

DANGER: Government could jeopardize nation's lawn care businesses

What had been a generally lighthearted gathering of lawn care professionals ended with the specter of the long arm of government regulation casting a deep, dark shadow in Indianapolis Nov. 18.

As the third convention and trade show of the Professional Lawn Care Association of America began the last of three days, immediate past president Jerry Faulring of Gaithersburg, Md., sounded an ominous

warning at the annual business meeting.

"There's the possibility that some of us will not be in business in the next term," Faulring said. "Government regulatory concerns are frightening, and the lawn care industry is totally unprepared to defend itself.

"At this date, there hasn't been any significant permanent damage to the industry. But it's coming."

Others giving reports at the meeting, which was attended by about 200 members, echoed Faulring's concerns.

"Our industry is on the line, in no uncertain terms," said newly-elected PLCAA president Don Burton of Rochester, N.Y. "We must take the offensive in pest control matters."

And Bill Fischer, newly-elected secretary-treasurer who hails from Plainfield, Ill., said

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Jerry Faulring

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JANUARY 1983

LAWN CARE INDUSTRY

Serving lawn maintenance and chemical lawn care professionals

PLCAA TOPICS

Chemicals, collections, crises

Earl Butz made just the right keynoter for the Third Annual Professional Lawn Care Association of America's conference and trade show held at the Indianapolis Convention Center Nov. 16-18.

Like the conference itself, Butz was alternately entertaining and informative, on "Populism, Politics and Progress" while applying some of the general principles of government to the lawn care industry.

"We've just come through a period in which we convinced voters that nobody's qualified to hold public office," Butz said of the November elections. "Just the other day, a fellow told Congress: 'Don't improve my lot in life anymore — I can't afford it.'"

Butz believes that the use of chemicals — both in agriculture and industry, including lawn care — is important to the country.

Educate public

"We've got to educate the public that there is good in the safe use of chemicals," he said. "We've got to get the point across to our legislators that we've had enough of this. It takes some modern science and technology to get the job done. But I'm talking to the wrong people; I'm talking to the converted."

Butz believes in the inherent success of the free enterprise system, and spent some time discussing the poor state of the nation's economy.

"Income transfer payments have now become the biggest single function of government: to take from the producers and give to the non-producers. Very few civics books mention the fourth and most powerful arm of government — the bureaucracy," he said.

Government costs

"The cost of government in this country is about 38 percent of the gross national product. We're moving a long way toward socializing the capital, and so many government efforts are toward curtailing production. It's going to take real political courage to put a cap on income transfer payments, or the 38 percent increases to 40 and to 45, and it destroys incentive.

"We've got a message to get across: there's more science and technology to come, not less. And nobody is as well-qualified to tell this story than you, the small businessman."

Other speeches during the three-day conference were given by Gerald Sweda of O. M. Scott & Sons ("The Magic of Motivation");

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Earl Butz, former Secretary of Agriculture (right) talks informally to guests of the Professional Lawn Care Association of America after his keynote speech in Indianapolis. Butz addressed the topic "Populism, Politics and Progress."

ANNUAL CONFERENCE

Landscape managers hope for new status

The Landscape Management Committee of the Associated Landscape Contractors of America (ALCA) decided at its conference in Dallas Nov. 9 to petition its parent organization for full divisional status, by a vote of 78-0.

The new division, according to committee chairman Don Synnestvedt (if accepted by ALCA members at a January meeting), will be called the Landscape Management Division.

"There are three basic benefits of becoming a division of ALCA," Synnestvedt noted. "First, we'll be able to prepare and control our own budget. We will also have more continuity. And, as it stands now we have one seat on the board, the committee chairman; if we attain divisional status, we'll have two board seats, the committee chairman and one other."

The group also elected officers

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Next month: Weed control

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Back from Indy



When members of the Professional Lawn Care Association of America were able to tear themselves away from the Red Garter, they found the annual convention and trade show itself as informative and enlightening as any of the past two shows.

This year's meeting, held Nov. 16-18 in Indianapolis, Ind., featured such diverse topics as "The Magic of Motivation," "Government Regulations" and "Hot Issues." And though attendance was off (650 registrants this year, as compared with more than 800 last year), outgoing vice-president Ron Zwiebel informed us that "more people with the checkbooks" made the event a success.

There were several highlights during the three days, including former Secretary of Agriculture

Earl Butz's speech, which was liberally laced with some funny, funny stories, and the awarding of \$1,000 to New York resident Jeff Gardner as grand prize winner in LAWN CARE INDUSTRY's "Long Green Sweepstakes."

There were some sad moments, including the passing of the gavel from out-going president Marty Erbaugh of Hudson, Ohio, to incoming president Don Burton of Rochester, N.Y., though Burton will doubtless do a fine job.

Erbaugh, at the annual business meeting/buffet breakfast that Thursday morning, explained his feelings as he left office.

"We've moved an awful long way," he said. "Upon entering this office, I thought the principal challenge we faced was to approach some structural issues. My main personal challenge was to find ourselves in a financially stable position."

He voiced some concern about unethical practices by some lawn care companies, but said that control over them is not the function of the PLCAA.

And indeed, the organization has taken a big step toward financial stability, according to Burton, who served as secretary-treasurer last year.

Burton noted that the PLCAA's revenue for fiscal year 1982 was \$170,000, and that operating expenses were \$161,000, which meant that the group finished "in the black" for the first time.

The basic problem the PLCAA now faces appears to be increasing its membership to provide a stronger base, especially as pertaining to self-regulation. That problem might be overcome by a new graduated dues schedule which charges businesses with under \$100,000 annual gross a yearly membership of \$150 and businesses over \$1 million annual gross a yearly membership fee of \$500.

"We have encountered no resistance to our new dues schedule," Burton said, "so we're hoping we gain many, many smaller firms."

Besides the usual perfunctory discussions that accompany a conference of this nature, there were plenty of interesting visits with other members of the industry, and I'd like to thank some of the people who took their time to help a new editor find his way around:

David Gerwitz and Lyle Gingerich of Monsanto, Bob Riley of Green Pro, Dave Doerfler of the Oregon Fine Fescue Commission, Todd Cutting of TUCO, and a host of others.

For those interested in subsequent PLCAA national conventions, Zwiebel said that the 1983 event would return to In-

dianapolis, and that the 1985 conference would be in Cincinnati. According to Zwiebel, the 1984 site is undetermined with several cities in the running.

We think we've got a very interesting issue for you this month. Of extreme importance, of course, is the cover story on government regulation and how it is threatening the entire lawn care industry. The material from that story emerged from the PLCAA convention, which is also covered in depth in this issue.

The Associated Landscape Contractors of America Maintenance Conference, which was held two weeks before the PLCAA meeting, is also the subject of a story this month. The Maintenance Group will petition its parent organization for full divisional status later this month.

Other stories contained herein focus on financing entries into the lawn care industry and a comparison of power take-off (PTO) versus auxiliary engine pumps, both of which were written by staff writer Chris Murray.

