "I think it's great," he

says, praising ChemLawn's customer education programs.

"There's certainly enough business in Columbus to handle all us little guys," says Gary Bassett of Turf Ohio. "Though Columbus is intensely competitive, I don't have any real competitors. I can't compete with the big companies like ChemLawn; and the people who do what I do and are about the same size aren't my competitors, they're my friends."

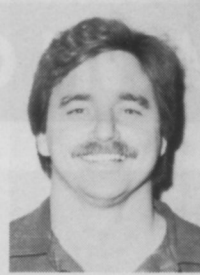
"What's more important is that you carve yourself a niche."

The green industry awareness that is so important to lawn care has even touched landscape and lawn maintenance companies.

"There's a lot of greenspace in Columbus," observes Dave Amo-



Shade



Gordon

rose of Buckeye Landscape. "There seems to be more appreciation of that here. We've always had total service, but we developed fertilization, weed and insect control under the name 'Royal Green.' ChemLawn really educated the public for the need for lawn care, so there's a definite market out there."

"I think the competition here is

good," he continues. "We thrive on it. We maybe have an advantage in that our cost per man-hour of production is probably lower because of the volume we do."

Interjects Charles Buck of Buck and Sons, "We're finding, any more, that this business is very competitive. Sometimes, because of our reputation, we get jobs. But sometimes companies are looking for the low bid, regardless of quality."

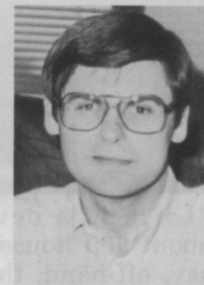
And Brad McAllister of The Lawn Group notes, "There are a lot of out-of-the-garage-type people here, but as far as I'm concerned, they're not competition. The clients who would deal with them are the ones we wouldn't want to get involved with anyway."

Like any cool-season market, weather is unpredictable and perhaps the major problem with handling lawn care/landscape maintenance in Columbus.

"Our biggest problems last year were drought and billbugs," notes Forever Green's Gordon. "Helminthosporium could be a big problem this year because of the wet, cool weather. If it gets dry in



Bassett



Amorose

May, we could also have a lot of melt-out.

"But we'll always be at the mercy of the weather; it's the nature of the beast."

The drought didn't bother Monarch Turf, which did not lose any customers last year, but picked up 200 this year as renovations. And, according to Mike Miller, "a lot of lawns died so thoroughly that all we had to do was spot-spray."

Page Mays of Barefoot Grass remembers an outbreak of chinchbugs in the late 1970s. "But billbugs and white grubs are the most predictable insect problems. *Fusarium* comes and goes."

Buck finds that insects and—predictably—thatch are the biggest problems. "Insect problems have gotten worse in recent years than 10 to 12 years ago," he notes. "And it seems like we get the calls from people that have all-liquid companies because of thatch."

Core aeration and dethatching, because of the market's maturity, are big items among Columbus lawn care companies. In a survey conducted by the Columbus Dispatch, 13 of 19 lawn care companies offered one or both. In addition, all four landscape maintenance companies contacted by LAWN CARE INDUSTRY offered one or both.

"Lawn care having existed for so long in Columbus, you're going to see more maintenance work," says Tru-Green's DeVilbiss. "The industry may move toward tree and shrub care, and core aeration.

to page 13

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LCI 7/84

It's all in the family

from page 11

in the business," says Brenda, who handles marketing and sales while Mike handles production. "Occasionally, it's the unstoppable force meeting the immovable object. But, as we grew, we got through the time when there were too many chiefs and not enough indians."

Monarch started as a support service for chemical lawn care companies, and then branched into chemical treatments. The business began in 1980 as 75 percent commercial; today, it is 75 percent residential.

"This is a turnaround year for us," says Mike. "We're to a point now where we've got the service mix we need." Brenda adds, "I'd like to see us take off and eventually have headquarters and franchises or branches in other cities."

Monarch's key to success has been diversification.

"There's a tendency to push a small company around, so we like to keep diversified enough that we can meet all challenges," Brenda admits. "Also, because we have a smaller business, we can bend with the weather."

Monarch has doubled its size in each of the last few years, but Mike believes that growth will slow down to a 40-50 percent gain

in 1984, and 25 percent thereafter.

Buck and Sons

This company was established by Charles Buck, now 53, in 1972. He has since brought two sons—Chuck, 32, and Steve, 29—into the business, along with wife Marianna.

"I suppose, to some extent, I'll be involved until I'm 65," the elder Buck says. "I think the boys understand that. But I would hope to slow down in five or six years. I like to think I can take a week off now, and things will still run smoothly."

Buck and Sons uses Bobcat mowers, Bunton push mowers, Hudson spray equipment, Yanmar tractors and Ryan sod-cutters. "We always try the best equipment be-

cause it takes quite a bit of punishment. We've also got plans to expand our area from 12 to 37 acres for our nursery operations."

The company employs 35 during the summer months, of which 16 are certified through the Ohio Nurseryman's Association, the most of any business in central Ohio. Services cover the entire horticultural/landscape range, with the exception of trees more than 25 feet tall. From 1980 to 1983, Buck and Sons has won eight ONA awards.

The Lawn Group

This company stays away from residential lawns, yet has plenty of business.

"There's a lot of commercial development in the city right now, and there's a lot of construction, especially in the north to northwest area," says vice-president Brad McAllister. "It looks as if the trend is for larger accounts, to be involved with as few people as possible."

The Lawn Group has quadrupled its business since 1982, "and things are looking real good again this year," McAllister notes. "Right now, we're developing our systems. We're putting a lot of effort into training and computers, and the future will depend on how the systems go."

The company now handles all facets of external lawn maintenance to page 17

Shadow of ChemLawn



McAllister

from page 12

I think we're seeing those things already starting to happen."

Shade says Perf-A-Lawn is already involved in aeration. "It's getting to be a big plus. A lot of people are going for it."

Bassett adds, "Core aeration is a good response to the fact that a lot of my customers have had professional lawn care for 10 years now. Seeding is in the same vein, so we provide a full range of services."

The bottom line to being successful in the Columbus market? Not much different from anywhere else, everyone agrees: customer confidence, sound agronomic practices and a professional image.

It's just that—in Columbus—being successful is a little more difficult.

—Jerry Roche



Mays



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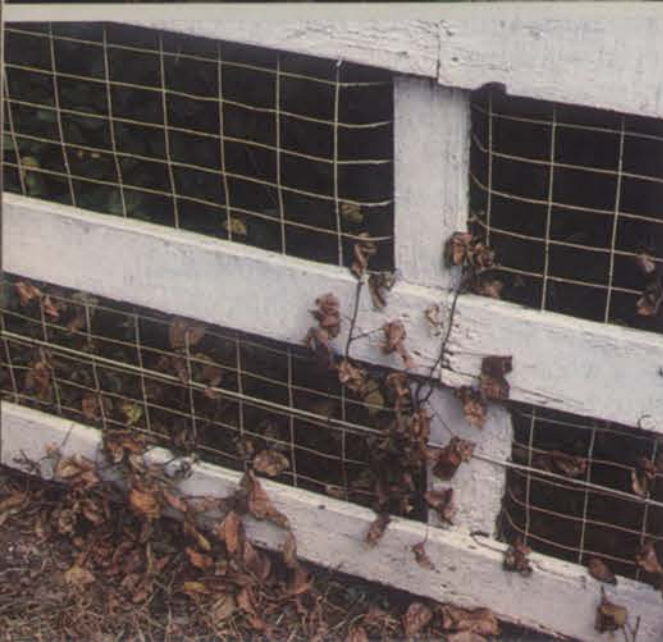
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Water use

Is there a formula for irrigating lawns?

What is the formula for determining the amount of water a lawn needs? Is there, indeed, a rule?

No, says Dr. Peter Dernoeden of the University of Maryland.

"Irrigate lawns by need and not by rule," says Dr. Dernoeden. "A frequently-publicized rule of thumb for irrigating lawn turf is to apply one to two inches of water per week. Although this may keep turf green during most of the summer, it may be wasteful and ineffective, particularly where thick thatch layers and heavy clay soils exist."

