

Deer tick population increasing; Lyme disease spreading

# Control products can aid tick fight

BY RON HALL  
editor

TERRYTOWN, NY—The problem isn't with the lawn. It's in the lawn.

The problem is the tiny deer tick, the vector for the organism that causes Lyme disease. And, lawn care providers may be called on to help even more. Some of this nation's top tick and/or Lyme

disease researchers say some commonly used control products are testing well against the ticks on home lawns.

These are products LCOs know how to use correctly and safely.

The 12 scientists and public health officials compared notes on the deer tick/Lyme disease connection during a packed-room symposium here in late May. They agreed on

the growing menace of deer ticks and multiplying cases of Lyme disease (1989 figures will show a 60 percent increase over 1988), but hesitated to say outright that LCOs *should* help.

Several, however, did speak encouragingly about longtime and commonly available chemical control products. These products provided control—at least

temporarily—against deer ticks in the most recent field tests.

Temporarily? Deer ticks are not particularly mobile, but they attach themselves to hosts that are, primarily white-footed mice but also, to a lesser extent, chipmunks, raccoons, birds, and even domestic animals. So, even if a lawn is cleared of ticks, they'll

See **TICKS** on page 5



Dr. Durland Fish said Lyme disease spreading

## LAWN CARE INDUSTRY

Serving the needs of the professional lawn care operator

VOLUME 14 NUMBER 7

AN **EDGELL** PUBLICATION

JULY 1990

LCI survey says this could be the year

## \$2 billion in sales; 10 million clients?

Sometime this growing season an LCO will sign up the industry's 10 millionth customer, and professional lawn care providers' gross receipts will, for the first time, top the \$2 billion mark.

That will amount to over 1.6 million acres of residential lawn grasses (calculating the "average" home lawn at 7,000 square feet) under the care of the na-

tion's lawn professionals.

These statistics were generated by *Lawn Care Industry* magazine's 1990 "State of the Industry" survey with 280 returns from 1,000 readers of the magazine.

The survey measured the industry's growth at just over eight percent during the 1989 application season which reflects \$1.96 billion in chemical

lawn care sales as a result of services to 9.5 million residential lawns. (A similar survey for the '88 application season pegged the industry at \$1.8 billion and 8.3 homes served. Figures in both cases were projected to LCI's readership.)

"The industry has settled into a pattern of moderate but sustained growth in spite of sporadic and sometimes negative publicity surrounding the use of chemical control products," says LCI Editor Ron Hall. "This indicates that the overwhelming majority of American homeowners rightly perceive industry members as providing a valuable, safe and cost-effective service for their properties."

That's not to say that LCOs aren't being dusted with fallout from industry critics. The survey shows, for example, that 146 of 242 respondents (60

See **BIG** on page 20



Robert E. Andrews logs many miles promoting associations

Indiana's Bob Andrews spearheads effort

## LCOs join state groups

In response to ever-increasing regional and state regulatory pressure, LCOs across the country are closing ranks and organizing state lawn care associations.

LCOs in several states have already organized associations, affiliated with the Professional Lawn Care Association of America (PLCAA), that take a proactive approach

to meeting challenges on the local, state and regional level that threaten to affect their businesses—New York, Indiana, Massachusetts, Wisconsin, North Dakota, Missouri, Minnesota, Michigan and Colorado. And New Jersey, Oklahoma, and Georgia are taking steps to organize their own associations.

The man behind much of

this recent organizational activity is Robert E. Andrews, president of the Greenskeeper, Inc., a professional lawn care company in Indianapolis. For the past several months Andrews has criss-crossed the country to drum up LCO involvement in forming state associations.

President of the Indiana  
See **LCOS** on page 25

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# Day at the ball yard helps strike out CF

By JAMES E. GUYETTE

Phil Fogarty's Crowley Lawn Service tosses some "chin music" at a devastating disease while showing customers and friends a good time at the old ball yard each summer.

This June about 600 customers, employees, family and friends of Crowley Lawn Service, Inc. packed the Cleveland Municipal Stadium stands as the Indians played the Detroit Tigers. Although Detroit topped the Wahoos 6-2, the Cleveland-area lawn care company helped put up another strike against cystic fibrosis, the top genetic killer of young people in the country, says Fogarty. About 30,000 people nationwide suffer from the disease and the victims often die young. Proceeds from Crowley Lawn Services' special night go to fight CF.

Fogarty has sponsored the baseball outing for the past four years, and the Tribe's front office sales staff gives his group the best seats in the house. Crowley customers earn tickets by prepaying their lawn service contracts. Although these clients are given the choice between a five percent discount or the tickets, most take the tickets. The company also gives freebies to landscapers, vendors, community leaders and other friends

and family members.

A number of people make it an annual event, but Fogarty estimates that 10 percent of the tickets are claimed by first-time customers.

In previous years Fogarty raised extra money for the fight against CF by manning a concession booth or operating the "Speed Pitch" radar gun game beneath the stands, but those options weren't available this year and Fogarty got

See **DAY** on page 7



Cleveland LCO Phil Fogarty, standing, finally got to see a baseball game after four years

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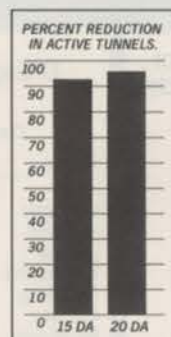
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## PLCAA seeking new VP

CINCINNATI, OHIO—The Professional Lawn Care Association of America seeks a new executive vice president. The Search Committee of the PLCAA has retained the services of Perrone-Ambrose & Associates to help fill the position.

PLCAA President Rick Steinau says PLCAA needs an individual with a Green Industry background. Those interested in the position should send a resume and salary requirements to Steinau, P.O. Box 37462, Cincinnati, Ohio 45222.

James A. Brooks, remains as acting executive vice president. Brooks recently decided to redirect his efforts in PLCAA to building the association's membership and strengthening its trade show, The Green Industry Expo, scheduled in Nashville this November.

LCI



**Part of a bigger picture.** Three of *Fortune* magazine's "Service 500" companies claim lawn care among the services they offer: Waste Management (19th on the list), ServiceMaster (57th) and Ecolab (71st).

**Claims that most Americans** are demanding organic food is a marketing hoax, says Gary D. Myers of The Fertilizer Institute. Demand has been so low that at least two large food store chains have discontinued the organic marketing sections in their stores, he says.

**Minimum federal pesticide** storage standards will call for coated concrete floors or equivalent, employee training, posting, notification to fire departments. Lawn & garden products included. Final regs expected by Dec. 1991.

**New dates for Southern** Grounds & Turf Maintenance Exposition: Dec. 4 and 5 in Myrtle Beach, SC. For information: 1-800-553-7702.

**LCOs in many parts of the West**, prepare for continued

water shortages. Streamflows in some areas of the West and in the Rocky Mountains are way below average. Soil moisture in the Northern Plains was low this spring.

**The "Big Green"** environmental initiative on the November California ballot could spawn copycat laws across the U.S. If passed, "Big Green" would phase out all pesticides used on food if the pesticides are known to cause birth defects or cancer, no matter how small the risk. LCI

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Mustang	5.3
Apache	5.2
Tempo	5.1
KY-31	5.0
Falcon	5.0
Hounddog	5.0
Adventure	4.9
Jaguar	4.9
Bonanza	4.8
Olympic	4.8
Maverick	4.7
Willamette	4.6
Rebel	4.5
Clemfine	4.4
Brookston	4.4
Johnstone	4.0
Kenhy	3.4

Data from USDA National Turfgrass Evaluation Program

### Drought Tolerance (Dormancy) Ratings of Tall Fescue Cultivars

Dormancy Ratings 1-9		9=No Dormancy	
Name	Mean	Name	Mean
Arid	7.7	Chesapeake	5.7
Olympic	7.7	Tempo	5.3
Apache	7.3	Hounddog	5.0
Jaguar	7.3	Pacer	5.0
Finelawn I	6.3	Johnstone	5.0
Mustang	6.3	Kenhy	5.0
Rebel	6.3	Maverick	5.0
Bonanza	6.0	Brookston	4.3
KY-31	6.0	Clemfine	4.3
Adventure	5.7	Trident	3.7
Falcon	5.7	Willamette	3.3
Finelawn 5GL	5.7		

Data from USDA National Turfgrass Evaluation Program

Be sure to order Arid from your seed wholesaler or sod distributor.

### Brown Patch Ratings of Tall Fescue Cultivars

Brown Patch Ratings 1-9	9=No Disease
Name	Mean
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Adventure	6.2
Jaguar	6.1
Rebel	6.0
Pacer	5.9
Maverick	5.8
Falcon	5.8
Clemfine	5.7
Apache	5.6
Tempo	5.6
Olympic	5.6
Hounddog	5.6
Chesapeake	5.5
Finelawn 5GL	5.5
KY-31	5.5
Mustang	5.5
Bonanza	5.5
Trident	5.5
Johnstone	5.5
Finelawn I	5.3
Kenhy	5.0
Willamette	4.9
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ASP BPA



## TICKS

from page 1

piggyback their way back in on host animals—eventually.

Some deer tick control procedures discussed by researchers at the symposium were traditional, others as yet untested. The symposium was sponsored by Rhone-Poulenc Ag Company (It's carbaryl product Sevin recently had deer ticks added to its label.) in conjunction with The New York Medical College which in 1986 established a Center for the Study and Treatment of Lyme Disease.

A charge of urgency sparked discussions among the 12 speakers—each was given about 20 minutes—and the audience of about 120 other scientists, public health officials, and Green Industry representatives. The urgency was spawned by the apparently growing number of deer ticks, *Ixodes dammini*.

Why is the deer tick population increasing? A build up in the populations of wild ani-

### *The use of chemical products to control deer ticks might be an option in residential neighborhoods—one researcher reported*

and landscape workers on these properties!)

#### Children at risk

Dr. Durland Fish said reports of tick bites from 1985-1988 showed that children are more likely to be bitten because, probably, they play in and around areas with ticks. Also, children play outdoors in June and July when

tick nymphs are most available even in well-maintained yards. Bites from nymphs are thought to account for about 90 percent of Lyme disease cases.

Fish said 70 percent of the victims thought they'd been bitten around their homes.

He reported on the effectiveness of insecticide treatments last summer (using

either chlorpyrifos or carbaryl) on 50 separate Westchester county residential properties. He said applicators tried to time treatments to hit the peak of tick nymph activity but caught the population on its down side. Even so, the applications, by either insecticide, reduced tick populations by over 90 percent, at least immediately after the treatments. Fish said he was "encouraged" by the findings.

Dr. Kirby C. Stafford reported similar results with carbaryl in five sites (two of them mostly lawn grass) in Connecticut. Stafford, with the Connecticut Agricultural

See **TICKS** on Page 12



Dr. Kirby C. Stafford no nymphs found after lawn spraying

### *Deer ticks are often found in home lawns in some areas*

mals? More families living in rural/suburban neighborhoods? No clear-cut answer emerged at the symposium.

#### Nymph is problem

What is known is that *I. dammini*—specifically its pin-head size nymphal stage—is the villain. Related tick species in the Southeast and Pacific Coast are also apparently capable of carrying and transmitting the Lyme disease spirochete. Spirochetes are a unique form of bacteria.