You might even apply some of the suggestions in the former story about financing to your business, and some of the principals offered in the latter story when you next have to select a pump. Both stories make good reading, and we hope you enjoy them.

Speaking of Chris Murray, we wish him success with his new magazine. Murray, who has been with LCI for the last few months, decided to stay in New York when we recently moved from the East Coast. He attended the PLCAA convention with the rest of the LCI staff and got a chance to meet many of the faces behind the telephone voices he contacted while researching his stories.

Good luck, Chris.

Finally: a reminder that we have, in fact, moved our offices. As we said last month, our new address is 7500 Old Oak Boulevard, Middleburg Heights, OH 44130. Our new telephone number is (216) 243-8100. If you haven't changed your files yet, please do so now.

See you next month with some more interesting stories. Until then . . . keep reading.

Jerry Roche

LAWN CARE INDUSTRY

JERRY ROCHE, Editor

JOAN HOLMES, Production Manager

MARILYN MacDONALD, Production Supervisor

DAVE JOHNSON, Graphic Design

JOAN SCHUMACHER, Circulation Supervisor

GAIL KESSLER, Reader Service Manager

LINDA WINICK, Promotion Manager

CORPORATE AND EDITORIAL OFFICES

7500 Old Oak Boulevard

Middleburg Heights, OH 44130 (216) 243-8100

MARKETING/SALES

Midwest Office: ROBERT EARLEY, Group Publisher (216) 243-8100

7500 Old Oak Blvd., Middleburg Heights, OH 44130

Southern Office: JIM BROOKS, National Sales Manager

RON KEMPNER (404) 233-1817

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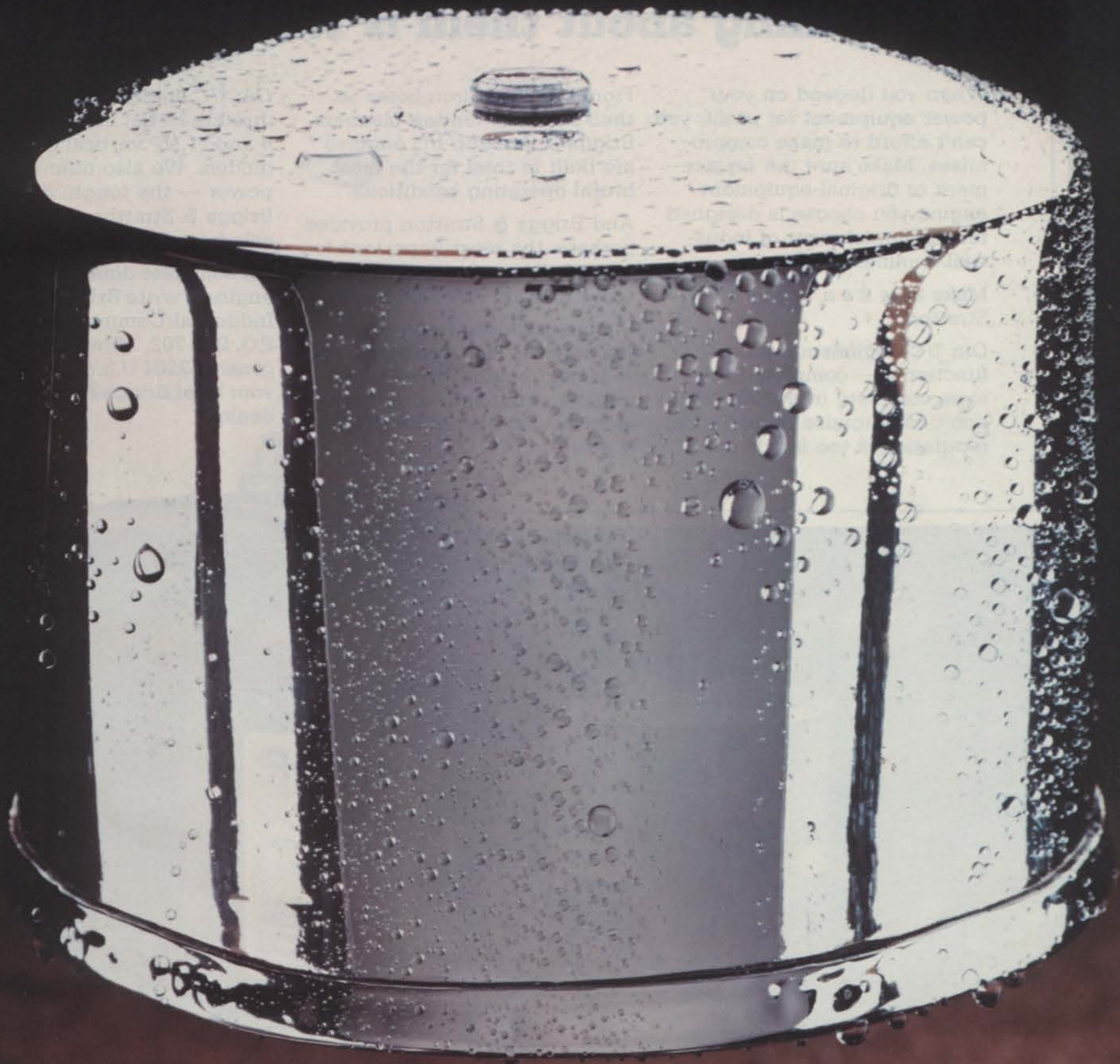
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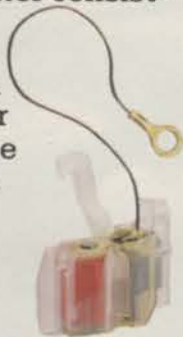
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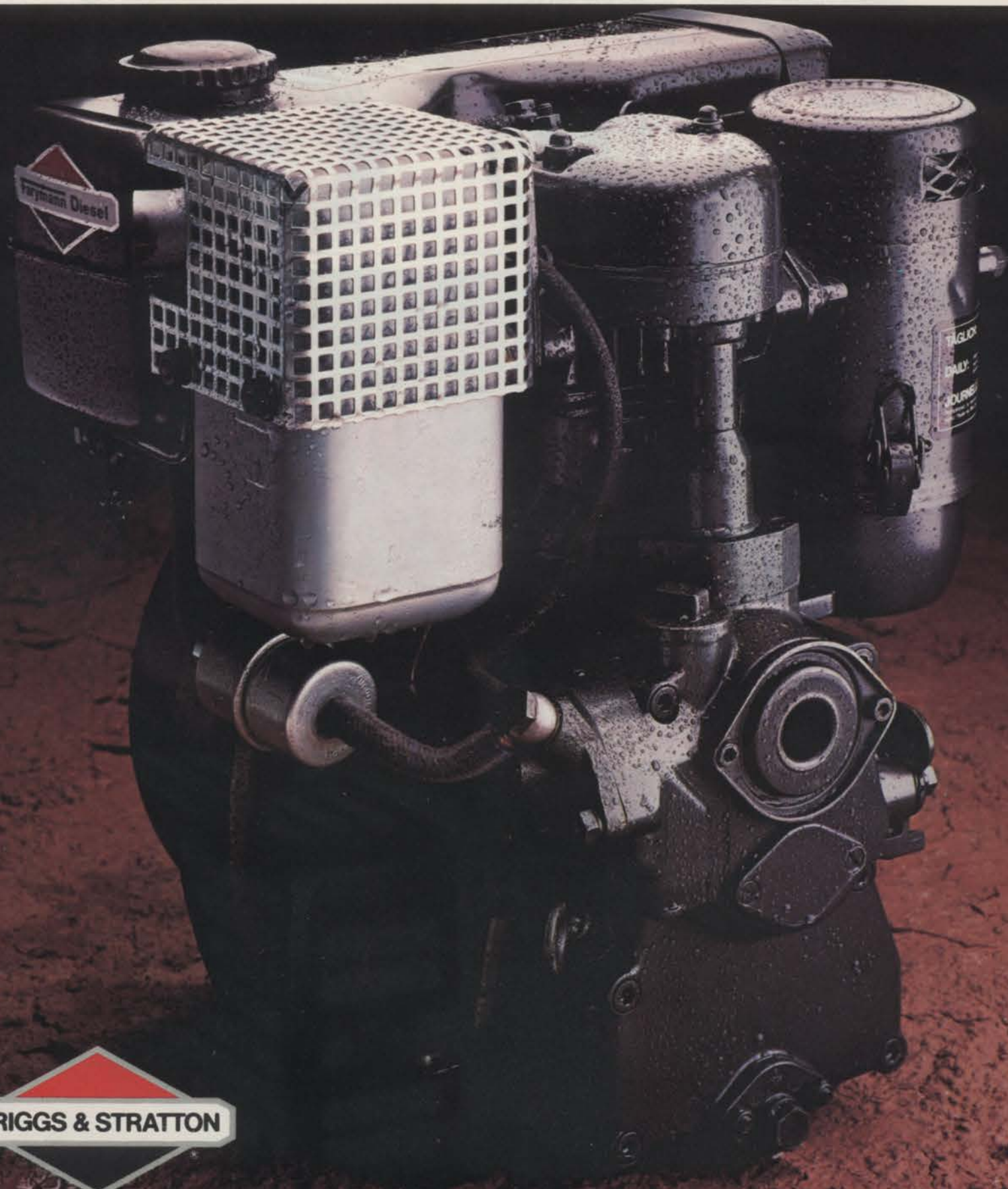
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Different pumps have different advantages, professionals say