The best time to irrigate the lawn, Dr. Dernoeden stipulates, is just prior to visible wilting of the turf. Prominent symptoms of visible wilt are "footprinting" and development of a blue-green or blue-gray color on the turf.

If the grass is not watered when these signs begin to show, it is in danger of permanent wilting,

during the coolest part of the day when there is no wind," Dr. Dernoeden stipulates. "These conditions help conserve water by reducing evaporation."

He also points out that water collecting in low areas and inundating the turf may cause scald injury during hot, sunny periods.

And excessive or frequent irrigation can be just as detrimental to turf as inadequate watering. Lush, succulent plants tissues are more susceptible to injury from heat, cold, drought, disease and

wear stress. Frequent irrigation also discourages roots from growing deeper into the soil, and promotes compaction and invasion by moss and algae.

"Light, frequent irrigation restricts rooting, reduces stress tolerance enhances germination of weed seed—especially crabgrass and goosegrass—and encourages diseases," Dr. Dernoeden says. Homeowners, he adds, should be advised to begin restrictive, deep and infrequent irrigations several weeks in advance of vacations.

Light and frequent or excessive watering prior to leaving on vacation is likely to cause more severe injury than applying no water at all, he says.

Sprinkler selection is important when considering above-ground irrigation. The round type with no moving parts delivers water most effectively, particularly on areas subject to rapid run-off. (However, this type must be moved more frequently than other types.) The rotating, pulsating sprinkler heads are less effi-



Dr. Peter Dernoeden

summer dormancy or even death.

"Once it has been determined that turf is under drought stress, it should be deeply watered," Dernoeden notes. "The duration and quantity of water applied should be sufficient to wet the soil to a depth of four to six inches."

This, in turn, depends on the soil texture and structure, and thickness of the thatch. So most managers rely not only on visual diagnosis but also on frequent soil probing.

Dr. Dernoeden, who has been at Maryland for four years, says that most housing developments are in areas of heavy clay sub-soils which have been deposited during excavation of foundations and basements. This type of soil resists water penetration and percolation, hence water must be applied slowly.

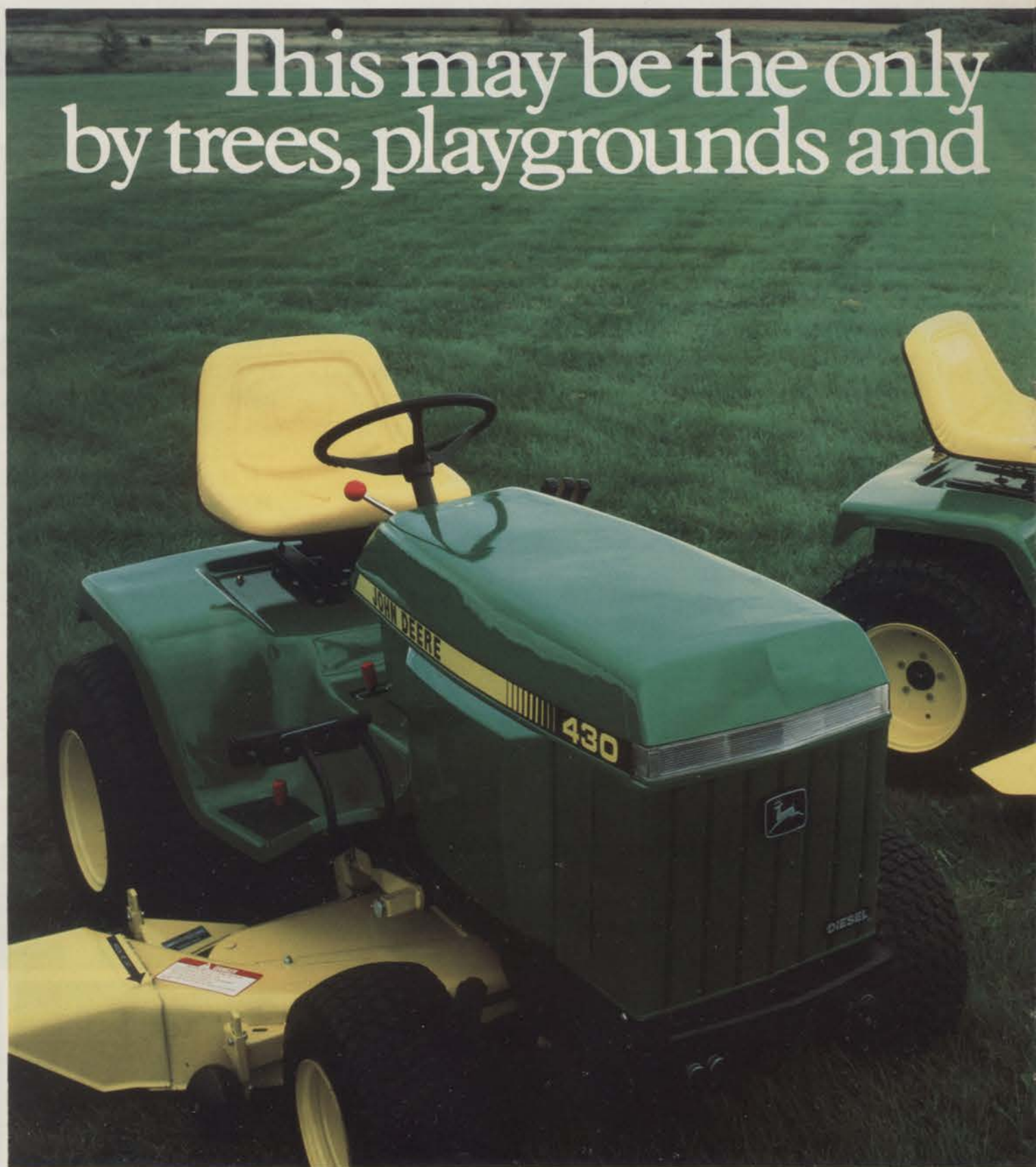
"If the rate of water applied exceeds the rate at which water infiltrates soils, water will run off and be wasted," says Dernoeden.

Sprinklers must be continually moved back and forth on rapid run-off areas at 30- to 90-minute intervals (or as needed) until water has penetrated to the desired depth. Probing the soil with actual soil probes, screwdrivers or garden tools can provide a good indication of depth of wetness.

Night irrigation is discouraged because it may encourage diseases, particularly when night temperatures exceed 68 degrees.

"The best time to irrigate is

This may be the only by trees, playgrounds and



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cient, but deliver relatively large drops of water and cover a large area at one time.

"Hose diameter is also important," Dr. Dernoeden adds. "Hose diameters above one-half inch, and preferably three-fourths to one inch, are best suited for lawn irrigation."

To enhance the capacity of turfgrasses withstanding summer drought stress, proper species and cultivar selection is essential. Another approach is to increase mowing height and avoid use of nitrogen fertilizer on cool-season grasses. (However, zoysiagrass and bermudagrass are preferably fertilized in early summer and maintained at one-half to three-fourths of an inch mowing height.)

Top Columbus firms surveyed

from page 13

ance, with the exception of fertilization—which may become a service in the near future.

Buckeye Landscaping

According to vice-president Dave Amorose, the worst problems facing this company are not lawn-related.

"Our largest problem is wrong placement and use of plant material," Amorose notes. "Some design and installation creates more labor-intensive and time-consuming maintenance. And the second problem is improper prun-

ing, which I call the 'Black-and-Decker blues.'"

Amorose works closely with owner Fred Smith and PLCAA member Jim Halliwell, who heads the company's Lawn Division.

"Most of us have the college education, and we're to the point after working with each other for 15 years that we're all pretty competent," Amorose says. "We can identify every tree, shrub, insect or disease on a property."

Perf-A-Lawn

Jim Shade thinks marketing is a big factor in gaining Columbus-

area lawn care customers.

"We try to get our foot in the door via company awareness," Shade observes, "and then make the prospective customer aware that we can compete with prices of our competitors."

"It's important to have experienced sales people during the prime times. There's a lot of telephone solicitation here, but we don't do it. To my way of thinking, that's a violation of privacy."