Also known is that, in some locations and particularly in New England, deer ticks can easily be found in home lawns.

Dr. Joseph F. Piesman, D.Sc., described a 1989 study in Westchester County, NY, a Lyme disease hotbed, which counted deer ticks (larvae and nymphs) in home lawns. A much greater number was found in surrounding woodlots and the minimally maintained edges of woodlots. Enough were found on lawns, however, for Piesman to conclude that deer tick bites pose a genuine health risk for families living in some residential neighborhoods.

Piesman, Lyme Disease Vector Section Chief, Centers for Disease Control, said 30 percent of the collected tick nymphs were infected with the disease-causing spirochete. "You can see that residents of these properties are exposed almost on a daily basis and are at extreme risk," he said. (Also at risk, he surmised, are lawn

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John Cockerill says LCOs shouldn't sell by scaring clients

## Tragedy: no time for scare tactics

Any business person with half a heart wouldn't try to cash in on someone else's misfortune.

*Hardee, har, har,* replies John Cockerill, a director of the New York State Turf and Landscape Association. There are plenty of vultures out there, and some are trying to milk the Lyme disease tragedy. Some, unfortunately for the Green Industry, are lawn care companies.

"Lyme disease is a public health problem," says Cockerill, one of the Green Industry representatives at the Deer

Tick Symposium in Terrytown, NY. "It's not a cash cow. Kids are getting sick. What's more important than that? This is a public and personal health matter."

Cockerill said Green Industry members must resist whipping the deer tick/Lyme disease situation into a rampant case of "opportunism".

Although professional product applicators are the most likely group to provide some protection to families living in known Lyme disease hotspots, Cockerill said he's

fearful that more will try "to scare" homeowners into buying their services.

Says Cockerill, "You know the kind of guy I'm talking about. A couple of months ago

he was a dry cleaner and then he saw more money in pest control, and now he's spraying lawns. You never see him at training sessions or the association meetings." LCI

## Recently written book provides good overview of Lyme disease

LCOs wanting to know more about Lyme disease may want to invest in the paperback book "Protect Yourself From Lyme Disease" by Diana Ben-

zaia.

Benzaia is a freelance writer who specializes in health and medicine topics for 20 years, and this is probably the most comprehensive and easy-to-understand explanation of the Lyme disease phenomenon available today.

The book is a fast read at 118 pages, and the language is clear and to the point.

Lawn and landscape professionals in areas where Lyme disease is a problem will find information to bring them up to speed, and also to relay to their clients, should, of course, the clients come to them for help.

It's not likely a similar body of information about the Lyme disease/deer tick connection is so readily available anywhere else, and the book was copywritten in 1989 so the material is still fresh.

Send \$4.50 (cost of book) plus \$2.00 to cover shipping to Dell Readers Service, P.O. Box 5057, Des Plaines, IL 60017. Include the book's title, author and the ISBN number of 0-440-20437-2. LCI

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## Sandoz, O.M. Scott cooperate to offer "natural" line in '91

DES PLAINES, IL—The first "natural" line of lawn and garden products from a collaboration between Sandoz and O.M. Scott could be ready for sale in 1991.

"With the technical capabilities and experience that Sandoz has in producing natural crop protection materials for North American farmers, we believe that they are the ideal company to provide research and development for our biological products," says Scott president Tadd C. Seitz.

Sandoz Crop Protection Corporation is providing biological products for O.M. Scott & Sons Company's new product line with the first products probably being biological in-

secticides. But, a release from Sandoz, says naturally occurring insect viruses, bacterial, protozoa and natural plant extracts to control lawn and garden pests may eventually be added to the line.

"Some of our ongoing advanced technology development and many of our existing products can be readily applied to the home lawn care and garden use," says Sandoz

Crop Protection President Dale A. Miller. "This alliance also gives us an opportunity to seek out other natural materials that can be used to control garden pests."

A management committee and a business development committee with equal numbers of representatives from each company will administer the strategic business of the venture.

LCI



Kids galore: Phil Biondo and kids, guests of Fogarty

## DAY

from page 3

to see the game himself.

A number of little ones were in attendance, including two-year-old Dara Hodgson, who won the raffle to throw out the first pitch. Her father stepped to the mound in her place.

Does the outing contribute to Crowley Lawn Services' bottom line? Not important, says Fogarty. Helping battle CF and spending an evening with his friends—that's what's important, says Phil Fogarty.

LCI

## Troutman takes post in Florida

ATLANTA, GA—Barry Troutman, education director of the Professional Lawn Care Association of America, rejoined private industry in June.

Troutman accepted a position with Massey Services, Inc., Orlando, FL. He is the director of operations, training and technical for that company's lawn care division, Green Up. Massey Services is one of the leading pest control companies in central Florida, and a growing presence lawn care provider.

Troutman had been with PLCAA for 14 months and, this past March, emerged as one of the industry's most capable spokespersons in a series of media events following U.S. Senate subcommittee hearings on the safety of lawn care.

"I enjoyed being an industry spokesman," Troutman told *Lawn Care Industry* magazine. "The PLCAA board of directors made that an easy job for me with their foresight. They developed positions that I could present to the media."

Troutman, during his PLCAA tenure, also contributed to the development of a hazard communication and a spill readiness programs.

"I'm excited about my new position. It's a unique opportunity for me," added Troutman who, prior to coming to the PLCAA, spent 10 years with Chem-Lawn.

LCI

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## New Lofts' facility opens

ALBANY, OR—Lofts Seed Inc.'s new West Coast Research Facility opened recently on a 50-acre, company-owned farm about 12 miles east of here.

The facility is headed by Dr. Virginia Lehman, who recently completed her Ph.D. from Texas A&M University, under the direction of Dr. Milt Engelke.

Dr. Richard Hurley, VP and director of research for Lofts, said, "we have big plans for our turfgrass breeding program in Oregon. With research farms on both coasts,

we have a unique opportunity to coordinate and expand our research efforts. LCI

## Canadian show

MARKHAM, ONTARIO—Organizers of the (Canadian) National Lawn, Garden and Power Equipment Showcase (Aug. 26-28) have added a bus trip for attendees to see the Toronto Blue Jays play the Milwaukee Brewers.

The Showcase will be in the International Centre in Toronto. Call 416-479-2720. LCI

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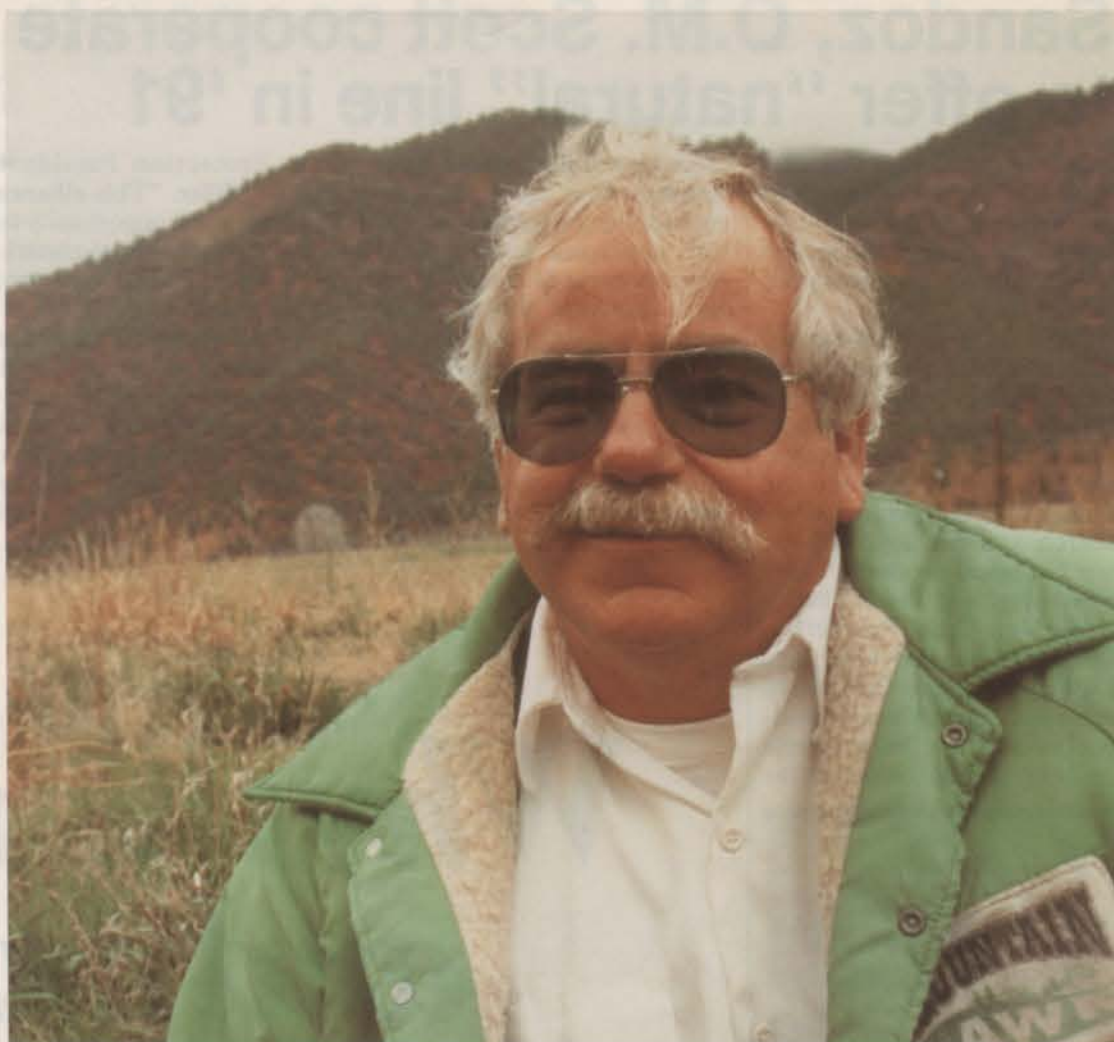
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Alan Lytle's Mountain Lawn Care serves exclusive Colorado communities, homes of celebrities

## Business is up and down for Mountain's Alan Lytle

BY RON HALL,  
editor

**A**lan Lytle's business goes UP, UP, UP each spring. Each fall it comes DOWN, DOWN, DOWN.

Lytle, an immensely likable bear of a man, operates a small lawn care company in the mountain valley community of Glenwood Springs, CO, which, like Denver, is more than mile high (5746 feet to be exact). Denver's a three-hour roller coaster trip east over the Continental Divide and spring's a late comer to these parts.

Even so, a 130-day growing season descends on Glenwood Springs a lot earlier than it does at even loftier perches like Aspen, Snowmass and Vail, all of which contain Mountain Lawn customers. The changes in elevation dictate the up-and-down nature of Lytle's business. His technicians attend to the lower-elevation properties first, then, like spring, creep up the mountain sides. In fall, Lytle's technicians beat an orderly retreat toward the valley with snow crawling down the peaks behind them. Ordinarily, Glenwood Springs gets 67 inches of snow annually. (The last couple of years snows have been disappointingly light. There's real concern in the mountains over the water supply.)