A survey conducted by LAWN CARE INDUSTRY comparing PTO (power-take-off) driven pumps with pumps powered by auxiliary engines shows clear advantages to each depending on the kind of job and the stage of development of the business. Companies geared toward volume lawn and tree spraying with large truck fleets showed a preference for PTO while smaller companies interested in customized spraying services opted for the more versatile auxiliary motors.

Factors considered in the analysis of the benefits and drawbacks of each technology included fuel economy, maintenance costs, potential down time, interference with work base, availability of parts, initial costs, maneuverability and versatility.

On the issue of fuel economy, all businessmen interviewed cited excess fuel consumption as a problem with PTO driven pumps.

Ron Hartwick, Equipment and Maintenance Manager of Los Calinas Landscape Services in Irving, Texas compared the two and found PTO used twice as much fuel. "My engine-fired pumps ended up using only two gallons of fuel a day while the PTO needed four to five."

Wasted power?

Explained Tony Alexander of Northside Enviro Services Co., Inc., in Alpharetta, Georgia, "PTO requires use of the entire truck engine. That means at least six and probably eight cylinders and a 100 to 200 horsepower engine. Pony motors are usually one cylinder and three horsepower." He added, "Using PTO can be a terrible waste of power."

Most lawn care businessmen agreed that there are few jobs where this amount of power is necessary.

To counter these arguments, PTO users point out that technological advances have helped cut down consumption. Don Emery, a manager in ChemLawn's Equipment Research Center in Troy, Ohio told LAWN CARE INDUSTRY that PTO driven pumps can now be operated at 25 percent fewer rpms (down from 1200 to 900). Dick Foote, a lawn care operations manager with Davey Tree in Kent, Ohio thinks that diesel engines make this reduction possible. He also cited the availability of propane, "a cheaper and cleaner alternate fuel," as helpful in cutting fuel costs.

Both Davey Tree and ChemLawn have looked into the feasibility of equipping their trucks with auxiliary engines, but neither concluded that the savings in fuel consumption justified a change. The reason: increased maintenance costs. "With a large fleet of trucks, you add a pony motor and

double your problems," said Foote. He pointed out that the standard Briggs and Stratton engine (the most popular auxiliary engine for spray pumping) "only has a 400-hour engine life warranty."

But the most important reason why Davey Tree hasn't made the

switch, according to Foote, is that "the potential for down time exceeds the loss in fuel economy. With a company like ours, the most important thing is worker productivity. We lose \$100 an hour with an idle sprayer, and it only costs us \$5 an hour more to operate with PTO."

Most lawn care businessmen who felt auxiliary engines were more troublesome cited vibration as the cause. Emery said that a common breakdown with his equipment involved a warping of the heads because of faulty air cooling system. Disclaimers attribute the problem to the fact that the typical auxiliary engine is not designed for the sustained use associated with volume lawn spraying.

Representatives from Davey Tree and ChemLawn also conceded that pony motors may be more feasible for smaller companies. "They don't have the over-

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'Spooky stuff' may be headed toward PLCAA

from page 1

that "there's some pretty spooky stuff out there that's headed our way."

PLCAA executive director Glenn Bostrom of Chicago, Ill., noted that "many things are coming in the marketplace working for your demise. We think we can protect the industry, providing our membership base increases and members support us."

The basic problem concerns regulatory laws over the use of certain pesticides which special interest groups have been trying to pass at the state level. Perhaps

the most widely-known legislation involves 2,4-D. Dr. Robert W. Miller of Columbus, Ohio, chairman of the National Coalition for a Reasonable 2,4-D Policy, continued discussion of the problem in an afternoon speech.

"It is the most serious problem facing our industry," he said. "It has the potential, at least in some locales, of putting us out of business."

"The point is that 2,4-D is under serious assault. When President Reagan was elected, a number of 'pseudo-environmentalists' with the

EPA lost their jobs. They said they would take their case to the state government, and they've been very successful. We've seen it.

"The 'pseudo-environmentalists' have out-organized us in every way. Who's going to take the other side of it? — If we don't, nobody will. Our battle lines are drawn, and we've got to fight."

Dr. Miller read several press releases from the "pseudo-environmentalists," including a recent newsletter from the International Agency for Research on Cancer, which said

that 2,4-D causes cancer.