A testament to Columbus area industry is that this Perf-A-Lawn branch has the highest commercial percentage of customers than any of the 28 company outlets.

Tru-Green

Tru-Green's growth rate in 1983 was 40 percent, despite the rough weather last summer.

"There were problems last year, convincing the customer that what they had done in previous years they couldn't do last year," says regional manager Doug DeVilbiss. "Our growth has been in residential, but we recognize the potential of commercial accounts here in Columbus."

"We're selling five applications and our commitment to agronomic excellence. We feel we're positioned well to be one of the leaders in the industry, moving in the direction of trying to tailor our program and self-polishing our pesticide use."

"We also have enough confidence in our product to sell a money-back guarantee," DeVilbiss concludes.

Turf Ohio

Gary Bassett is an agronomy graduate of Ohio State, working out of his home conveniently close to the campus.

"We're at a delicate time in our company history," Bassett reveals. "The last two years, things have turned around. I don't have enough business to hire someone else, but I've got too much to try and handle myself."

"I think it's imperative that we expand, at least to 1,000 customers from the 500 we now service."

Bassett likes the "mental interplay" with customers. "I need mental stimulation," he says. "I've got to get out and look at things and explore them. I find most customers on our four-application program don't care about anything but their lawn looking good."

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INSIDE THE INDUSTRY

Safety

Lawn care businessmen keeping close eye on working conditions

With a threat of automobile accidents, pesticide contamination and equipment mishaps, it's not exactly easy for the average lawn care/landscape maintenance businessman to keep his employees healthy.

But most LCOs do an excellent job—at least the ones contacted in recent interviews.

"Our two biggest types of injuries are back injuries from lifting and eye injuries from debris, emptying burlaps into dumpsters and pruning," says Bruce Wilson of Environmental Industries, Calabasas, Cal. "A few are finger injuries from mowers, but we've had nothing serious in the last few years."

And how does Environmental handle safety?

"We are self-insured with a full-time corporate safety officer," Wilson notes, "and we have a safety officer at each branch. There are also on-going monthly programs for all our employees."

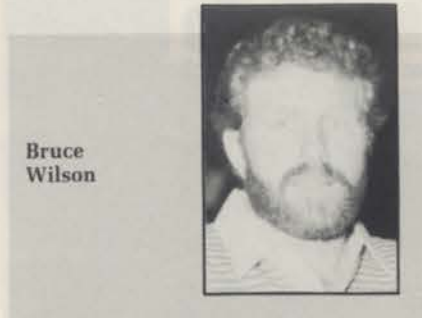
Up in Canada—Scarborough, Ontario, to be specific—the biggest problem is vehicle safety. "Operation of vehicles is our biggest concern," says Robert Wilton of Clintar Groundskeeping.

"We have incentive and bonus plans based on operation of vehicles and a safety program particularly oriented toward safe driving," he adds. "The use of pesticides has always been a con-

cern, but not a problem."

John Cross of Spray Green, St. Charles, Mo., agrees with Wilton.

"I don't rest easy each night until all the trucks have come in like homing pigeons," Cross says. "When you have liquid bouncing around in the back of a truck, it's always in the back of your mind



Bruce Wilson

that the truck might tip over if you have to apply the brakes or make a sharp turn in an emergency situation.

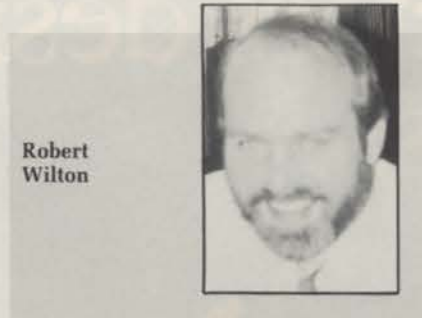
"A lot of times, there are things you can't control, so our big concern is that the drivers drive defensively."

Most LCOs are also so concerned about pesticide accidents that conditions are closely monitored 24 hours a day.

"Cholinesterase tests are done every month," notes C.W. Ladd of Halifax Spray Service, Daytona Beach, Fla. "I've never had a truck accident in more than 20 years in business, but pesticide accidents are right up there among my top

concerns."

Wilton says that wearing protective clothing is the chief area of resistance to safe procedure by employees. "For the first time this year, we are absolutely insisting all operators applying herbicides use protective clothing issued by us," claims Wilton. "We're not



Robert Wilton

giving them that option any more. There's good reading material around on the use of chemicals, and we also advocate that."

All the LCOs who were interviewed agreed that the best way to deal with on-the-job accidents is to make sure they never happen in the first place.

"We've only had one claim since we started in business," says Mark Moreland of Sterling Lawn and Landscape, Kansas City, Mo. "One employee dropped a sprinkler on his foot."

"I tell employees that if they feel a machine is unsafe, to stay off it until we check it out."

Wilson notes that some on-the-

job injuries aren't really injuries: "Especially with back injuries, there's a question that they ever happened in the first place. But the law absolutely favors the employee in litigation."

Charles McCullough of McCullough and Sons Tree and Landscaping, Baltimore, Md. has a different slant on safety problems.

"A lot of landscapers supplement their income with tree work," he notes, "but they're not safety-conscious." Working with chain saws and heights can be dangerous, McCullough says.

"We train all our employees in CPR through the American Red Cross, because there's always a chance of tree crews getting electrocuted in a tree," he says. "We're even so good at it that we put on aerial rescue seminars. You've only got two minutes to get injured people out of a tree and apply CPR techniques, you know."

McCullough's spray crews are also required to take ALCA or AAN safety courses, and driving records are carefully monitored.

Typically, safety is a concern with LCOs everywhere—but it's not a major problem. And it should not be a problem, until the day comes that it is not a major concern. Clearly, prevention of an accident is easier to cope with than an accident itself.

—Jerry Roche

Safety idea file

Safety equipment manufacturers

In its handbook, the Dow Chemical Co. makes reference to various companies which specialize in safety and protective equipment. If you're interested in obtaining such equipment, here are the addresses Dow gives:

- Acme Protection Equipment, 1201 Kalamazoo St., South Haven, MI, 49090
- American Optical Safety Division, Southbridge, MA, 01551
- Edmont-Wilson, 2416 Walnut St., Coshocton, OH, 43812
- Glendale Optical, Woodbury, Long Island, NY, 10805
- Mine Safety Appliances, 201 North Braddock Ave., Pittsburgh, PA, 15208
- Pulmasan Safety Equipment, 644 Pacific St., Brooklyn, NY, 11217
- Rite Hardware Manufacturing, 540 West Chevy Chase Dr., Glendale, CA, 91209
- Tingly Rubber, 200 South Ave., South Plainfield, NJ, 07080
- Welch Manufacturing, 9 Magnolia St., P.O. Box 800, Providence, RI, 02909
- Electric Storage Battery, Willson Products Division, Reading, PA, 19603

'Pesticide Safety Manual' is out

A "Pesticide Safety Manual" is now available through the Pro-

fessional Lawn Care Association of America, to both members and non-members, though at different prices.

Subjects covered in the lengthy manual include: Emergency Procedures, Employee Health Programs, Fire Safety, Shop and Machinery Safety, Chemical Safety, Pesticide Safety Procedures, Motor Vehicle Safety, Safety Inspections and Accident Report and Investigation.

The 64-page manual is designed to be a guide for technician training programs and other in-house safety seminars.

For PLCAA members, the first copy is free and additional copies are \$10 each. For non-members, the first copy is \$20, and each additional copy is \$15. To obtain order forms, write PLCAA, 1225 Johnson Ferry Rd., NE, Suite B-220, Marietta, GA, 30067.

New lawn mower standards

The American Society of Agricultural Engineers has adopted a new standard designed to create safer operation and servicing of powered lawn equipment.

The new standard, ASAE S440 ("Safety for Powered Lawn and Garden Equipment"), covers such topics as controls, operator's station, servicing, stability, shields, signs and warnings, braking and fire protection. It is applicable to such machines as small tractors, riding and walk-behind mowers, trimmers and other related apparatus.