**M**ountain Lawn technicians drive 4-wheel-drive Ford pickups. "Once in a while you can get into some pretty rough areas," says Lytle.

Lytle, bushy moustache and tousled hair, both almost white, is not a Coloradoan by birth but by choice. After 26 years in the supermarket business (he started as a meatcutter and eventually worked into management) in the Los Angeles area, he desired to captain his own business—even if it was a tiny one. And, at first, it was.

He began in Glenwood Springs about 10 years ago by mowing lawns. "Some people

would say, 'There's that crazy Alan wearing his green suspenders and mowing lawns.' I'm sure of it," recalls Lytle of his start in lawn care. "But I didn't care. I was just glad to be here. And I still am."

So was a tubercular, bad-tempered gambler by the name of John "Doc" Holliday. "Doc", not too many months after his much-celebrated episode at the O.K. Corral, came to the mountains because he'd heard of the curative powers of the mineral springs at the junction of the Colorado and Roaring Fork rivers. They might bubble the sickness from his body, Doc hoped. They didn't. He died in Glenwood Springs in November 1887—as the story goes—with his boots on. He's buried on the side of a hill there.

The hot springs remain one of this Glenwood Springs' biggest drawing cards though they've been corralled into an open-air swimming pool two city blocks long. Open year-round, they're heavenly when snow falls straight down in silver-dollar sized flakes, locals claim.

That might be about the only time Lytle can enjoy them anyway because he keeps pretty busy the rest of the year. "It's either nice here or it's snowing," claims Lytle. Of course thousands of skiers would debate this point with Alan. The more snow, the nicer it is, they figure.

**L**ytile doesn't mow lawns anymore, not for hire anyway. His Mountain Lawn provides lawn, ornamental and tree services. Spraying to eliminate noxious weeds from mountain roads brings in revenue too. Thistle is seemingly always trying to displace native Colorado mountain species and local governments need help in this fight.

Mountain Lawn is adjacent to but separate from a business known as Mountain Pest Control, operated by Alan's brother-in-law.

Either one or the other of the two companies—and sometimes both—service properties of some of the most famous names in





Alan personally surveys almost every client's lawn grasses

America. Many celebrities own vacation homes in the mountain communities, particularly Aspen, and they pay well to keep them looking nice.

"The other company does structural pest control, inside work," says Lytle, "so it was only natural that there be a company to work on the outside. That's my company."

Lytle's operation is small, five trucks, and he knows almost all of the properties his technicians service because he's already walked and surveyed them.

He's also pretty well investigated all the territory in and surrounding Glenwood Springs, and he says he hardly goes a day without thinking what a beautiful area he lives and works in. **LCI**

## Pennant gets ok in Florida

GREENSBORO, NC—Ciba-Geigy's Pennant® liquid herbicide now has a 24(c) special local need label for use in commercial sod production in Florida. This is the first time Pennant applications have been allowed on turf.

"This gives us the opportunity to prove Pennant's effectiveness on turf," says Bernd Drüebisch. "Testing is underway to expand the product's uses in Florida and across the country."

Currently, the pre-emergence herbicide can only be used in Florida on commercially grown St. Augustinegrass (Floritam variety only).

Drüebisch, a native of West Germany, is the new product manager for herbicides with Ciba-Geigy's Turf and Ornamental Products group. He moves from the company's worldwide headquarters in Basle, Switzerland. **LCI**

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# LCOs can help solve lawn waste

BY PAUL SKORUPA

**O**ur society's never-ending stream of solid waste is overtaking landfills, and state and local legislators are striking back by restricting what goes into them. One of the first targets is lawn wastes.

An estimated 18-20 percent of all municipal solid waste is yard wastes (at certain times of the year as much as 50 percent). This leaves landscape professionals and the general public with just two options, particularly when it comes to lawn clippings—to continue to bag them or to return them to the lawn for onsite decomposition.

Surveys indicate that typical yard waste is about 75 percent grass clippings and 25 percent leaves and other debris, twigs, etc. This changes by season with grass clippings increasing in the spring and summer, and leaves becoming the big disposal problem in the fall. Lawn and landscape professionals should recognize the implications of laws being drafted to solve these problems. For instance, some areas have outlawed any yard waste in landfills, while others seek to reduce the amount of waste entering their landfills. These laws and restrictions are cropping up in every state.

If you are engaged in mowing and related landscape activities and disposing of

yard wastes in local landfills, check with their operators about the status of the facility.

Don't be surprised if a municipally operated composting facility is established in your area to handle yard waste. Be prepared for increased "tipping" fees in association with composting facilities and other mandated waste disposal reduction plans.

**T**hese changes provide another excellent opportunity for LCOs and landscapers to reinforce their standings as professionals because somebody is going to have to educate the public, our clients. We, as professionals, can

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advise our communities on such items as onsite composting and returning clippings when mowing.

But first we've got to educate ourselves. When we're convinced that the easiest and most cost-effective solution to at least part of the landfill dilemma is to return the clippings to lawns when we mow, we can educate our clients. The mindset of much of the general public is that grass clippings must be removed when mowing. If not, they will lead to an increased thatch problem and associated lawn problems from insects, disease and management concerns. We as professionals know that clippings do not significantly lead to increased thatch buildup, and that 90-95 percent by weight of clippings is water, but we must take the initiative on a day-to-day basis as part of our business to educate our customers of these facts.

Recent university studies have concluded that returning clippings does not lead to increased weed infestation or disease activity. And, as for thatch buildup, a properly designed lawn maintenance pro-

gram should include core aeration on an annual basis. This process will help to manage thatch, and increase the overall health and vigor of the lawn.

Major mower manufacturers have recently introduced mulching/recycling mowers. These manufacturers say the benefits to using this type of mower include:

- A turbo shredder deck which creates an air flow to keep clippings suspended in the mower deck.
- Mulching decks that cut clippings several times.
- Mulching kits which can be retrofitted on existing mowers.
- Fine cut flail decks which cut perpendicular to the ground.

Composting is being legislated into effect in some areas. Composting facilities may be run by a political subdivision or by a contractor. In fact, a growing number of landscapers are starting to either compost at the sites of larger customers or at their own facilities for in-house use of the final product—top dressing, mulch and incorporation into seed and plant

beds as a soil amendment.

One concern is that of composting grass clippings previously treated with pesticides. Studies at Cornell University's Agricultural Engineering Department are indicating pesticides on clippings are being decomposed and pose little or no problems with the end use of the product. Hard data on this subject should be available soon.

The professional lawn and landscape industries must help solve the yard waste problem. Through education of themselves, their customers and the general public, these industries can help boost their image as knowledgeable, caring professionals.

LCOs can become part of the solution in the growing problem of yard wastes. **LCI**

#### About the Author

Paul Skorupa is general manager of Pesticide Compliance and Training Services, Inc., North Kingstown, RI, which provides pesticide applicator training services and compliance audits for pesticide storage and handling facilities.

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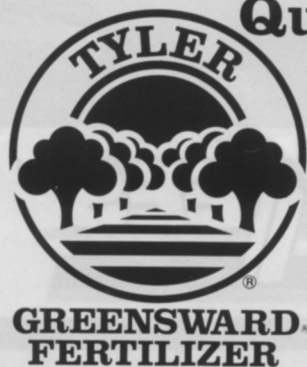
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## TICKS

from page 5

Experiment Station, said the treatments gave 100 percent control, tested 72 hours later. Within weeks, however, deer ticks began returning to the properties. "The spraying of insecticides for the control of *Ixodes Dammini* might be an option for homeowners," said Stafford.

### Spraying helped

Tests of 12 plots on the north shore of Long Island also demonstrated that chemical control products can reduce deer populations significantly, reported Dr. Ed Bosler, research scientist with the New York State Department of Health. Four plots each were sprayed with products containing carbaryl, chlorpyrifos and a pyrethroid. "The data indicate that all the compounds were very efficacious," said Bosler.

However, no scientist at the symposium advocated widespread spraying of control products.

"We're simply investigating a tool and individuals might have to weigh the risk of allowing environmental harm as opposed to the possibility of getting Lyme disease," said one. In fact, there seemed to be no consensus about any large-scale program—with or without the use of chemicals—within the community of scientists at the symposium.

The deer tick/Lyme disease picture may grow bleaker yet, participants implied. **LCI**

## Advisors take seats on FIFRA

WASHINGTON, D.C.—Dr. Curtis C. Travis and Dr. John T. Wilson have been appointed to serve as members of the Federal Insecticide, Fungicide and Rodenticide Scientific Advisory Panel.

Dr. Travis has extensive background in cancer risk assessment. Dr. Wilson is a pediatrician and pharmacologist as well as a professor of pharmacology at LSU Medical. **LCI**



Wet spring may have affected applications

# Heavy rains promoting diseases

**COLUMBUS, OHIO**—What a difference a year makes. In this case, make it two years. Remember 1988 the drought year?

By mid June this year some parts of the Midwest—prime lawn care territory—had received more moisture than any spring the past 50 years. Water management; a continuing dilemma for turf managers.

Bill Pound, a lawn specialist at The Ohio State University, says if it keeps raining, give those sprinklers a rest. He says spring rains are helping spread two types of fungal diseases, particularly in Ohio lawns—leaf spot and red thread.

Leaf spot, the more common of the two, produces elliptical, tan-colored lesions on

grass blades. The lesions can spread deep into some grass plants, causing them to turn orange-brown and die. "The disease usually affects individual grass plants and not the entire lawn," says Pounds. "The overall effect of leaf spot on an infected lawn is to reduce thickness and color." Leaf spot disappears from lawns in warmer, drier

weather and healthy grass will usually fill in the areas killed by disease, he says. "Some people with lawns severely affected by leaf spot can treat with fungicides. The most common chemicals are Daconil and Iprodione."

Red thread produces pink or salmon-colored threads on the tips of mowed grass, eventually weakening patches

of lawn up to six inches in diameter. It attacks mostly ryegrass and fine fescue lawns. "As with leaf spot, the cure for red thread is a natural one of sunny, warm days," Pound says.

Pound also believes the excessive moisture has weakened the affect of fertilizer applications. "Most fertilizer used on lawns is water soluble

and will move through soil beyond the reach of roots if heavy rains occur," he points out. However, he feels most lawns should be attractive until the next application anyway.

Also, the cool wet weather this spring kept lawns growing faster than normal, meaning they needed more frequent mowings. **LCI**

## ASLA meeting October 27-30

**WASHINGTON, D.C.**—The American Society of Landscape Architects' 1990 Annual Meeting and Educational Exhibit, Oct. 27-30, San Diego Convention Center. Contact: ALCA, 4401 Connecticut Avenue N.W., Fifth Floor, Washington, D.C. 20008. **LCI**

## CA turf day is Thurs, July 19

**SANTA CLARA, CA**—University of California Cooperative Extension Turf & Landscape Research Field Day, Thursday, July 19, U. of CA Field Station, 90 North Winchester Blvd., Santa Clara, CA. No registration or fees. **LCI**

## IL field day is in W. Chicago

**WEST CHICAGO, IL**—The Illinois Landscape Contractors Association's Summer Field Day, Ball Seed Company, West Chicago, IL, Wednesday, Aug. 1. Contact ILCA at 708-932-8443. **LCI**

## NCT Expo set December 4-6

**SPRINGFIELD, IL**—North Central Turfgrass Exposition, December 4-6, Ramada Renaissance Hotel and Prairie Convention Center. Exhibits by over 90 turf industry suppliers. Educational sessions. Contact: Illinois Turfgrass Foundation, Suite 1717, 435 North Michigan Ave., Chicago, IL 60611. 312/644-0828. **LCI**

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# Change your focus from internal to clients

BY ED WANDTKE

**A**re you a production/operations-oriented company? If you answered the above question yes, or if you're not sure of your company's focus, you need to read this article.