"That is a total — a total — misrepresentation of fact," said Dr. Miller, citing several other government studies which concluded that no relationship exists between the chemical and increased cancer rates among users.

He urged PLCAA members to take an active role in the 2,4-D Coalition.

"We have to build from our collective strengths," the former Ohio State University professor said. "We've also got to provide a rallying point for pro-pesticide forces, to construct a manageable entity and to recognize that the problem is not a scientific/legal issue, but a political one."

Disappointment

Faulring was disappointed with the attendance at the previous night's workshop on government regulations.

"I understand the criticality of the association's concern in government affairs," he told the business meeting attendees, "but I'm convinced you don't."

"The real enemy is not reality, it's emotionalism and sensationalism. The weapon we have is facts. We've got to get into an offensive movement and get the public on our side," Faulring continued.

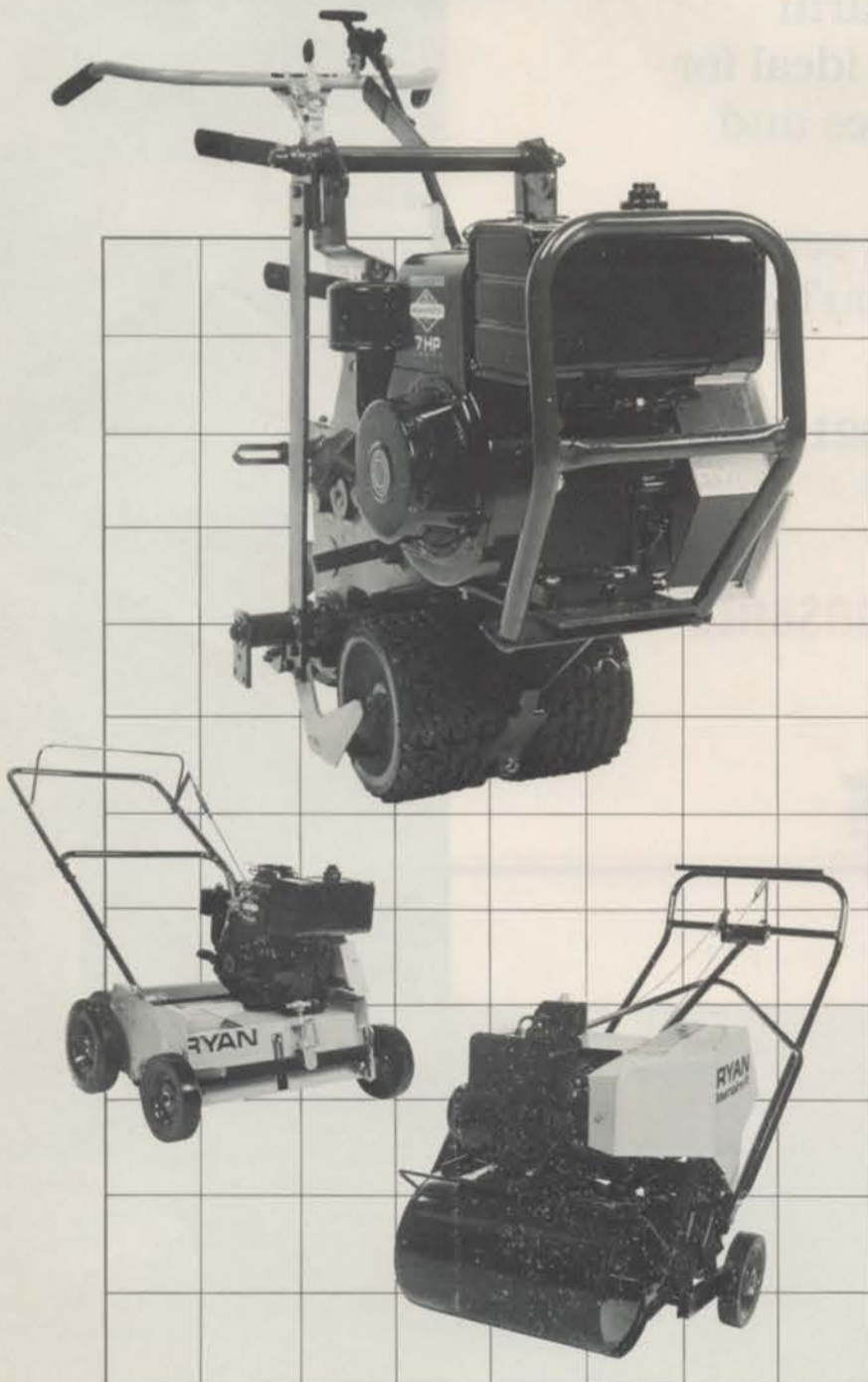
"There's a possibility we can survive. There's also a possibility we can't."

"There is no other concern in the lawn care industry that needs your attention more. We've got to start at the state level. How much is it worth to save your business? I don't think any price is too great."

Anyone who would like to get personally involved in helping the cause of Faulring and Dr. Miller are urged to contact them. Faulring's address is c/o Hydro-Lawn, P.O. Box 2118, Gaithersburg, MD 20760. Miller can be reached c/o the National Coalition for a Reasonable 2,4-D Policy, 435 N. Michigan Ave., Suite 1717, Chicago, IL 60611.

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IN MIAMI

ALCA sets '83 convention site

The annual convention of the Associated Landscape Contractors of America is being held this month in Miami, FL. Theme for the Jan. 15-21 get-together is "We're Growing Places."

Willard Scott, who does national weather reports for NBC-TV's "Today Show," is the keynote speaker at the Hyatt Regency Hotel.

This year's convention is being held in conjunction with the Tropical Plant Industry Exhibition trade show.

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DECISION PENDING

ChemLawn may add pest control service

The ChemLawn Corp. of Columbus, Ohio, is considering entering the household pest control field, according to ChemLawn spokesman Bob Robinson, who has completed a six-month feasibility study.

As this month's LAWN CARE INDUSTRY went to press, Robinson was still awaiting results of a December Board of Directors meeting at which the final decision was to be made.

"Everything we're doing is

under the assumption that the answer is 'yes,'" Robinson said. "We're evaluating equipment and we're talking to agencies, but we still haven't made any decisions."

Under the direction of Robinson, ChemLawn personnel have made a thorough study of markets, training programs and equipment. Two new members of the company—Ralph Scholl and Charles Pate—have been assisting Robinson.

Scholl was previously market manager for Velsicol Chemical Co. and has been doing a good portion of the market research. Pate, a previous employee of Orkin Pest Control company, is undertaking research in comprehensive training programs. Robinson, in addition, has purchased a set of National Pest Control Association slides to facilitate any implementation of programs.

"We don't even have a name yet," Robinson admitted, adding that an official tag would be forthcoming, should the Board approve the move into pest control.

Other services offered by ChemLawn, which deals primarily in lawn care, are ChemScape, a landscaping service, and AmeriCare, a carpet-cleaning business that is primarily restricted to the Columbus area.