For a copy, send \$4 to American Society of Agricultural Engineers, 2950 Niles Rd., St. Joseph, MI, 49085, specifying No. S440.

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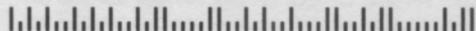
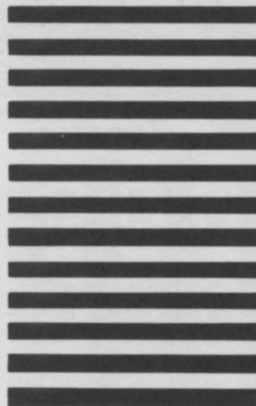
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**GET
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LCI 'handbook' of safe procedures

Safety with pesticides:

1) Know what you're working with: read the label, note warnings and precautions.

2) Wear the appropriate protective clothing (coveralls over uniforms, rubber gloves, heavy workboots, air filter masks, etc.).

3) Store pesticides properly, and in their original containers.

4) Take care to avoid spills, and immediately clean up any that occur.

5) Remove any clothing on which pesticides have been spilled, and wash the affected area immediately with hot, soapy water.

6) Wash hands and face immediately after completing each pesticide application.

7) Never smoke, eat or drink while applying pesticides, and make sure on-site foodstuffs are covered.

8) Crush empty pesticide containers with a sledgehammer so they cannot be reused, and dispose of them properly.

9) Be aware of innocent bystanders like children, senior citizens, pregnant women and pets—all of whom are highly susceptible to poisoning.

10) Watch your co-workers for symptoms of pesticide intoxication or illness, during and after applications.

First aid for pesticide poisoning:

1) If breathing has stopped, begin artificial respiration.

2) Call a physician or poison control center immediately.

3) Remove contaminated clothing, cleanse skin (including hair and fingernails) with hot, soapy water and dry the victim, keeping him warm.

4) If the eye is contaminated, flush gently with plenty of clear running water as quickly as possible, and continue for 15 minutes.

5) IF PESTICIDES HAVE BEEN INHALED: Carry the victim (do not let him walk) to fresh air, and keep him quiet. If convulsions occur, watch the victim's breathing and protect the head from injury. Keep his chin up to keep the air passage free. Do not administer alcohol.

6) IF PESTICIDES HAVE BEEN SWALLOWED: Induce vomiting if the victim is conscious. Do not induce vomiting if he is unconscious, showing signs of convulsions or has swallowed petroleum or corrosive products. Vomiting may be induced by using the blunt end of a spoon or fork, two tablespoons of salt in a glass of warm water or syrup of ipecac. To prevent vomitus from entering lungs, make sure the victim is laying face-down with the head lowered. If the victim can swallow after ingesting a corrosive poison, give him as much milk or water as he can consume.

7) Transport the victim to the nearest hospital as quickly as possible.

8) Give the pesticide container and any remaining material to the physician; if unavailable, give him a sample of the vomitus.

Rules for washing work clothes:

1) Wear gloves when handling pesticide-soiled clothes.

2) If possible, pre-rinse.

3) Make sure wash water is hot,

and use heavy-duty liquid detergent with organophosphates.

4) Wash pesticide-soiled clothes separately from the rest of the laundry.

5) If possible, limit the amount of work clothes washed together.

6) Set the wash cycle on maximum time, giving the machine plenty of time to move the pesticides out of the clothing into the water.

7) If possible after laundering, give the washing machine an extra rinse cycle to flush out any

pesticide residues.

How to handle pesticide spills:

1) Control the flow of a liquid being spilled, regardless of source.

2) Alert the proper agencies: EPA for a large spill, state and local police if on a public highway, etc.

3) Rope off the contaminated area, keeping people at least 30 feet away and out of contact with drifting fumes. Do not use road flares.

4) Contain the spilled material

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tilization, Jaguar produces a thick, persistent turf. And since it's lower growing, Jaguar needs less mowing.

Less watering, fertilizer, and mowing mean Jaguar's maintenance costs are lower—good news to those responsible for park and sports turf areas as well as home lawns. For more information on Jaguar, the energy-efficient grass of the future, see us.

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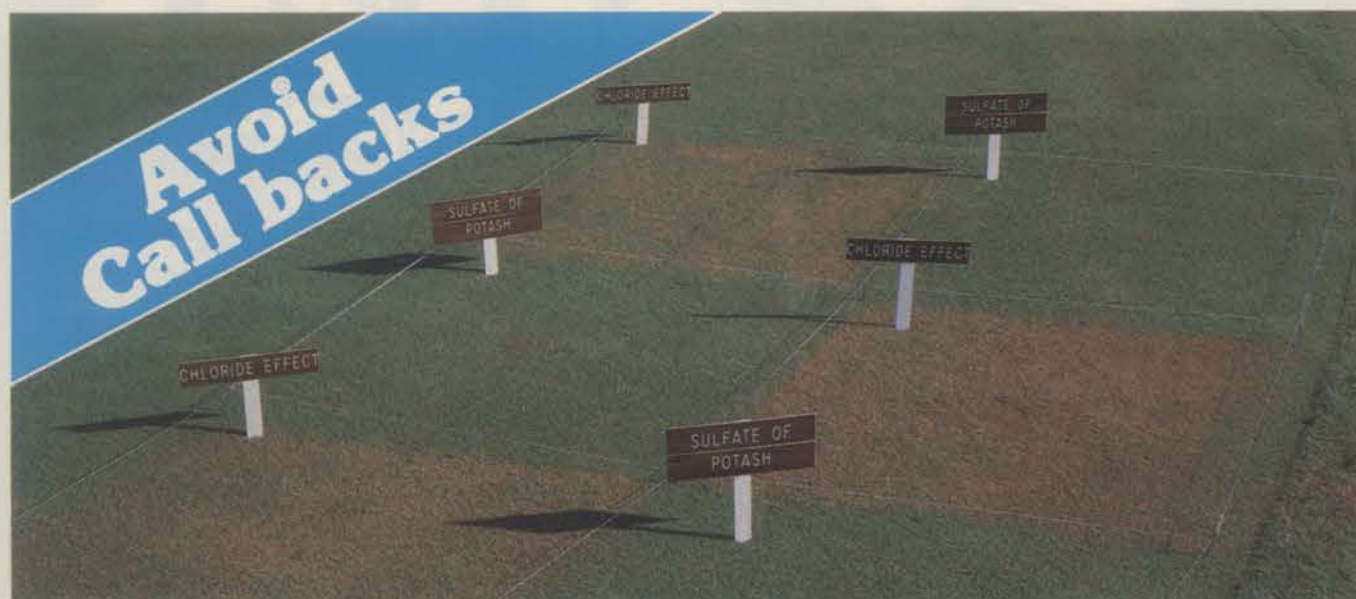
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Non Volatile Nitrogen (N.V.N.) is a new product specially developed for the professional lawn care industry. It provides for more efficient use of Nitrogen. Less **N.V.N.** can be applied than other forms of Nitrogen for the same results or the same

amount may be applied for keeping lawns green longer. GSL's **N.V.N.** is a Nitrogen stabilizer that turns lawns green, promotes good root and rhizome growth and has a low burn potential. (Compare N.V.N. vs. other Nitrogen products in photo.)



Sulfate of Potash is the safest and most effective potash money can buy! The trade has reduced or eliminated potash in summer applications because of the hazard of burn. **Sulfate of Potash** can be used at the recommended ratio with complete safety. We guarantee it!

Turf burn is a result of high salt index fertilizer, too much chloride and high summer temperatures. **Sulfate of Potash** is nearly chloride free and has a salt index of 0.85 vs. 1.94 for muriate of potash. Other sources of sulfur, such as ammonium sulfate, have salt indexes as high as 3.25. There is far less chance of burning turf and gardens if it is mistakenly over applied, spread unevenly or unexpected weather conditions favor damage.

In addition to K_2O , **Sulfate of Potash** contains 18% Sulfur in the sulfate form, which is the form preferred by lawns and gardens. **Sulfate of Potash** gives better disease resistance to Fusarium Patch, Ophiobolus Patch, Dollar Spot Fungus and Powdery Mildew. It is also effective in suppressing Poa Annua.