Service businesses like those in the green industry are starting to realize that the methods they practiced in the past need to change. What do many companies need to change to improve their profit opportunities? They need to

change their view of their customers.

Customer mission statements for most companies in the green industry do not focus on the customer. Rather the emphasis for many is internal, objectives *within* the company. Performance is reaching production goals, keeping overtime under control, keeping service calls to a minimum, and not working on weekends.

Internally focused companies, when confronted by customers, tell them how, when and in what way they're

going to service customers' properties. Just wait, these companies imply, and you'll realize what a quality service company is like.

Marketing-oriented companies determine quality based on customer satisfaction. This is most evident in customer retention. Marketing-oriented companies monitor their customers' changing needs and then modify their service offerings to meet these requirements. This refocusing of the company often results in higher average revenue per

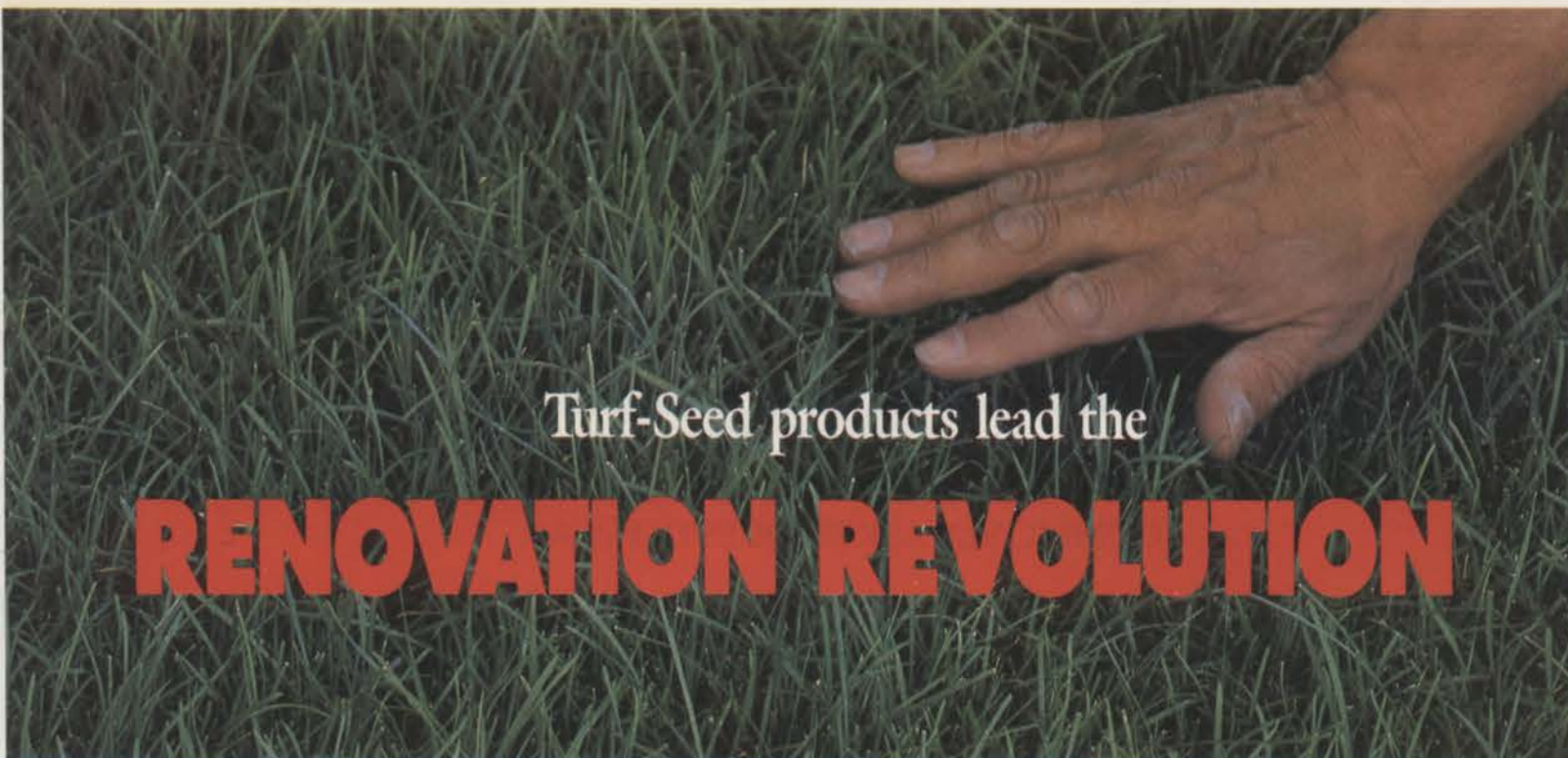
customer and increased profit margins for the company in total.

Determining if your company is marketing or operations focused is usually based either on the background of the company's owner, the key executives of the company, or how your company handles customer service issues.

**O**perations-oriented companies often take the most cost efficient methods of solving problems and then implement them as

they arise. Marketing-oriented companies look at the method of servicing customers' needs the best and then they implement the appropriate solution in the company.

This sometimes requires that the company change its service systems to meet the customer needs. This sometimes causes internal upheaval as the systems are changed. Marketing-oriented companies are always attempting to keep themselves aware of whose business is vulnerable, whose business offers poor service, which companies' customers aren't satisfied, and which competitors are in a position to take business from their operation. The more your company is marketing-oriented, however, the less



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**Marketing-oriented companies monitor their customers' changing needs and then act—**  
**Ed Wandtke**

anxiety you need to experience over these matters.

To help you focus on marketing:

- Track the growth of your company by market share. Look for market growth not on the revenue line but at the operating profit level. Fewer customers in a smaller area with higher margins can result in increased profitability.

- Emphasize the benefits of the services *you* offer. Many times customers that are concerned with the environment etc. may not wish to have you applying chemicals to their entire properties. Sell the need for periodic surveillance of the property to keep it in proper agronomic balance and free from insects and disease. Some companies call this Integrated Pest Management.

- React to customer needs quickly. Often operations-oriented lawn service companies perform their production goals for the day before they react to



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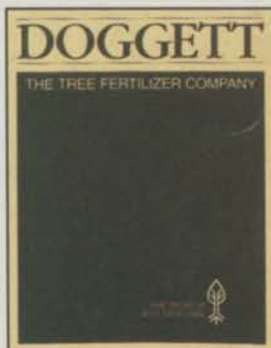


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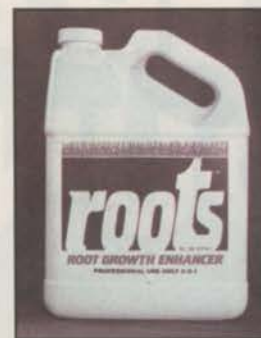
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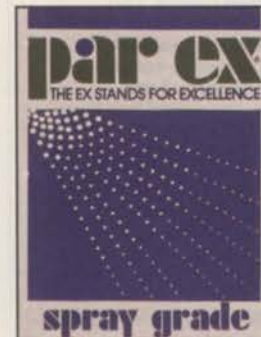
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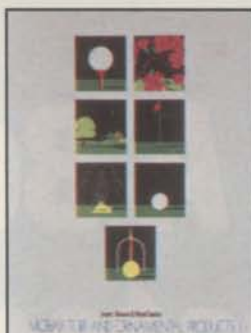




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# A Better Educated Industry Helps Us All

Knowledge, research and how to apply them effectively and intelligently are what will keep the lawn care industry dynamic and growing. That's why LAWN CARE INDUSTRY magazine, the first to publish in the lawn care field, has made a \$50,000 commitment to the PLCAA Education and Research Fund.

No other industry publication has deemed education and research important enough to make this kind of commitment. But then, no other magazine was founded exclusively for the lawn care operator. The other publications have their interests. We have ours...you.

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a specific service need of a current or potential customer. If a customer requests service that you're currently not offering, an operations-oriented company will often turn the business down. Marketing-oriented companies will sell the business and then find out how to deliver the proper service.

● Marketing-oriented companies focus on solving customer problems. If the customer is concerned with the total appearance of the property, don't be afraid to have a landscape architect evaluate the property for improvements that will keep the customer satisfied. This focus on solving problems for customers keeps them satisfied and makes them your customers longer.

Marketing-oriented companies realize that customers direct and reveal future oppor-

tunities to them. Too often the owner of a service company puts his blinders on to everything but growth and profit through increased production. Controllers often latch onto labor and material costs as ways to improve profitability, but where's the expert in your company willing to speak out for the consumer?

If you don't have someone to speak for your customers, find someone even if it means seeking outside guidance. That's the direction service industries are going. LCI

#### About the Author

Ed Wandtke is a senior partner with All Green Management Associates, Columbus, Ohio.

## NJ DEP seeking to raise rates for pro pesticide sellers/users

TRENTON, NJ—The New Jersey Department of Environmental Protection proposes to increase registration fees to commercial pesticide suppliers and users:

The proposed revisions:

- Annual product registration fee from \$80 to \$200 (late registration from \$40 to \$100).
- Pesticide dealers, those who sell restricted-use pesticides, annual fee from \$30 to \$75.
- Pesticide dealer business,

annual fee from \$75 to \$150.

● Pesticide operators, those people who apply pesticides under the supervision of a certified applicator, annual fee from \$10 to \$30.

● Commercial pesticide applicators, from \$30 to \$75 annually.

● Pesticide applicator businesses, annual business registration fee to increase from \$75 to \$150.

Reasons for the increases: budget cuts, projected reduc-

tions in pesticide registrations, increased administrative charges, says the DEP.

Public hearings about the proposals took place in New Brunswick and Sewell. LCI

## Raimondi is prez

Michael Raimondi, Sr., Mike's Green Thumb, Delray Beach is the 1990/91 president of the Florida Nurserymen and Growers. LCI

## Medical costs getting higher

BIRMINGHAM, AL—Employer medical costs for 1990 increased by 20.4 percent from 1989, says the newsletter *Employment Law Alert*. New England employers reported the highest increase (35.8 percent), the lowest in the mountain states (10.3). The cost for self-insured employers rose by 12.3 percent, compared to 21.2 percent for employers with insured plans.

*Employment Law Alert* suggests employers:

● Offer incentives (or financial penalties) for those employees whose lifestyles create insurance risks: smokers and those who are overweight.

● Try to educate employees about how lifestyle and diet affect wellness. For example, offer free cholesterol and blood pressure screening.

● Offer employees, on a shared cost basis, participation in a stop smoking, weight loss, or stress management program. (Some employers charge smokers a surcharge for their insurance. For example, of one employer's 12,000 employees, 37 percent pay \$10 a month surcharge.)