For the last 12 months, Robinson has been travelling to various pest control seminars, and has met on a personal basis with Dr. Richard Carr and Jefferson Keith of the NPCA.

ChemLawn has named the New York-based advertising agency of Olgivie & Mather to assist it in researching the feasibility of entering the pest control industry.

MASKS REQUIRED

EPA OKs use of two fungicides

The Environmental Protection Agency said recently that the continued use of two fungicides, despite the possibility that they could cause birth defects, would be allowed.

Benomyl, which is manufactured by the DuPont Co. under the trade name Benlate, accounts for about two percent of all fungicide sales in the U.S. Thiophanate-methyl, which is manufactured under the trade names Topsin M and Cercobin M by the Penwalt Co., was the other fungicide in question.

The agency made the announcement following a five-year test of the chemicals following charges that they could cause "birth defects, damage to genes, deleterious effects to sperm and adverse effects to aquatic organisms."

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To your lawn care customer, turf disease is an unsightly problem. But for you, it's business.

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CHIPCO 26019 LASTS LONG ENOUGH TO FIT INTO YOUR EXISTING SCHEDULE.

Now you can effectively control a customer's lawn disease problem for a whole season with CHIPCO® 26019 fungicide. Just add it to your spring feeding application and summer weed sprays. CHIPCO 26019 fits into your busy schedule. And because of its long-lasting effects you won't have to worry about disease-related call-backs, either.

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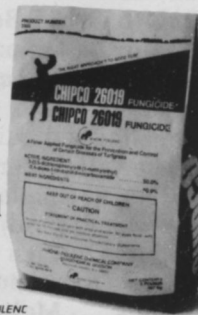
There's money to be made in disease control, and CHIPCO 26019 makes it practical for you to turn that extra profit with control that fits

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CHIPCO® 26019
TAKING CARE OF BUSINESS.

Time to prepare for new season

The time has come to make New Year's resolutions. Respectful of this holiday tradition, LAWN CARE INDUSTRY asked businessmen from around the country about their hopes and plans for the coming year. Here are some of their more instructive and humorous comments:

William Heyser, Heyser Landscaping, Inc., Norristown, Pennsylvania:

Bigger and better. Continue to emphasize high quality work and expand our horizons. This means finding the right people to run our departments and setting up more training classes for our employees. We want to have the reputation of doing the best work in the Philadelphia area.

Ken Parsons, Parsons and Wewerka, Woodbridge, Virginia:

Better cash flow. It's always a problem, especially now in this very competitive business climate. It's a challenge the younger guys haven't seen. The reality of the marketplace is that those who don't face the challenge will be on the outside looking in. Takes more management expertise to make it these days. We'll have to make internal changes that reflect the marketplace. This means watching overhead. While we've all been led to believe inflation is going down, costs are still going up rapidly. And, in the business, it is hard to pass on these costs to the customer.

Richard Akerman, Washington Landscape Services, Kent, Washington (chairman of the Associated Landscape Contractors of America maintenance committee):

Stricter budget. We know what we have to do in sales, but we have to pay more attention to the cost side of the business. In terms of public relations, we have to let customers know we're there to help in every situation. In terms of the industry, we have to educate more people on how maintenance is becoming its own industry. This is important in developing a perception of maintenance as a profession.

Donald Linton, Midwest Landscape Company, Ottawa, Illinois:

Won't have a New Year's resolution if things don't get better. Considering going non-union to reduce pressure on standards for working conditions. It means I won't have to use three guys for a job that takes only one.

Ernest Houde, Houde's Landscape, Marlboro, Massachusetts:

Be stricter with the men on the trucks.

Tony Alexander, Northside Enviro Services, Inc., Alpharetta, Georgia:

Cut out overtime. Overtime costs got out of hand this year. Employees receiving hourly wage tended to play "the overtime game." Need to set up hourly people based on quota system.

1983

'Find the right people'
'Be stricter with the men'
'Cut out overtime'
'Tighten the belt'
'Control the weather'
'Postpone expansion'
'Get onto our computer'

Problem was a by-product of rapid growth. Labor is the one contingency that can break you pretty fast. Other costs are usually more predictable and, hence, controllable.

Rick Anderson, Blaser's Landscape Contractors, Inc., Sarasota, Florida:

We have to resolve to make a profit this year. After hard times this past season, we've decided on postponing our expansion plans and concentrate on just staying above water. Have to be concerned with profitability as opposed to sales volume. Cost control has been neglected by the industry, particularly in Florida. Got by on expanding sales volume rather than right profit margin. We should be more sensitive to cost control, logistics, and doing things right the first time.

Ken Vincent, Teak Nursery, Lafayette, Louisiana:

Tighten the belt. When the business climate was healthy, we could pretty much cover our mistakes. Now we have to cut back to the bare minimum. You won't see any more of the flamboyant spending that this industry has been used to.

Bob Barnes, Barnes Nursery, Inc., Huron, Ohio:

Control the weather. First year we had a drought and this year it never stopped raining. The rain bleached all the fertilizer out of the soil. As a smaller company we were able to adjust application schedules but it's still beating us.

Jack Arrington, Arrington Grounds Maintenance, St. Petersburg, Florida:

Get onto our computer by the

start of the season.

Donald Bean, Thomas E. Carrol and Sons, Inc., Silver Spring, Maryland:

I don't make them because they never work out. It's just the nature of the business. Plans never work, even on a day-to-day basis.

John Orton, The Hawks Nursery, Wauwautosa, Wisconsin:

Do more with what we can get. We're not taking full advantage of opportunities that have been presented to us. Have to do a better job with the selling contacts we do have.

Michael Moshcatel, Earthwork Landscape Services, Inc., Seattle, Washington:

Pay more attention to detail. Pay more attention to detail in work assignments, standards, and preparation.

Charles Bowers, Garden Gate Landscaping, Inc., Silver Spring, Maryland:

Conserve cash. Do everything to maximize the amount of cash available. We saw this recession coming so we cut overhead, let people go, and haven't reinvested in new equipment in two years.

Robert C. King, Dennis Topsoil and Landscape, Inc., Toledo, Ohio:

I'm just trying to get through this year.

Marrion Grove, Greenlawn Professionals Inc., Greenville, South Carolina:

Convince customers how necessary lawn maintenance is despite the bad times. Need to convince customers that if they don't continue maintaining their lawns, the work we've done so far will be wasted. We all have money prob-

lems. We tell them we can help them cut costs and still retain the value of work already done by extending service intervals from seven to ten days.

"Tut" Touchstone, Landscape Services, Inc., Birmingham, Alabama:

Get rid of maintenance end of business. Maintenance is the newest part of our business. We were forced into it to keep customers happy. But is not a high priority nor is it profitable, so we are trying to eliminate it.

Bob Thompson, Bob Thompson Landscapes, Dallas, Texas:

Money. We're branching out. The recession has not hit us yet, although there is more competition. More advertising. None of our competitors are doing any advertising and we feel we can distinguish ourselves in the market if we do more.