Use of Sulfate of Potash also results in better rooting, drought resistance, heat and cold tolerance and better wear resistance. And, its excellent potassium/sulfur ratio increases grass response to nitrogen, phosphate and other nutrients. Leading researchers recommend an N-P-K ratio of 3:1:2 for applications on turf. **Sulfate of Potash** can be included in the hottest months to provide vital potassium and sulfur without fear of damage to turf.

by constructing a dam of soil, sawdust, vermiculite or other absorbent material.

5) To clean up small spills, spread absorbent material over the contaminated area, sweep and place material in a heavy plastic bag. To decontaminate area, use household bleach full strength and dehydrated lime mixed together several times. Dispose of clean-up equipment that cannot be decontaminated.

6) Do not leave the site of a spill area until after cleanup crews have finished.

7) Sweepings, decontamination solution and rinse water must be disposed of in a sanitary landfill if permitted.

Operating power mowers:

1) Know the mower and how to operate it correctly; study the operator's manual.

2) Make sure the mower is in good operating order before starting a job.

3) Before using the mower, check and lawn for items such as wire, stones, glass, wood and toys, each of which can cause trouble if run over.

4) Wear close-fitting clothes and leather safety shoes, since about 70 percent of mower accidents are from direct contact with the blade.

5) Operate a riding mower up and down slopes to reduce chances of turnover; a push mower should be operated sideways along slopes to reduce chances of a foot sliding under the mower.

6) Keep shields in place, and watch out for holes that may cause you to turn an ankle or lose your balance.

7) Always stop the engine when unclogging, adjusting or servicing the mower, and stop the mower if you are called away temporarily.

8) Never smoke while refueling a mower.

9) Report all problems with equipment and mishaps immediately.

Tips on safe driving:

1) Know your vehicle, and safety-check it—inside and out—before leaving the garage.

2) Never get impatient with, or angry at, other drivers.

3) When in doubt, go straight: some vehicles can overturn going through a quick turn at just 15 mph.

4) Never, ever, drink and drive: alcohol adversely affects judgment and vision and increases the possibility of accidents.

5) Drive like you're the only sane person on the road, never anticipating actions by other vehicles or drivers.

6) Be especially careful when you shift your vehicle into reverse, checking all rear-view mirrors and double-checking with a look behind you.

(For complete safe driving instructions, consult your state's Department of Highway Safety or Automobile Association.)



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Circle No. 106 on Reader Inquiry Card

DATES

PLCAA Regional Seminar, July 11, Elmhurst Country Club, Wooddale, IL; contact Rick White, Village Green. (312) 293-1036.

PLCAA Regional Seminar, July 12, Livonia (MI) Holiday Inn; contact Don Benham, Benham Chemicals. (313) 624-3200.

Allied Landscape Industry Convention and Expo, July 14-17, San Antonio (TX) Convention Center. Contact: American Association of Nurserymen, 1250 I St. NW, Washington, DC, 20005. (202) 789-2900.

PLCAA Regional Seminar, July 17, Ft. Mitchell (KY) Holiday Inn/South; contact Paul Jacquemin, ChemLawn. (614) 888-3572.

PLCAA Regional Seminar, July 19, Boston Heights (OH) Brown Derby; contact Fred Haskett, Greenworld Lawn. (216) 364-1441.

University of Illinois Turfgrass Field Day, July 25, Ornamental Horticulture Research Center, Urbana, IL. Contact: Dr. David Wehner, 1707 South Orchard, Urbana, IL, 61801. (217) 333-7848.

International Lawn Garden & Power Equipment Expo, July 23-25, Kentucky Fair and Exposition Center, Louisville, KY. Contact: Judy Wegenast, P.O. Box 37130, Louisville, KY, 40233. (502) 366-9592.

PLCAA Regional Seminar, July 26, Rochester (NY) Hilton; contact David Sek, Monroe Tree and Landscape. (716) 436-2900.

Mississippi Turfgrass Association Annual Convention, July 29-31, Howard Johnson Motor Inn, Biloxi, MS. Contact: Jim Perry, Mississippi Turfgrass Association, P.O. Box 5426, Mississippi State, Starkville, MS, 39762. (601) 325-3935.

PLCAA Regional Seminar, July 31, Monroeville (PA) Marriott Hotel; contact Jim Walter, Specialty Spraying. (412) 539-3226.

Illinois Landscape Contractors Summer Field Day, Aug. 1, Synnestvedt's Burr Oak Nursery, Round Lake, IL. Contact: Lucile Little, ILCA, 2200 S. Main St., Suite 301, Lombard, IL, 60148. (312) 932-8443.

PLCAA Regional Seminar, Aug. 2, Worcester (MA) Marriott Hotel; contact Steve Evans, Turf Doctor. (617) 879-4510.

Iowa Turfgrass Institute Field Day, Aug. 2, Horticulture Research Station, Ames, IA. Contact: Horticulture Dept., Iowa State University, Ames, IA, 50011. (515) 294-1870.

PLCAA Regional Seminar, Aug. 7, Paramus (NJ) Treadway Inn; contact Al Rumbo, LST Industries. (201) 666-1332.

PLCAA Regional Seminar, Aug. 9, Frederick (MD) Sheraton Inn; contact Gary Mack, American Lawns of Maryland. (301) 662-6060.

Hardware Industry Week/National Hardware Show, Aug. 8-11, Contemporary Resort Hotel, Orlando, FL. Contact: William P. Farrell, AHMA, 931 Plum Grove Rd., Schaumburg, IL, 60195. (312) 885-1025.

Control of Weeds and Ornamental Insects and Diseases course, Aug. 9-10, Stephenson Training Center, College Park, GA. Contact: W.E. Blasingame, P.O. Box 87188, College Park, GA, 30337. (404) 762-0194.

PLCAA Regional Seminar, Aug. 14, Atlanta (GA) Holiday Inn—Airport North; contact Chuck Baird, Green Thumb. (404) 944-8140.

University of Rhode Island Turfgrass Field Day, Aug. 22, Turfgrass Research Farm, University of Rhode Island, Kingston, RI. Contact: Dr. C.R. Skogley, Plant Science Dept., University of Rhode Island, Kingston, RI, 02881. (401) 792-2570.

Wisconsin Turfgrass Association Field Day, Aug. 27, Oconomowoc (WI) Country Club. Contact: Ed Devinger, Reinders Brothers, P.O. Box 57, Elm Grove, WI, 53122. (414) 786-3300.

Ohio Turfgrass Field Day, Sept. 11, Ohio State University Turfgrass Field Plots, Columbus, OH. Contact: Karl Dannenberger, Dept. of Agronomy, OSU, Columbus, OH, 43210. (614) 422-2001.

Garden Industry of America Conference and Trade Show, Sept. 11-13, Indiana Convention Center, Indianapolis, IN. Contact: Paul Anderson, GIA, Box 1092, Minneapolis, MN, 55440. (612) 374-5200.

ALCA Landscape Supervisors Training Workshop, Sept. 19-20, Holiday Inn—Airport, San Francisco, CA. Contact: ALCA, 1750 Old Meadow Rd., McLean, VA, 22102. (703) 821-8611.

Professional Lawn Care Association of America Conference and Trade Show, Nov. 12-15, Curtis Hixson Hall, Tampa, FL. Contact: Jim Brooks, PLCAA, 1225 Johnson Ferry Rd., Suite B-220, Marietta, GA, 30007. (404) 977-5222.

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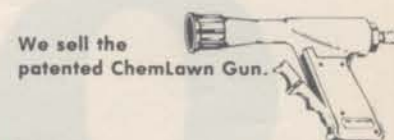
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Circle No. 109 on Reader Inquiry Card

PRODUCTS

Improved form of nitrogen released

C.P. Chemical Co. has introduced its second generation Nitro-26 CRN, a true solution 26-0-0 material.

The product is extremely stable for long periods of time, even at high temperatures, and is compatible with other lawn care materials.

Nitro-26 CRN is the only liquid methylene diurea fertilizer available to the industry. It provides 80 percent controlled release nitrogen

with only 20 percent free urea.
Circle No. 201 on Reader Inquiry Card

Tree injection system is tough and rugged

The Phyton Injection System for injection of chemicals into trees is of solid professional quality.