● Identify lifestyles of applicants and consider those factors when making employment decisions. For example, employers in all states except Tennessee have the right not to hire smokers.

*Employment Law Alert* is prepared by the Labor and Employment Law Department of Sirote & Permutt, P.C., Birmingham, AL. LCI

## Mid-Am hort show Jan 17-19

1991 Mid-Am Trade Show, January 17-19, Hyatt Regency, Chicago. Mid-Am Trade Show, 1000 N. Rand Rd., Suite 214, Wauconda, IL 60084. 708/526-2010. LCI

## On Some Lawns, Grubs Just Aren't a Problem.



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## COVER STORY

## BIG

from page 1

percent) said customers asked questions concerning product safety this past business season. The figure for the 1988 season was 44 percent.

But this increased concern hardly translates into an avalanche away from traditional lawn care practices or a rush toward the use of "natural" or "organic" lawn products by professionals, not with just 31 percent of the respondents indicating they use "natural" or "organic" lawn care products, about the same percentage as the 1988 season.

Indeed, the marketplace still seems to be telling LCOs that lawn care remains a "look good" issue which is good news to the industry which feels comfortable about providing nice, green lawns (providing the lawn is watered and mowed sensibly). Few LCOs indicate customer complaints from insect control, late service or poor color. One in four, however, reports customer complaints of poor weed control.

**W**here do LCOs feel they need the most help to strengthen their businesses? No surprise here: business management topped the list, with selling and agronomics several percentage points behind. As a

### NJ firm granted detection patents for turf diseases

CINNAMINSON, NJ—Agri-Diagnostics has been granted three U.S. patents for monoclonal antibodies that detect plant diseases:

- The *Pythiaceae* which includes causative agents of several phytophthora and phythium diseases,

- *Sclerotinia homoeocarpa*, causative agent of dollar spot,

- *Rhizoctonia*, causative agent of diseases on turf and other crops.

These patented antibodies are being used to develop rapid, low-cost immunoassay tests for these diseases in soil and plant tissues. Test results help growers target disease control efforts to fields most in need of treatment.

The technology has already enabled Agri-Diagnostics to develop and market the Reveal™ tissue testing kits that detect fungal diseases in turf, and a soil test that detects disease in soybean fields. LCI

### Florida show

ORLANDO, FL—Florida Turfgrass Association Annual Conference & Show, Sept. 30-Oct. 3, Orange County Convention Center, Orlando. 407/898-6721. LCI

group, these same LCOs see "no problem" with their customer relations.

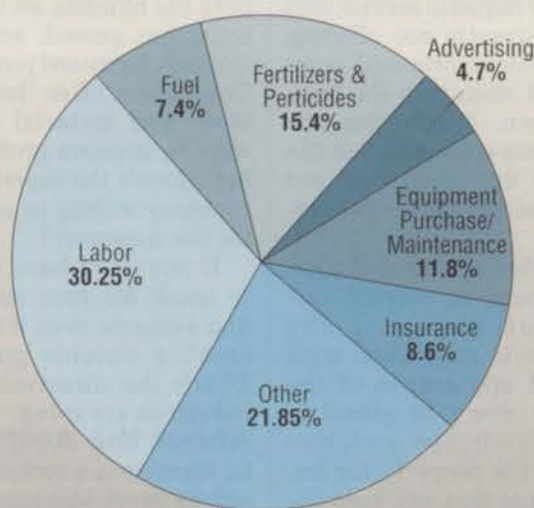
LCO irritations? Topping the list (as it seemingly does every year): the cost of insurance, followed closely by concerns over liability and customer retention. Of the six categories listed in the LCI survey, LCOs indicated least concern over "price undercutting".

With the arrival of adequate moisture (in many areas, too much rain and wind) through almost all of the early '90 application season, most LCOs, particularly those in the Midwest, are projecting

moderate growth. Though 46 respondents (24 percent) say their companies did not grow during 1989, many of these same LCOs see 1990 in a more favorable light.

Though the industry is still relatively young (it didn't break the \$1 billion in sales plateau until the mid 1980s), many LCOs have passed the newcomer status and, seemingly, consolidating their chemical lawn care business while cautiously adding other services such as aeration, power edging, etc. Average years in the industry for the 280 professionals answering our survey—9.8 years. LCI

## 1989 OPERATING EXPENSES



## Introducing Tempo For Home Lawns And Ornamentals.

Use new TEMPO™ 2 ornamental insecticide and it will become your new standard of measure for all other insecticides. New TEMPO is the first affordable pyrethroid labeled for both ornamentals and home lawns. Better yet, it treats the same area as effectively as the leading insecticide, but with 80% less active ingredient. And that's a sizeable difference.

*Weigh the alternatives.* New TEMPO uses approximately 80% less active ingredient than the leading insecticide. Which means there's approximately 80% less chemical for you to carry around. And 80% less chemical to impact the environment.

# How To Size Up

*Measure the effectiveness.* TEMPO is a broad-spectrum, advanced-generation pyrethroid.

In simple terms, TEMPO effectively controls the surface-feeding insects attacking your customers' lawns. Plus, TEMPO controls the toughest ornamental pests. So using TEMPO eliminates the need to stock several different insecticides.



TEMPO effectively controls surface-feeding pests like cutworms, armyworms, chinch bugs, and sod webworms.

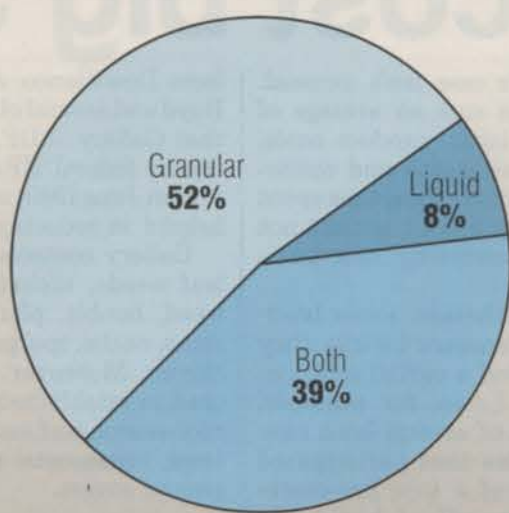
Here's another good reason to put TEMPO in your tank. More and more of your customers have a growing concern about Lyme disease. TEMPO effectively controls the deer tick which carries the Lyme disease virus.

*Calculate the cost.* TEMPO is the first affordable pyrethroid labeled for use on home lawns. Better yet, it's competi-





## TYPES OF FERTILIZER APPLICATIONS USED



## Comments from LCI survey

## LCOs speak their minds

*By adding aeration we can start to minimize pesticide treatments which in turn will satisfy customers in the environmentally aware 90s.*—New Jersey

*The lawn care market is shrinking. Many going to do it themselves, others concerned with chemicals, also cost of service in our area has increased 20-30% in 3 years.*—New York

*Join a group or associa-*

*tion.*—Wisconsin

*Can you safely compost clippings after chemical applications?*—Pennsylvania

*Liquid applications waste customers \$.*—Texas

*It's a challenge!*—Texas

*The industry has peaked and is experiencing a lot of clients returning to doing it themselves due to cost and environmental concerns.*—Iowa

*No longer a business for a small business operator. Big company expertise & dollars will win out.*—New York

*Industry needs to inform public more about how environmentalists overrate bad publicity and how safe most (especially herbicides) are.*—Oklahoma

*Too many "lawn cutters" throwing chemicals in the back of a truck & calling themselves applicators. Laws don't seem to apply to them.*—New York

*We need better pre-emergence herbicides.*—California.

*IPM programs should be used more than they are. Pre-set programs for spray, fertilizers, fungicides should be done away with.*—California

*The big corporate companies don't operate with individual concern. They're in it for the total buck!*—Minnesota

*Help the little companies. They're the best PR the lawn care industry has.*—Illinois

*Pesticide concerns of the public will continually encourage chemical lawn and tree care firms to offer alternative measures to improve and protect plantings.*—Oregon

*We need to be more responsive and involved regarding the "dangers" of our applications.*—Colorado

*We need to offer more natural or organics.*—Texas

*Posting in a uniform manner I'm not opposed to. One type of sign nationwide would be good.*—Oklahoma

*I think we must all go in the direction of IPM and restrictions need to be greater.*—Kansas

*I wish the public would not be bombarded with all of the "sensationalized" information concerning lawn care companies. The news media is way out of control on this particular issue.*—Wisconsin

*The employee situation is horrendous.*—Wisconsin

*Since it (chemical applications) isn't a major portion of our business, we will probably phase it down if regulations get any worse.*—Illinois

*Keep herbicide use to a minimum.*—Connecticut

*Improper and excessive use of nitrogen!*—Michigan LCI

And 80% less chemical means fewer handling, mixing, and disposal hassles. In addition, TEMPO tank mixes with most fungicides and fertilizers.

*Analyze the safety.* TEMPO has a very low mammalian toxicity. So TEMPO offers maximum safety for your customers and your employees.

TEMPO is not a cholinesterase inhibitor like other insecticides. So you don't have the chore of constantly monitoring your applicators. And you don't have the applicator downtime caused by cholinesterase depression.

*Add it all up.* Effective broad-spectrum control on both lawns and ornamentals. Reduced handling, storing, and disposal. Reduced potential for exposure to your customers,



TEMPO reduces exposure to your customers, your employees, and the environment.

# Your Insecticide.

tively priced with what you probably use right now. So with TEMPO, you get the latest advancements in insect control for the same price of the older insecticides.

*Gauge the work involved.*

TEMPO uses 80% less active ingredient than the leading insecticide. So, TEMPO takes up 80% less storage space, both on and off the truck.

your employees, and the environment. Plus, TEMPO has virtually no odor. And it's competitively priced.

Now contact your Mobay distributor or Mobay representative. Then compare insecticides. We think you'll find that new TEMPO has some sizeable advantages.



TEMPO uses 80% less active ingredient than the leading insecticide.

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# Callbacks can cost big \$

Unhappy customers can have a dramatic impact on your company's bottom line, whether they're choosing another company to

***It was impossible to find time to use a pre-emergent—***  
**Dr. Bill Russell,**  
**Chem-Turf**  
**Landscape**

do the next job or asking your company to do the job over.

In lawn care, it often means calling the company back to kill weeds that didn't respond to initial herbicide treatments.

"That can be very expensive," says Tim Boyd, branch manager of Leisure Lawn, Indianapolis, IN. "Just in time costs, it could be \$40 to \$70 for each return visit. It can be extremely expensive for us. It's something we always try to reduce."

Boyd's case isn't unusual. Callbacks cost an average of \$40 for labor, product costs, vehicle expenses and operating expenses. Plus, time spent retreating a lawn is time not spent generating new business.

Nevertheless, some landscape managers believe they have found a partial solution. Leisure Lawn, for example, was one of several lawn care companies that participated in tests of a new pre-emergence broadleaf herbicide

from DowElanco. As a result, Boyd and several others report that Gallery 75DF, which received federal EPA registration in June 1989, might prove helpful in reducing callbacks.

Gallery controls 44 broadleaf weeds, including chickweed, henbit, plantain, purslane, oxalis, spurge and white clover. Moreover, it can be used in established warm and cool-season turf and for use on trees, ornamental shrubs and ground covers.