Bruce Wilson, Environmental Care, Callabassas, California:

Be aggressive. Don't pull back because times are bad. Now is the time to get as much exposure as possible. Companies need a bigger share of the market to survive.

Walter Flowers, Rickert Nursery, Yardley, Pennsylvania:

I can't think of anything printable.

Charles Cohlma, Cohlma's, Tulsa, Oklahoma:

Diversify. We are diversifying into the wholesale end of lawn care equipment. Diversification is the best way to protect your business against recession. My own personal goal is always to do less work than I'm doing. I'm tired of the people problems inherent in the service industry. Maybe I'll diversify right out of it.

David Marsh, Industrial Services, San Jose, California:

Don't get talked into doing a job at a price you cannot afford. Don't let my managers talk me into underbidding for jobs just to have the business during hard times. Don't let the economy panic you. At the end of the year, business picked up for us at prices we could afford. Be patient. Also, don't let cash get tied up in uninvoiced work. We tied up a considerable amount of money because we got behind in paperwork. We finally decided to hire some extra office help at little expense compared to the money we saved.

Eudice Struber, Eudice Struber Landscape Planning, Melville, New York:

Collect money people owe me. Collections are bad. Many of the sub-contractors I do business with owe me money. It takes a while to find honest contractors.

Ken Potts, Brazos Valley Nursery, Bryan, Texas:

I'm just trying to get through '82. I'd like to improve the image of my company next year. Sharpen operations and instill a positive, effective and efficient attitude in all levels of the company.

What the lawn care businessman can do about localized dry spots

Editor's note: In the September issue of LAWN CARE INDUSTRY, the first part of this story - "Wiping Out Localized Dry Spots" - explained in depth seven causes for localized dry spots.

In this second part, Demie Moore Powell, of Aquatrols Corp. of America, Pennsauken, N.J., explains what the lawn care businessman can do about localized dry spots.

So what are you as a lawn care operator to do about this most common water related problem? The options thus far have been impractical or out of your control. Is that where it stands? Must localized dry spots remain a fact of life? The answer is NO, and the key to the solution is the fact that localized dry spots are a "water related" problem.

All of the above cause for localized dry spots, excepting the first, have one thing in common - water. Although they are different soil situations, they all involve the same water situation - poor, slow or nonuniform movement of water through the soil profile.

If you could change the way the water moved into and through the soil, regardless of the soil situation, there might be a solution after all.

This can be done through the regular use of an effective soil wetting agent which lowers the surface and interfacial tensions of the soil/water relationship. Consider that the soil modification techniques previously mentioned are impractical. Consider also that trying to change the way your customer waters is a partial remedy at best. Then consider the use of an effective soil wetting agent that lowers tensions in water, irrespective of the soil or thatch, and allows the water to penetrate and spread out in any environment.

Remember causes

Now think back to the causes of the localized dry spots:

Improving penetration of water on slopes would reduce runoff, eliminating those localized dry spots.

Improving water penetration into compacted soil by allowing the water to move between the compacted soil particles will begin to relieve the hard water resistant condition and gradually alleviate these localized areas.

Increasing water movement through any soil type allows the water to cross soil interfaces, thus reducing those localized dry spots caused by poor soil mixing.

Improving water penetration into and through thatch layers directly corrects the problem of hydrophobic thatch causing localized dry spots.

In a similar fashion, it was improving the movement of water

into hydrophobic soil with an effective soil wetting agent that Drs. Beard, Rieke and others found to be the key, along with some cultivation, to control localized dry spots.

Finally, Dr. Burt reported that the use of a wetting agent was found to be very advantageous in the wetting of water-repellant sands in Florida by allowing the water to penetrate and spread out in the soil rather than channeling right on through. The soil wetting

agent is a key to the control of localized dry spots regardless of why they occur in your area.

Any soil/water condition is as much a function of the nature of the water as it is a function of the nature of the soil. Where amending the soil is the traditional approach, it is only half the picture. Amending the water with a soil wetting agent to improve the soil/water relationship which is often a much more realistic and economical alternative.

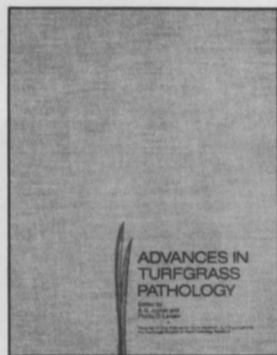
To succeed as a professional in your industry it only makes sense to use every tool available to you to create the optimum plant/water/soil relationship. A good soil wetting agent is the tool that gives you direct control over the rootzone moisture that is so vital to healthy turf.

It is important to use a university tested and field tried non-ionic wetting agent. As with many chemical tools there are dilute brands that carry cheaper price tags and good brands that cost a little more but do a lot more.

Check with your suppliers; ask for active ingredient information. But do try a good soil wetting agent - localized dry spots don't have to be a fact of life when you "let the water do the wetting."

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Outgoing president Marty Erbaugh of Hudson, Ohio (right) is presented a commemorative plaque as he congratulates new Professional Lawn Care Association of America president Don Burton during the PLCAA convention and trade show in Indianapolis late last year.

FERTILIZERS

Late fall applications benefit nitrogen carriers

Turf professors from around the country continue to preach the values of late fall fertilization to lawn care businessmen.

The concept of late fall fertilization is not a new one for experts at Michigan State University, who have been on the bandwagon longer than most.

According to Drs. Paul E. Rieke and R. A. Bay, advantages of successful late fall nitrogen applications include:

- Good turf color in the spring

without the flush of growth typical of spring applications.

- The plant is able to continue photosynthesis in the fall, typical of spring applications.

- These may be less susceptible to spring and summer diseases than when comparable spring applications are made.

In mid-Michigan and similar areas, the time for late fall application of nitrogen is suggested for November 7-10 when using soluble nitrogen sources. The appropriateness of this date will vary with the particular season and location.

Michigan State research has shown clearly that response to timing of the fall application is dependent on the nitrogen carrier.

Slow-release nitrogen sources must be applied much earlier than soluble sources, as would be expected. Based on experience for several years, suggested timing of specific carriers can be related to the date of application of a soluble source such as urea or ammonium nitrate recommended for November 7-10.

App schedules

The following nitrogen sources should be applied at the intervals previous to these dates depending on the season: sulfur-coated urea from Chipman, Inc., Stoney Creek, Ontario — 10-14 days; sulfur-coated urea from Lakeshore Equipment & Supply Co., Elyria, Ohio — two-three weeks; Milorganite, marketed by Milwaukee Sewerage Commission — three-four weeks; IBDU, marketed by Estech, Inc., Winter Haven, Fla. — four-five weeks; fertilizers containing both soluble and slow-release nitrogen sources — seven days, depending on the relative amounts of each and slow-release carrier present.

To date, no differences in snow mold or winter injury occurred in these studies, although these may yet occur in the future.