The holding tank is one of the toughest, most rugged, industrial poly tanks available, claim the manufacturers, Source Technology Biologicals.

The hand pump is oversized and heavy duty; the pre-set reg-



ulator is designed for field conditions and injection tees will withstand heavy and repeated use.

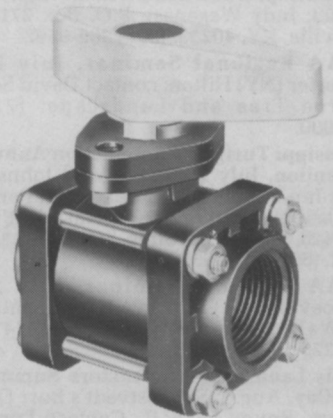
An illustrated step-by-step handbook is included with each low-cost Phyton Injection System.

Circle No. 202 on Reader Inquiry Card

Manually actuated ball valve developed

The new 344M manually actuated ball valve, developed by Spraying Systems Co. is now available.

When open, the 344M allows flow at pressures up to 300 psi with minimal pressure drop (5 psi at 32 gpm) and is available in a two-way and three-way config-



uration in 3/4-inch and one-inch NPT sizes. When closed, it provides a positive shutoff.

The valve is constructed of corrosion-resistant Teflon, polypropylene and glass-reinforced nylon. It is designed for easy assembly and disassembly, and for easy installation into a system.

Circle No. 203 on Reader Inquiry Card

Two lawn tractors have variable speeds

Two lawn tractors introduced by Wheel Horse give lawn care professionals the option of having three or eight speeds at their disposal.

The Work Horse GT 1100 has eight speeds powered by a horizontal shaft Synchro-Balanced



Briggs & Stratton engine with Uni-Drive all-gear transaxle. Mowing width is 48 inches.

The Work Horse LT 1100 has three speeds powered by an 11 hp Synchro-Balanced Briggs & Stratton engine. Buyers have a choice of five full-floating mowers that provide a smooth, even cut and an optional six-bushel rear bagger.

Circle No. 204 on Reader Inquiry Card

Now there's a better way to control turf insects!

Now that ORTHENE® Tree & Ornamental Spray has been cleared for use against turf insects, you've got effective insect control you can count on.

ORTHENE has been used for years to stop tough pests like gypsy moth larvae, aphids and bagworms, with no sign of resistance. It provides effective fast-acting control against armyworms, sod webworms, leafhoppers and greenbugs.

ORTHENE kills foliage-feeding insects two ways — on contact and by ingestion. And because ORTHENE works as a local systemic, you get broad-spectrum control that keeps right on working. ORTHENE is compatible with most commonly used insecticides and fungicides and is not phytotoxic to the turf.

ORTHENE insecticide can be used without protective equipment, so it's easy to apply. Its toxicity to fish, wildlife and pets is low, and once the spray dries you can re-enter the treated area immediately. That's another reason lawn care professionals and turf-grass managers look to ORTHENE for use around golf courses, parks, for commercial lawn care, playgrounds, picnic areas and other places where people and pets gather.

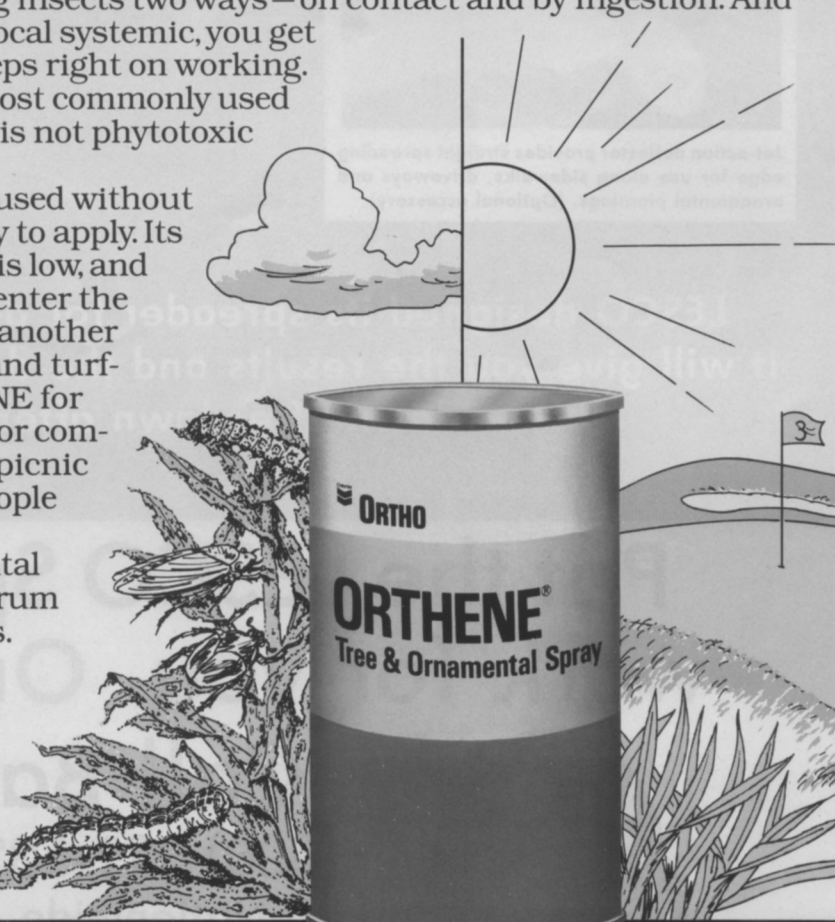
ORTHENE Tree and Ornamental Spray — for effective, broad-spectrum control of foliage-feeding insects.



ORTHO

Chevron Chemical Company

Avoid accidents. For safety, read the entire label including precautions. Use all chemicals only as directed. Copyright © 1984 Chevron Chemical Company. All rights reserved.



ORTHENE®

Circle No. 101 on Reader Inquiry Card

MONEYWISE



Shoulder spreaders ideal for lawn care

Commercial lawn care companies now have a choice of two new Cyclone shoulder spreaders: Model X3A with rigid high-density polyethylene hopper (shown here), and Model X4A with canvas bag.

The spreaders are ideal for smaller areas, have a spreading width of 10 to 30 feet and can hold 20 to 30 pounds of fertilizer, grass seed, granular pesticides, herbicides and even ice melting materials.

Circle No. 205 on Reader Inquiry Card

Nutrients will not burn summer turf

A unique, safe and effective summer lawn service can be formulated with Agri-Plex 4-X, a highly concentrated chelated plant nutrient produced by R.G.B. Laboratories.

Agri-Plex, which does not contain nitrogen, supplies eight plant nutrients. It can be tank-mixed with any of the various forms of nitrogen suitable for liquid application.

Circle No. 206 on Reader Inquiry Card

Social Security

Bailing out the Social Security system will cost employers more in higher benefits expenses, according to a recent report. For example:

- Payroll tax, one of the highest benefit expenses, will rise from 7 percent this year to 7.51 percent in 1988 and to 7.65 percent in 1990.
- One half of Social Security benefits for retirees whose adjusted gross income exceeds \$25,000 will be taxed. This will add to employers' cost as well, since most pension plans are

designed to replace a percentage of pre-retirement income. Thus, employees whose Social Security benefits are taxed will seek greater contributions from their pension plans.

- The age at which employees receive full benefits will rise until it reaches 67 in the year 2027. Companies whose pension plan payments are offset by Social Security benefits will have to pay more to workers who retire early to compensate for lower Social Security benefits.

- Non-profit companies will not be required to contribute to Social Security.

The Professional Lawn Care Association of America 1984 Conference & Trade Show November 12-15, Tampa, Florida

PLCAA '84 Tampa

NOVEMBER 12-15

MORE IN '84! Mark your calendar. It's not too early to start planning for the lawn care industry's biggest week of the year — the Professional Lawn Care Association of America's 1984 Show and Conference.