Boyd says Leisure Lawn tested Gallery under the EUP on 15 lawns last year in the upscale suburb of Carmel, with good weed control results.

"The jury is still out due to the limited number of lawns treated, but it would seem to reduce the number of callbacks we can expect," says Boyd. Leisure Lawn's Atlanta branch is conducting another test application of Gallery and will evaluate those results this year.

Dr. Bill Russell, owner of Chem-Turf Landscape, Inc., Norcross, GA, also tested Gallery.

"The performance we saw was very good this year," he says. "We've used it on two condominium complexes with the same good results, and we've used it with great success in ornamental beds. Anytime you can put down a pre-emergence herbicide, it definitely reduces the number of post-emergence treatments you need."

Russell says a rainy spring in the Atlanta area made the option of being able to use the pre-emergent even more attractive. "It was almost impossible to find a time to use a post-emergence treatment," he says. "We had almost daily rainfall."

Although rain can delay post-emergence applications, rainfall activates the active ingredient compound in Gallery. A half-inch or more of rainfall or irrigation activates the product in the soil to control weed seeds as they germinate.

"We've got another condominium complex with a heavy infestation of broadleaf weeds where we'll try some more next spring," Russell says. "Also, we plan to use it on some church property we maintain."

Not all the tests on the product took place in the East, however—nor were they all on turf. Jeff Eggen, Eggen Weed Control, Scottsdale, AZ, conducted his own tests on a heavily landscaped common frontage that includes ornamentals and ground cover—and a serious prostrate spurge problem. Eggen said the results were good and he's going to use the product on turf. LCI



## DON'T PLAY GAMES WITH CRABGRASS!

### Safe, effective crabgrass control.

Here is what lawn care professionals need for controlling crabgrass. Here is Acclaim® 1EC Herbicide—a rescue treatment that is truly effective, yet easy on turf.

Unlike the old arsenates, Acclaim is effective with just one treatment. Acclaim won't harm turf, and it can even be applied to new or reseeded turf.

### Be ready for rescues anytime.

The best time to be ready for rescue treatments

is early, beginning within 2 weeks of July 4th,—but Acclaim controls emerged crabgrass up to 5 tillers anytime. So you should plan ahead by putting Acclaim on your trucks.

That way you can take care of little crabgrass problems along borders and sidewalks before your customers even see them. And you'll keep them happy without complaints or costly callbacks.



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## LCOS

from page 1

State Lawn Care Association and a PLCAA director, Andrews is qualified and experienced in association work.

"Local associations can play a key role in the public's perception of the industry," Andrews explains. "The state groups can also mobilize more quickly to attack local issues—no one else is going to do it for us."

State and city industry participants are better acquainted with the regulatory and legislative systems in their own respective areas, Andrews points out. "Participation in civic groups and promotion of environmental concerns can go a long way to enhance the

these various associations. The company, makers of Roundup® herbicide and the Expedite® herbicide application system, funded Andrews' travel around the country and hosted a two-day seminar on state associations in Indianapolis which was attended by representatives from 19 states.

"Monsanto strongly believes that state associations will be a big benefit to the industry as a whole," says Dr. Dave Duncan, director of Monsanto's Greens Business Group. "It is very important that a united front exist among LCOs, manufacturers and suppliers at all levels of

government."

Another key supporting role in this effort is being played by the PLCAA. The national association is taking an active interest in the formation of state organizations. "We're encouraging this movement because, in these times, we need to be organized on the state and local level," says PLCAA's Jim Brooks. "In the event of a crisis, you can rally and draw people together much more quickly."

**B**rooks also emphasizes that state organizations can keep better track of some issues and have a greater impact on training and cer-

tification procedures affecting individual LCOs. The relationship between the states and the PLCAA should be symbiotic, he says. "The PLCAA can provide a wide range of resources, ideas and background materials that are helpful to people on the local and state level. And, what we learn from one state, we can communicate to others through the national organization. The PLCAA will also be bringing state associations together on a periodic basis to share information and ideas."

(Such a meeting is being planned at PLCAA's conference and show Nov. 12-15 in Nashville.)

PLCAA president Rick Steinau points out that there are many pesticide use issues underway on the state and local level that the new associations can deal with effectively. "State associations can be much more proactive on these type issues," Steinau says. "State groups should also have a higher level of member participation, which can only serve to strengthen our industry and make its voice better heard."

While state associations will benefit from use of materials and programs produced by the PLCAA, the national association will in turn benefit

See **LCOs** on page 26



*The key is having people willing to work together for an important cause—Bob Andrews*

local image in a particular city or state," he says.

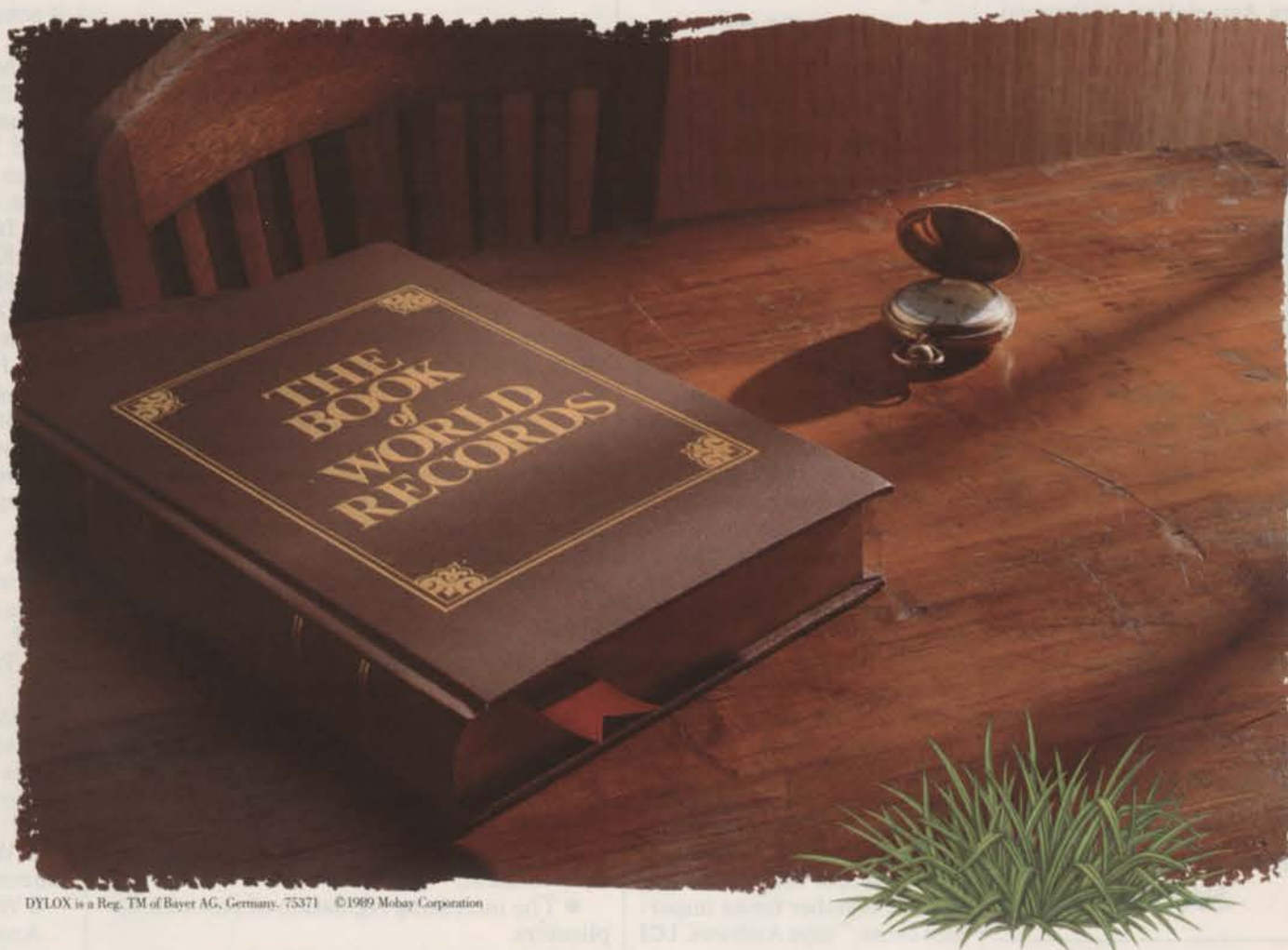
**P**erhaps the biggest reason for the formation of state associations, says Andrews, is the opportunity to attract more LCOs to organized industry activities—perhaps even those who don't feel they're ready or haven't gotten around yet to joining the PLCAA.

"State associations can then strengthen their ties with the PLCAA and add their voices to its legislative and public relations agenda," says Andrews. "We must not lose sight of our responsibility to support and build our respective national associations. No state-oriented group has the ability to be a player in national affairs."

In addition to Andrews' considerable legwork and effort, the movement to organize the industry on the state level has had considerable backing by both Monsanto and the PLCAA.

Monsanto, for instance, provided financial support for the early establishment of

## For Getting Rid of Grubs in Record Time, There's Nothing Faster Than Dylox.

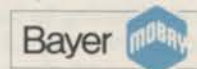


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**DYLOX® insecticide stops grubs in their tracks. Fast. Usually in less than 48 hours. And for the record, nothing on the market works better or faster.**

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## LCOs

from page 25

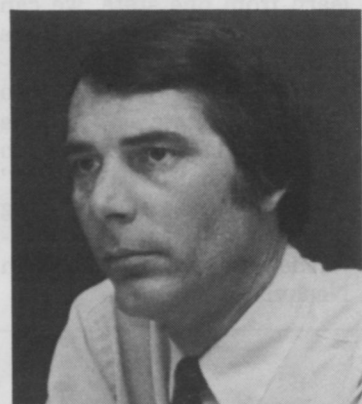
from having a good, state-to-state network of organized LCOs. "The PLCAA will be able to call on state organizations to support efforts on the national level," Steinau emphasizes.

A good example of such a national effort, Steinau says, is the recent "Day-on-the-Hill" gathering in Washington, D.C., in which many LCOs visited with their individual legislators, and the PLCAA arranged meetings with key government representatives in the White House, Senate, House of Representatives, and the Environmental Protection Agency.

Neal DeAngelo, president of Lawn Specialties in Hazelton, PA, has worked hard to organize a lawn care association in his state. That work has paid off: The Lawn Care Association of Pennsylvania (LCAP) held its first organizational meeting in January and its first official

should filter back and forth both ways between national and state groups," says DeAngelo, who is also secretary/treasurer of the PLCAA.

"I see the PLCAA as a source of educational, public relations and insurance programs, for instance, that can be distributed through the



***The PLCAA can provide a wide range of resources helpful to people on the local and state level—James Brooks.***

state groups," DeAngelo adds. "Right now, most of these state groups don't yet have the staff and resources behind them to implement some of these programs."

Bob Andrews says that, generally, a state association starts taking shape when 12 to 15 committed LCOs meet as an organizing board. "Basically, what I try to do is help them over the rough spots," he says. "It takes a whole day to select a name, develop a dues structure and elect a board of directors."