The benefit of early fall (early September in mid-Michigan and like areas) application of nitrogen at appropriate rates is well documented. This allows the plant to accumulate carbohydrates and grow yet new roots after the summer stress season, yet the plant can begin the hardening process in October.

Early fall fertilization is essential for good turf maintenance. Increasingly, nitrogen is being applied in late fall (sometimes called dormant or late-season application) on turf with good results.

Timing of this application is critical. The nitrogen should be applied so uptake occurs after vertical shoot growth ceases, yet early enough so the nitrogen can still be taken up by the active roots

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and some photosynthesis still occurs.

Potential disadvantages are:

- Foliar burn can occur if turf is not properly irrigated.

- Unusual periods of warm weather after application could result in too much late growth and potential loss of hardiness — of greatest concern with early application of slow-release sources.

- There could be greater susceptibility to snow mold diseases if the turf is not treated for control.

- There could be greater susceptibility to late winter-early spring low-temperature injury.

- The potential for leaching of nitrate exists — for this reason completely soluble sources should not be used on sand soils.

Drs. Rieke and Bay suggest one pound of nitrogen per 1,000 square feet, timed for the specific nitrogen source. A carrier which provides both fast- and slow-release sources is probably safest to use.

IN GROUPS

Mobay conducting 'focus' interviews

To further refine its knowledge of the specialty chemicals market, Mobay Chemical Corporation's Specialty Products Group is conducting group interviews all across the country.

In conducting the focus groups, Mobay is probing the attitudes and opinions of pest control operators, golf course superintendents, landscape architects and commercial lawn care operators.

"Based on our research results so far, we're focusing on our customers' application, packaging and information problems," says Allen Haws, manager of Specialty Chemical sales.

HANDY ITEM

Pocket-size book now on market

"Picture Clues to Turfgrass Problems" is a new slant on a pocket guide for diagnosing turfgrass disorders on golf courses, athletic fields, home lawns and other turfgrass areas.

The new publication contains color photographs on 37 pages of turfgrass insects, diseases and cultural problems with explanations for diagnosing them. All the pages are laminated and spiral-bound in a size (3½ by 6¾ inches) which fits into an average pocket.

The publication was introduced at a recent Commercial Turfgrass Program conducted by Maria Cinque on Long Island, NY. She and the Long Island Turfgrass Advisory Committee of Cornell Cooperative Extension of Nassau County revised a similar publication which had been distributed in the 1960s but is now out of print.

The booklet sells for \$5 (plus 71 cents postage) and can be purchased from: Cooperative Extension of Nassau County, 1425 Old Country Rd., Building J, Plainview, NY 11803.

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The Professional Lawn Care Association of America trade show floor

PLCAA from page 1

Robert Earley of LAWN CARE INDUSTRY ("A Statistical Look at the Industry"); Bill Sandall of the Postal Service ("Postal Regulations and Services"); Jerry Faulring of Professional Turf Corp./Hydro Lawn ("Government Regulation"); John Kenney of Turf Doctor ("Channeling Pressure for Profit"); L. James Martin of Martin, Calhoun & Wilson ("Your Money: Their Vacation"); attorney Richard I. Lehr ("Preventative Employee Relations"); Dr. Lawrence D. Kokkelenberg ("Improved Customer Relations"); and Dr. Robert W. Miller of ChemLawn ("2,4-D Coalition Update").

Evening workshops were held in government regulations, collections and legal issues Wednesday. And a panel presented 1½ hours of "Hot Issues" Thursday.

Following Butz's speech was a series of presentations on legislation affecting the industry, stress management, debt collection, and labor relations.

Taking the podium first was Jerry Faulring, past president of the PLCAA and owner of Hydro Lawn in Gaithersburg, Maryland. Faulring offered some advice on some of the lesser known areas of business taxation and labor and pesticide legislation.

Taking the podium next was John Kenney, PLCAA vice president and owner of Turf Doctor, Inc. in Framingham, Mass. The purpose of his speech "Channeling Pressure for Profit," was to offer, in his words, "a practical lawn care kind of stress analysis." Citing his credentials for commenting on this topic, Kenney said, "I've failed enough to know how to help other people avoid it."

Stress, Kenney believes, is dangerous because it can lead to paralysis of movement and action. "I know what you have to put up with every single day. As I go

through each day, I come across 100 problems. In order to handle any of them, you have to go through a sorting out process and determine which ones are controllable."

After identifying what is controllable, Kenney advises writing them down "to give them credence." This step is a prelude to "prioritizing" and, ultimately, attacking them, he believes.

Consultant speaks

The afternoon session began with a seminar on improving customer relations presented by Lawrence Kokkelenberg, an Illinois-based management consultant.

Kokkelenberg set the tone of the session by testing audience reaction to three different styles of communication to prove that "it's not what you say but how you say it that counts." Kokkelenberg impressed upon the audience the need for lawn care businessmen especially to pay attention to customer relations. "There is little that distinguishes between businesses in this industry in product so the difference has to be in service; more specifically, customer relations." He added, "People will even pay more to go to some place where they are remembered."

Advice on how to improve customer relations focused on improving internal relations within a company. "A customer gets a feeling for a company by the way it works together and then decides if he wants to do business."

If there was a point Sandall wanted to make, it was "feel free to complain if you have a problem. We need to iron out problems rather than have you go to a different type of mailing. Don't condemn the Post Office; allow us the courtesy to correct an error."

Martin's talk on late payment of bills was especially interesting. "You can't realize how many

people out there want to beat you out of your money," he prefaced.

"One percent of your accounts can be considered uncollectibles. But you can't give away money — and we're talking about \$74.9 million that is in the 'uncollectible' category and a \$15 million pure 'burn' rate. A bad debt is a bad debt.

"This is not a time for you to be passive: I urge you to manage your accounts receivable and not let them manage you."

Lehr, the first honorary member of the PLCAA, discussed wage-and-hour problems and the best procedure to use in hiring.

"Careful hiring policies, more than anything, will cut down on turnover," Lehr said. "Many of you need to re-examine your pay systems and employment policies and do the things you need to do to improve them."

Trade show

The trade show was also a popular feature of the three-day gathering as 115 companies took up 170 booth spaces, as compared to 144 booth spaces last year.

During the business meeting, a new set of officers was elected. New members of the PLCAA's hierarchy are president Don Burton of Lawn Medic, vice-president John Kenney of Turf Doctor, secretary-treasurer Bill Fischer of Spring-Green Lawn Care, and board members James Marria of Perm-a-Green Lawn, Dr. James Wilkinson of Old Fox Lawn Care, Charlie McGinty of McGinty Brothers, James Sackett of Ever-Green Lawn Care, Dr. Robert W. Miller of ChemLawn and Ronald Giffen of Lakeshore Equipment and Supply.

Burton is from New York, Kenney from Massachusetts, Fischer and McGinty from Illinois, Marria from Idaho, Wilkinson from Rhode Island, and the other three from Ohio.