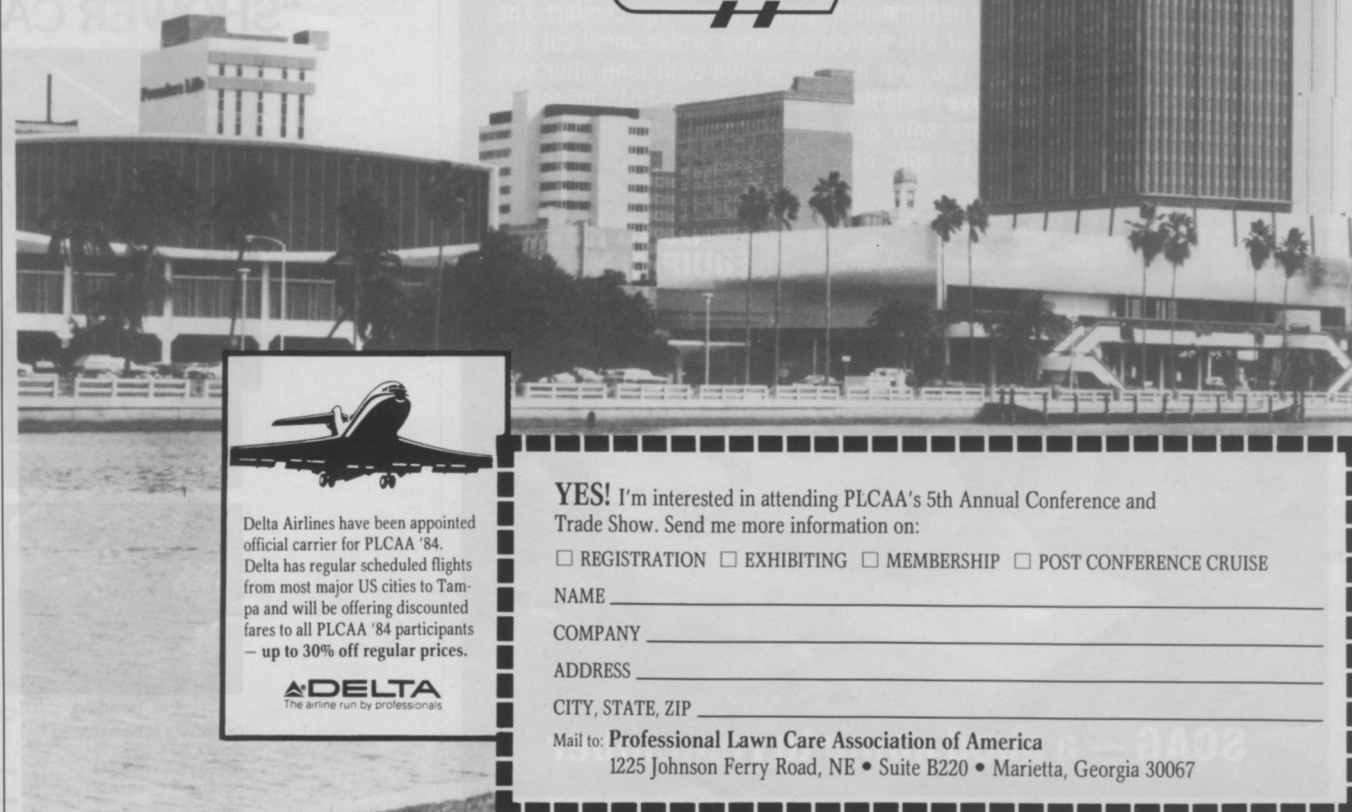
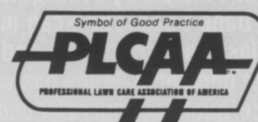
And what a week it will be! PLCAA '84 is shaping up to be the biggest, best gathering of powerhouse speakers and exhibitors in our five-year history. The seminar program has been expanded to offer over 16 hours of educational programming hosted by a new lineup of outstanding speakers, problem solvers all.

In addition, last year's popular "Workshop" series will offer even more hours of "how to" advice on business basics like purchasing, business expansion, and promotional techniques. Subjects aimed at boosting the bottom line of your operation.

IT'S SHOWTIME, FOLKS! Virtually every major vendor and supplier to the lawn care industry will be among the over 100 exhibitors at PLCAA '84. Longer show hours and more floor space in the beautiful Curtis Hickson Convention Center will give showgoers an unparalleled opportunity to see, touch, and compare all that's new in lawn care.

BRING THE FAMILY! Take advantage of Tampa, heart of Florida's funland. PLCAA '84 offers features, options, and vacation opportunities designed with fun in mind. Features like a special Spouse Program full of fun and surprises. Options like a week-long post-conference Caribbean cruise on the luxurious New Amsterdam, newest ship in the Holland America Line. Opportunities like a chance to visit those Florida wonderlands you've been dreaming about — Disney World, Epcot Center, and Sea World. Indicate your interest on the coupon below and details will be sent to you.

'84 is the year. Tampa is the place. Go for it!



Delta Airlines have been appointed official carrier for PLCAA '84. Delta has regular scheduled flights from most major US cities to Tampa and will be offering discounted fares to all PLCAA '84 participants — up to 30% off regular prices.

DELTA
The airline run by professionals

YES! I'm interested in attending PLCAA's 5th Annual Conference and Trade Show. Send me more information on:

☐ REGISTRATION ☐ EXHIBITING ☐ MEMBERSHIP ☐ POST CONFERENCE CRUISE

NAME _____

COMPANY _____

ADDRESS _____

CITY, STATE, ZIP _____

Mail to: Professional Lawn Care Association of America

1225 Johnson Ferry Road, NE • Suite B220 • Marietta, Georgia 30067

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FOR SALE

Need storage for excess chemicals, fertilizer, equipment? **Used ocean cargo containers reconditioned and repainted** to an attractive state. Saves you money on construction costs and insurance rates, keeps you from relocating or trying to construct a building on leased property. Store your chemicals or flammables in a **safe, secure, watertight environment**. Steel frame, hardwood floors. 40' L x 8' W x 8 1/2' H, \$2,490 plus shipping. 20' L, \$1,990 plus shipping. (317) 873-5382 George, AS, PO Box 373, Zionsville, IN 46077.

7/84

1978 C-50 Chevy with a 1981 Finn lawn feeder with 400 foot hose. Low mileage. (312) 672-6076. 7/84

For Sale- Two 1980 International Harvester Cub Cadet 782 Tractors, and two combines that aerate, roll and seed simultaneously. Sold Separately or together. 804-460-1100 7/84

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CLOSEOUT SPECIAL! Save your back issues of LAWN CARE INDUSTRY and save money at the same time. We're closing out our line of permanent binders at the special low price of two for only \$7.50! (This is a \$7.00 savings over our regular price plus postage and handling.) Orders will be filled as long as our supply lasts - quantities are limited. Order your binders today from: Book Sales, HBJ PUBLICATIONS, One East First Street, Duluth, MN 55802 TF

HELP WANTED

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

Green Lawn Division of Western Farm Service is looking for experienced lawn care people to work in their newly expanded Southern California areas. Full benefit plan including retirement. Income commensurate with experience. Expanding rapidly. Excellent opportunity for management. Send resume to Western Farm Service, PO Box 1307, Oxnard, CA 93032, c/o Ron Carruth. 9/84

BUSINESS OPPORTUNITIES

Landscape Design, Installation and Maintenance. Established 21 years. All equipment and customer list. Prestigious coastal community. Sales: \$100,000 + Asking \$45,500. Write Landscaping, PO Box 132, Taunton, MA 02780. 7/84

Wanted

"Wanted to buy by ex-Lawn King dealer; model 126 or 128 Cub Cadet tractor and lawn combine. Contact Roger Jenkins at (914) 883-6385, or PO Box 3, Clintondale, NY 12515" 7/84

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4-2038

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SCAG

REMEMBER THAT NAME!