When that group is able to attract 50 to 100 like-minded individuals, the association becomes a reality. "The key is having people that are willing to work together for an important cause," says Andrews. LCI

## Generous

Dr. Joseph Duich (l.), Penn State University, accepts a grant-in-aid check from Joseph Beidy, past president of the Pennsylvania Turfgrass Council. The council provided \$100,000 to the faculty in the College of Agriculture involved in the turfgrass program. LCI



# IPM: system of turf care using safest, best tools

BY DUANE MOLL

Integrated Pest Management (IPM) receives more attention daily. Regulatory trends, public perceptions of our operations, and liability concerns are causing us to re-evaluate our traditional agronomic and business management practices. In this process IPM is gaining greater credibility as one of the answers to some of these issues.

IPM is a system of landscape care (for our purposes) that uses all available tools and techniques to promote plant health—the cornerstone of IPM—and minimize pesticide usage. IPM is not necessarily glitzy, high-tech plant care, nor is it multi-tank trucks. It's not the elimination of pesticides to the exclusive use of biological pest control alternatives. Although any of these components may be used in IPM they are not the definition of it. Technology and sophisticated computerization can help facilitate IPM but they are not essential prerequisites.

IPM principles, however, can help to address the following issues:

- Concern for the environment.
- The trend toward the use of smaller, low-profile application vehicles and equipment.
- The dependency on the exclusive use of chemicals that has accentuated certain pest problems.
- Certain pest problems that have no chemical treatment.
- The increasing regulation of pesticide applicators.
- Public concern over pesticide use.
- The public demand for increased professionalism in the green industry.

There may be other concerns that your operation deals with that may also be addressed by implementing IPM. Before jumping into this alternative type of landscape care, however, recognize that IPM will not inherently address the above concerns in your operation. If, for example, pesticide application liability is a primary concern, changes in the way in which you train your applicators or in the types of materials you use may address the liability issue adequately for your operation.

If your operation is suffering from deficient

supervisory practices, no amount of IPM will solve that problem although it may help to ease it somewhat.

IPM will not inherently cure what ails any difficulties your operation has. These difficulties must be dealt with in the context of good business and management practices. Given that sound management practices are in place, a good IPM program has the potential to:

- Improve your competitive edge.
- Enhance profits.
- Reduce pesticide application liability.
- Display appropriate concern for the environment.
- Provide enhanced customer servicing strategies.
- Improve public perceptions of your (and the industry's) operations.

These advantages will only result, however, if proper planning and implementation takes place. That process must be organized and detailed. Some of the items that should be considered include:

- 1 Is there a market in your service area for IPM?
- 2 What would your marketing strategy be?
- 3 Will it give a competitive edge to your business?
- 4 Is your financial standing such that you can invest the time, effort and capital necessary?
- 5 What are the labor and technical resources for your location?
- 6 What will the training needs be?

Answers to these and other concerns will vary from company to company and from region to region. For example, the target market may embrace IPM in one city due to a heightened local concern about chemical control products, whereas another town may not have the same degree of concern.

With proper forethought, this approach to landscape care can become a reality. LCI

## About the Author

Duane Moll is president of Horticulture Concepts, Aurora, CO, a landscape management consulting firm specializing in Integrated Pest Management, chemical use and evaluation, and training for turf and ornamental management.

## Four new turfgrasses

CORVALLIS, OR—Seed Research of Oregon recently released four high-quality, turfgrass varieties:

• SR 4200 dwarf-type pe-

renial ryegrass. Leafy, fine-textured with a bright, dark-green color. Resistance to brown patch disease and many turfgrass insects.

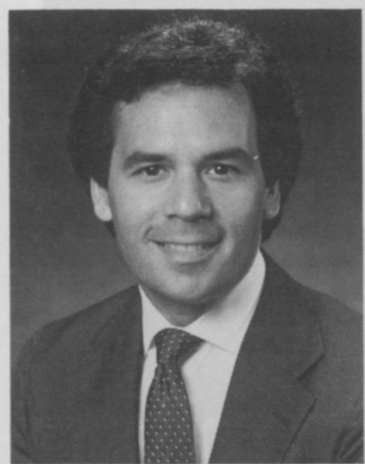
• SR 5000 chewings fescue with improved summer performance and shade tolerance. Dense low-growing turf.

• SR 8200 dwarf-type tall

fescue with a slower growth rate. Excellent wear, shade and cold tolerance. Can tolerate low mowing, able to survive in poor soils and tolerate drought.

• SR 2000 Kentucky bluegrass. Low growing, aggressive. Has shown good resistance to many diseases.

LCI



***State groups should have a high level of member participation, which can only strengthen our industry—Rick Steinau***

board meeting in March. DeAngelo was elected to serve a two-year term as LCAP's first president.

"We're still very much going through the organizational process, but we have our committees in place, have attended several different trade shows and seminars, distributed brochures, and conducted a blanket mailing to increase our membership," DeAngelo says.

LCAP's goal is to sign up 125 members this first year. "The way things are going, we will make that goal," DeAngelo says. "There's a lot of interest out there."

The new LCAP president says that he envisions the PLCAA continuing to help on the national level to pull state groups together. "Information and educational programs

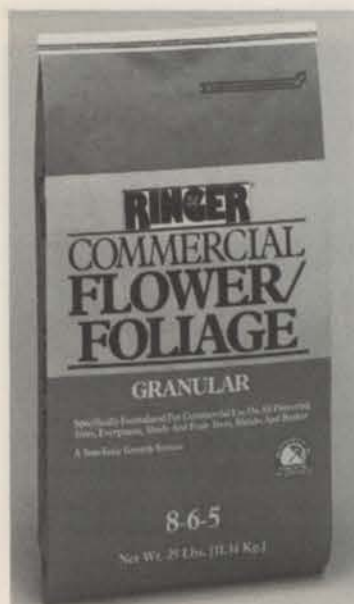
## Chateau is available

DUBLIN, OHIO—Appreciable quantities of Chateau® Kentucky bluegrass are processed and ready for delivery, says Fine Lawn Research, licensee of the grass.

Fine Lawn describes the grass as brilliant green with a semi-dwarf growth habit, and says it has excellent shade tolerance thanks to its resistance to leaf spot and powdery mildew. Chateau was developed by O.M. Scott in 1972 and underwent 13 years of testing. It turned in consistently high scores in the 1986 National Turfgrass Evaluation Program, says Fine Lawn. LCI



## NEW PRODUCTS



### New natural fertilizer for trees, shrubs, etc.

Ringer Corporation says Commercial Flower/Foliage 8-6-5 natural fertilizer enhances and accelerates plant nutritional processes as opposed to providing a short-term chemical "fix". It comes in 25-lb. bags. "This product provides optimum results for a wide variety of trees, shrubs and flower beds," says Scott Boutilier of Ringer, "and it does so with the convenience of a granular application."

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### Stand-up weed remover is simple to operate

The Back-Saver/Weedr is a one-hand, stand-up weed remover. It's shaped like a cane. Just squeeze and pull out the weed, root and all. No bending. No chemicals. Suggested retail price is \$39.95.

Circle No. 131 on service card.



### The 700B pump delivers up to 18 gallons/minute

The 700B Consumer Pump is an economy pump with a flow rate of 18 gpm. It relies on a 1/3 HP UL-listed motor and is available in skid tank or pedestal mount applications. The

pump can transfer a variety of fluids and is quickly installed via an easy-mount coupling.

Redesigned pump components include a bronze rotor with eight sliding vanes, a repositioned check valve located on the outlet side, and a more conveniently positioned strainer assembly for improved cleaning.

Circle No. 132 on service card.

### Hydrolysis, microbes help fertilizer to work

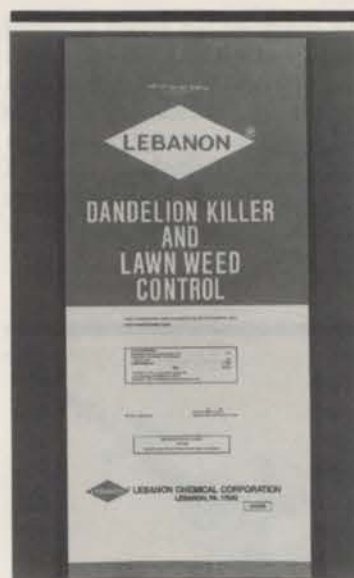
Nutralene fertilizer is an homogenous controlled-release granular nitrogen product with a guaranteed analysis of

40-0-0. Nor-Am Chemical Company says that Nutralene releases nitrogen both by hydrolysis and through microbial activity, and the product is completely consumed by plants or turf within 12 to 16 weeks.

Hydrolysis releases nitrogen quickly so that plants get a boost at the beginning of the growing season, then microbial activity releases nitrogen more slowly to sustain growth over several months.

"Because of its dual-action release modes, Nutralene provides an excellent feed in cooler temperatures.

Circle No. 133 on service card.



### Dandelion Killer now comes in 20 lb. package

Lebanon Dandelion Killer and Lawn Weed Control is now available in a 20 lb. package for professional use.

The product kills dandelions, chickweed, and many other broadleaf weeds. It contains 2,4-D and MCPP, an effective, time-tested combination for post-emergence broadleaf weed control. Its granular formulation allows for excellent spreadability and provides a dust-free application. Spray hazards (drift) are virtually eliminated.

The 20 lb. package treats up to 10,000 sq. ft.

Circle No. 134 on service card.

## COUNTDOWN TO GREEN INDUSTRY EXPO/90

# THREE...TWO...ONE!

## THREE GREAT ASSOCIATIONS...

You asked for it, and now it's here - Nov. 12-15, 1990! One Show for the lawn/landscape industry starring the "big three" of the industry -- the Professional Lawn Care Association of America, the Associated Landscape Contractors of America, and the Professional Grounds Management Society, have combined their separate annual exhibitions into one grand showcase of products. Green Industry Expo/90 does away with the old 'Which Show offers the most for my business?' decision. Now there is **one** Show, bigger and better than ever, and your best opportunity to see all that's new.



## TWO GREAT CONFERENCES...

Green Industry Expo/90 offers TWO separate conferences and educational programs to choose from. Register and attend the program that targets the specific needs of your business:

### Professional Lawn Care Association of America

The 11th Annual PLCAA Education Conference will have a wide variety of topics including: Business Problems-Solving, Customer Satisfaction, Employee Retention, Health & Technology, Ground Water Issues, Management Techniques, Effective Pest Control Programs, Landscape Services, and Business to Business Roundtables.

Keynote Speaker Michael LeBoeuf talks on 'Winning Customers and Keeping Them for Life.' Mail the coupon below today for details and registration information.

### Landscape and Grounds Management Conference

This year's ALCA/PGMS Landscape and Grounds Management Conference features the latest information on a multitude of topics including: Training for the '90s, Customer Service, Plant Material That Warrants Attention, Maintenance and Cost of Utilizing Wild Flowers, Sports Turf and Strategies to Increase Your Bottom Line. The Keynote speaker, Allan Cimberg, will give a presentation, 'How to Sell in Tough Times to Difficult People.' Mail the coupon below for more details and registration information.

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IN CONJUNCTION WITH PLCAA EDUCATIONAL CONFERENCE AND ALCA/PGMS LANDSCAPE & GROUNDS MANAGEMENT CONFERENCE

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Clip and mail to: GREEN INDUSTRY EXPO/90  
 1000 JOHNSON FERRY RD., NE, SUITE C135, MARIETTA, GA 30068-2112  
 Phone: 404-977-5222 for information



## NEW PRODUCTS



### Pick-up sweepers can ease outdoor cleaning

Star City Fabrication says its Mars Suburban Pick-Up Sweepers are ideal for golf courses and other large grass areas where aeration plugs, leaves, twigs, pine straw and other debris needs to be picked up on a regular basis.

The same sweepers can also

be taken to the street to clean driveways and parking areas. An optional side broom is available for cleaning close to curbs. The sweepers clean a swath of 48 inches, 1½ to 3 acres per hour. Hoppers come in two sizes—seven and 20 cubic feet.

Circle No. 135 on service card.



### Echo introduces a new hedge clipper for pros

Echo's HC-2100 hedge clipper weighs just 12.7 pounds, is powered by a 2-cycle, 21.2cc engine, and comes with a 16.9-ounce fuel tank. The HC-2100's engine features diaphragm carburetor and a heavy duty gear box. A built-in grease purge makes maintenance of the HC-2100 easy. The clipper has 30-inch, single-sided, double-reciprocating steel blades, and a newly designed throttle control handle with a slide stop switch. A high-quality rubber grip on improves operator comfort.

Circle No. 136 on service card.

### PCTS offers the Green Industry training aids

Managers of lawn care and tree & shrub businesses now have an easy-to-use, verifiable and up-to-date way to train service technicians using training programs produced by Pesticide Compliance and Training Services, Inc. (PCTS).

PCTS covers such subjects as pesticide safety and handling, agronomic and horticultural issues, customer sales and service, etc. PCTS also offers regulatory/environmental compliance audits.

Circle No. 137 on service card.



### Cyanamid readies new grass growth regulator

American Cyanamid Company's Timeout grass growth regulator is designed for St. Augustinegrass, zoysiagrass or Bermudagrass, or combinations of these grasses. Cyanamid says homeowners can go a month without mowing after using Timeout.

The product is available in 64 ounce containers, enough to treat 4,000 square feet of lawn. It will retail for about \$15.

Cyanamid is test marketing Timeout in the Tampa, FL, and Austin, TX, areas. It should be available on a regional basis in 1991, says Cyanamid.

Circle No. 138 on service card.

### Treat plant roots with portable probe

Grow Gun Probes are light-weight, hand-held tools to inject fertilizers, water, and air to the root systems of plants. The probes come in three sizes, the regular, the Junior Probe and the Mini Probe. All can be used in very tight quarters to treat shrubs, trees and lawns. Through its gravity-fed hopper, the probe can handle sand-sized particles such as granular and powdered fertilizers and can operate with your current pneumatic pruning equipment. Using the Mini Probe and as little as 8 CFM air compressor, you can fracture and aerate an area four to eight feet in diameter from the probe tip. It can also help treat lawn diseases such as fairy ring.

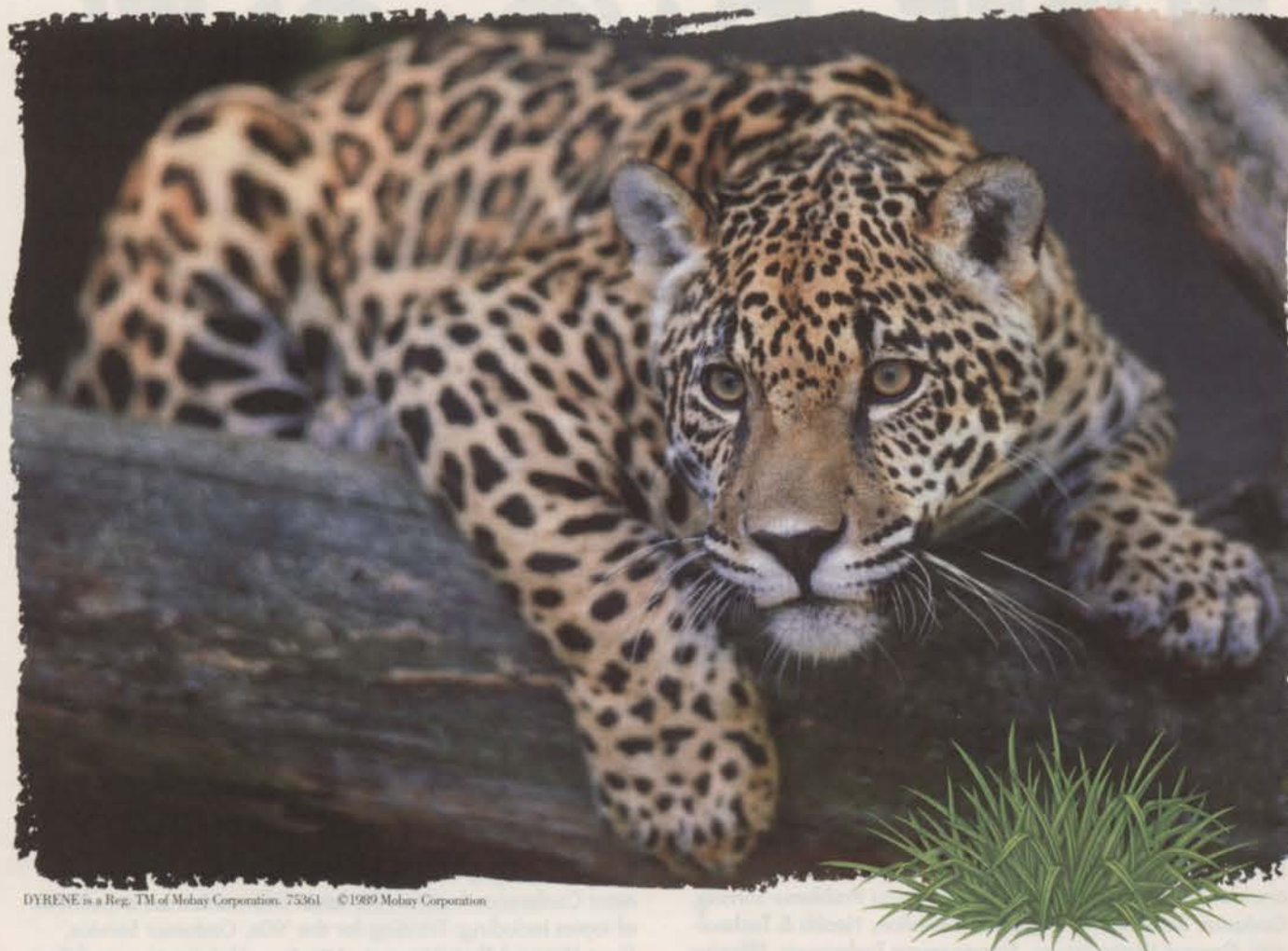
Circle No. 139 on service card.

### Hot air machine can repair damaged PVC

The Leister Ghibli uses hot air at very precise temperatures to weld, bend or shape all kinds of plastic, including PVC. Temperatures are electronically adjustable between 20 to 650°C for many other uses such as removing paint, deicing, soldering, drying, etc. The required temperature is reached in three minutes. The Leister is double insulated and comes in 110V and 220V.

Circle No. 140 on service card.

## Some Things in Nature Were Meant to Have Spots. Your Turf Just Wasn't One of Them.




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**HOW TO EARN UP TO \$300 PER HOUR WITH LAWN RENOVATION SERVICES.** Approx. 150 pages, \$39.95 postpaid. **HOW TO EARN AT LEAST \$60 PER HOUR MOWING GRASS...AND STILL BE THE LOW BIDDER!** 195 pages, by contractor with 15 yrs. experience, \$29.95 postpaid. GOMC, 10490 Bluegrass Pkwy., Louisville, KY 40299. VISA/MC. (502)499-9031. 10/90

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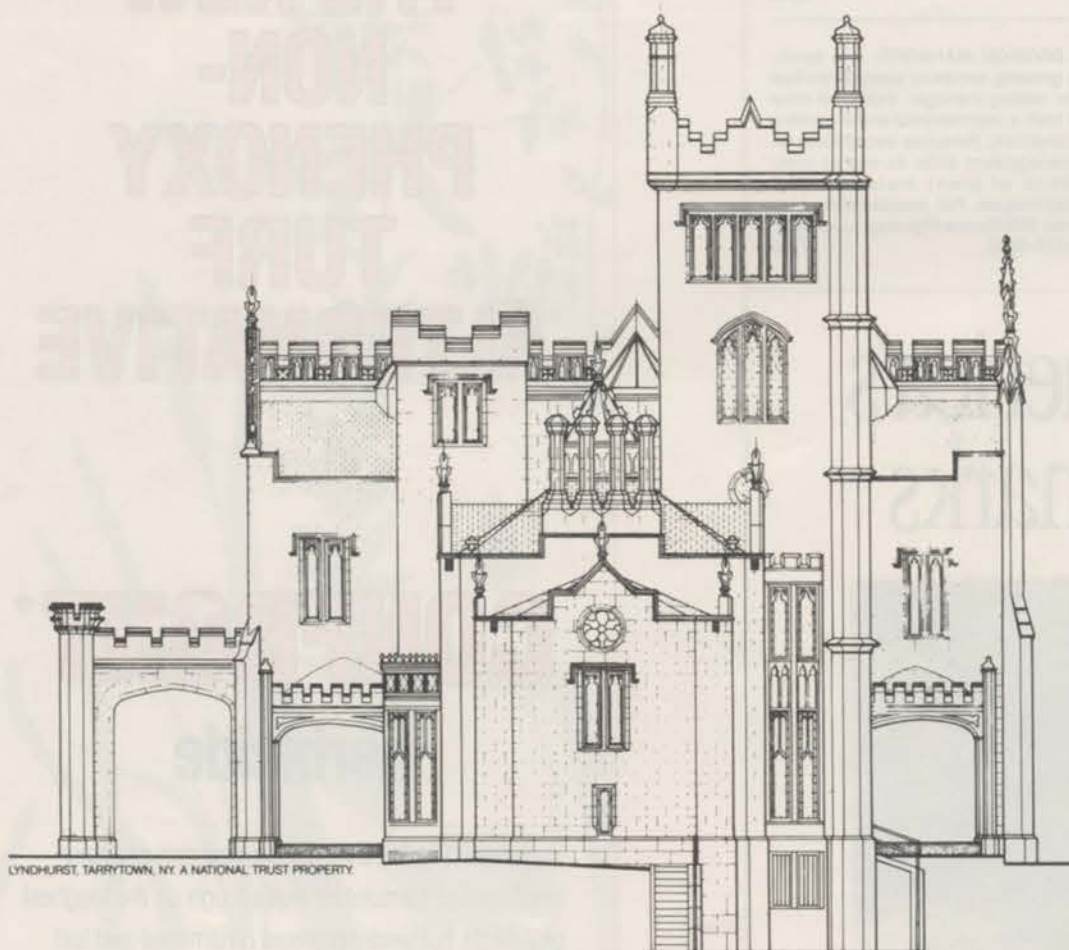
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*Special pricing in effect from June 1 through July 15, 1990. Payment for all orders booked during promotion is due net October 1, 1990.*

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