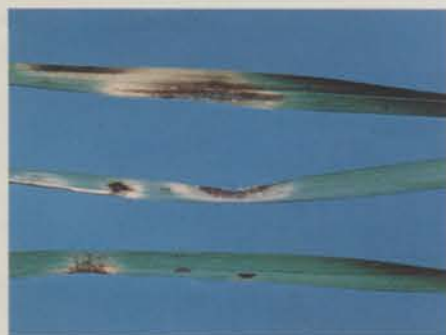
One of these days you're going to be faced with the decision of buying a new commercial rotary mower. When that time arrives there's one name to remember. SCAG! The overall design has been engineered to be clean and simple by a recognized leader in commercial design... Dane Scag. The Scag machine is built to work harder, last longer... and sell for substantially less. We've gone back to the basics without sacrificing performance, quality or operator comfort. The Scag unit will deliver a highly professional cut at a price you will be able to live with long after you have made the purchase. 48" and 61" machines are sold and serviced throughout the U.S. and Europe. See your nearest Scag dealer or contact us for more information.

SCAG POWER EQUIPMENT, INC.
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414-544-4090

SCAG — a good name to remember

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HELMINTHOSPORIUM LEAF SPOT



SCLEROTINIA DOLLAR SPOT



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FUSARIUM PATCH

Turn disease problems into profits with **CHIPCO® 26019 fungicide.**

Selling disease control is a great way to boost profits and attract new customers.

And CHIPCO® 26019 is the ideal product to help you do both.

The selling proposition: a beautiful, disease-free lawn.

Everything you do for a customer is designed to create a beautiful lawn. Turf diseases look bad...and that can make *you* look bad. A programmed approach that includes an effective, long-lasting fungicide like CHIPCO 26019 keeps your customers satisfied.

CHIPCO 26019 is the only fungicide you need.

It can be used safely on all lawn grasses nationwide to control the major turf diseases like leaf spot, dollar spot, fusarium and brown patch. Highly effective and long-lasting, CHIPCO 26019 fungicide fits into your treatment schedule and reduces callbacks.

In short, when you've got CHIPCO 26019 on the shelf, you're ready for *business*.

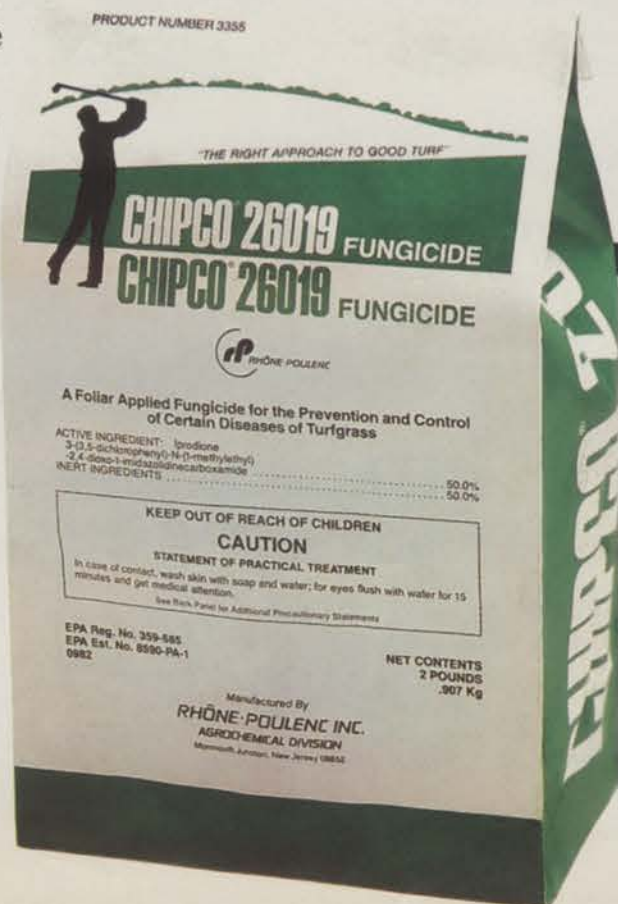
Send for FREE booklet on how to sell disease control.

We've put together a booklet that details lots of effective techniques and tools for selling disease control to your customers...and delivering it with effective, long-lasting CHIPCO 26019 fungicide.

Turf Fungicide
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TAKING CARE OF BUSINESS

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CHIPCO Fungicide Lawn Care Center
P.O. Box 125 Black Horse Lane
Monmouth Junction, NJ 08852



Please send FREE *How to Sell Lawn Disease Control* booklet to:

NAME _____

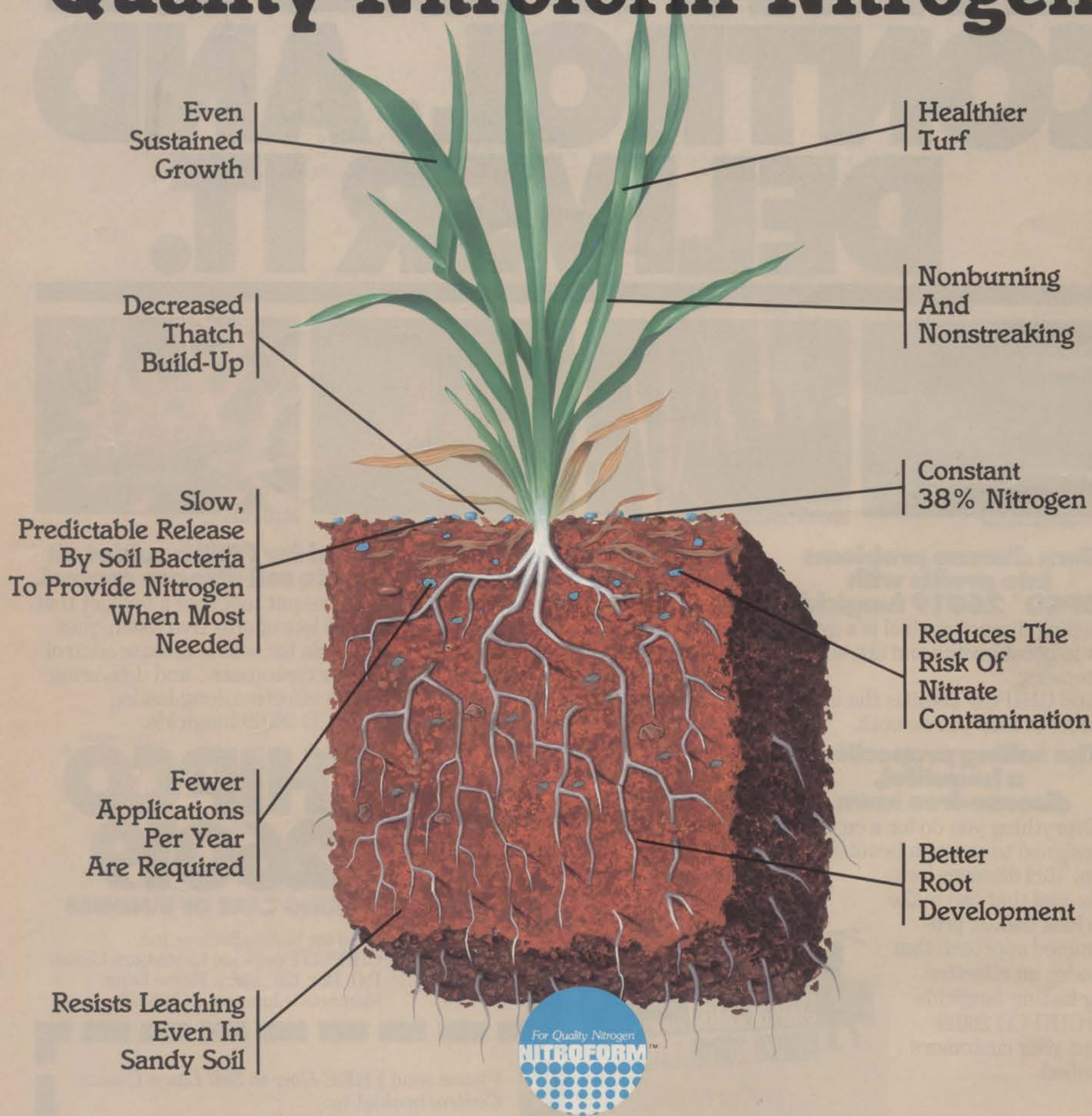
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