IN COLUMBUS AREA

ChemLawn researchers offer tour

As a prelude to their annual symposium, officials at ChemLawn Corp. conducted a tour of the organization's chemical research and development station in Milford Center, OH, and its new corporate headquarters building in Columbus, OH, on Oct. 19.

Moderator was Dr. David Martin, ChemLawn director of research, who introduced research teams. As the lawn care professionals were escorted from test plot to test plot, the researchers were each called on individually to discuss their most recent tests.

Dr. Charles Darrah II, a senior research scientist, pointed out that ChemLawn was doing a nitrogen source evaluation on bluegrass which would be studied for color, growth and burn responses. He described each of 22 trial plots.

Demonstrations

Dr. M. Keith Kennedy, entomological research scientist, demonstrated how trial plots for his experiments were infested with chinch bugs, grubs and other pests to determine "fine-tuning rates" for pesticide application. Research technician Jeff Rodencal then demonstrated a prototype insect vacuum for quick inspection of infestations of surface-feeding insects.

Others to give talks and demonstrations were Dr. Douglas Caldwell, David Cochran and Mark Thielen, Dr. Kirk Hurto, Mark Barkhurst and Don Wilson.

Dr. Martin pointed out that the Milford Center facility is the largest of three ChemLawn research centers, but that the company has just purchased a 110-acre farm near the corporate center which will be utilized for office, a laboratory, greenhouse and research station.

After a one-hour coach trip back to Columbus, the group was treated to a tour of the corporate headquarters, which was opened on July 23, 1982. The 40 acres houses a six-unit ultra-modern building which consists of six "pod" sections, each with a different corporate function.

160 employees

The new two-floor building has 210 offices and employs 160 workers. The lobby area has an attractive display of interior plants and shrubs.

Dr. Martin noted during the tour that ChemLawn is currently involved not only in lawn care, but also in landscaping (ChemScape) and in carpet cleaning (Ameri-Care). The company plans to begin a pest control service later this year.

PRODUCTS

Utility tractors proving to be very versatile

The new 2150 and 2350 utility tractors just introduced by the John Deere Corp. feature increased horsepower and greater versatility, both delivering an additional five horsepower at the PTO, compared to the three-cylinder diesel 2040 and 2240 tractors they replace.

The 2350 is powered by a four-cylinder diesel engine. Options like Hi-Lo and direction reverser transmissions are available on both.

New options for the 2350 are Sound-Gard body and patented Caster-Action wheels on optional mechanical front-wheel drive.

Both tractors feature a top-shaft synchronized transmission with eight forward and four reverse speeds as standard equipment. Power steering is standard on the 2150; hydrostatic power steering on the 2350. A new in-hood front light bar projects more light over a wider area.

A heavy-duty 245 Front-Loader with a lift capacity of 2370 pounds is available for the 2350. The John Deere 676 rear-mounted snow blower works on both models.

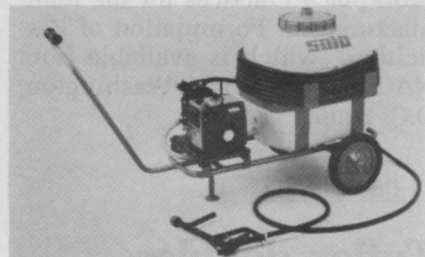
Circle No. 150 on Reader Inquiry Card



High-pressure cart sprayer is released

A new compact, lightweight and portable high pressure cart sprayer-washer for jobs around farms, greenhouses, gardens, homes and industry, where high pressure is needed has been introduced by Solo Incorporated.

The product can be used for growth and pest control, spot spraying and treatment, and spraying of trees. It is also ideal for cleaning buildings, concrete floors, parking areas, trucks, trailers, and farm vehicles and implements.



The Model 117 is completely self-contained and powered by a Multimot 1½ hp engine. The heavy duty tubular steel frame, two-wheeled cart is well-balanced. It has a 16-gallon formula tank made of high quality corrosion-proof plastic. The self-priming, gear-driven double-piston diaphragm pump has a suction lift up to 22 feet and delivers 3½ gpm maximum at an adjustable pressure range up to 285 psi. Standard equipment includes pressure gauge, pressure regulator, suction valve-screen pickup, hand spray gun and 25 feet of high pressure hose.

The Multimot engine can also be used to power other Multimot attachments.

Circle No. 151 on Reader Inquiry Card

'Deck-within-a-deck' design for mower

The newest member of the broad Yard-Man 1983 line of rotary mowers is Model 12294, a side discharge, self-propelled unit with a 21-inch cut that also features a unique frame-suspended "deck-within-a-deck" design to provide an integral baffle system that insures protection to its integral rear drive system.

The deck system also allows the wheels to turn freely and independently, and results in tighter turning and cornering.

The four-hp B&S engine reduces noise level by as much as 50 percent, and the multi-matic dial handle adjusts to any height. The mower, which has a seven-

position single-lever cutting height adjustment, comes with a two-year limited consumer warranty.

Circle No. 152 on Reader Inquiry Card

New pump rated 21 gpm at 500 psi

The Green Garde Division of Encap Products Company of Mount Prospect, IL, has announced a new pump in its family of high pressure plunger pumps.

The Model US-80 is rated at 21 gpm at 500 psi. The unit is supplied with a surge tank, pressure regulator, by-pass and pressure gauge.

It is compact and efficient, weighing just 75 pounds.

Circle No. 153 on Reader Inquiry Card

WHAT'S BETTER THAN SPEED READING?

SPEED LEARNING

(SPEED PLUS COMPREHENSION)

Speed Learning is replacing speed reading. It's easy to learn...lasts a lifetime...applies to everything you read...and is the only accredited course with the option of college or continuing education credits.

Do you have too much to read and too little time to read it? Do you mentally pronounce each word as you read? Do you frequently have to go back and re-read words or whole paragraphs you just finished reading? Do you have trouble concentrating? Do you quickly forget most of what you read?

If you answer "yes" to any of these questions — then here at last is the practical help you've been waiting for. Whether you read for business or pleasure, school or college, you will build exceptional skills from this major breakthrough in effective reading, created by Dr. Russell Stauffer at the University of Delaware.

Not just "speed reading" — but speed reading-thinking-understanding-remembering-and-learning

The new *Speed Learning Program* shows you step-by-step how to increase your reading skill and speed, so you understand more, remember more and use more of everything you read. The typical remark made by the 75,000 slow readers who completed the *Speed Learning Program* was: "Why didn't someone teach me this a long time ago?" They were no longer held back by the lack of skills and poor reading habits. They could read almost as fast as they could think.

What makes Speed Learning so successful?

The new *Speed Learning Program* does not offer you a rehash of the usual eye-exercises, timing devices, costly gadgets you've probably heard about in connection with speed reading courses or even tried and found ineffective.

In just a few spare minutes a day of easy reading and exciting listening, you discover an entirely new way to read and think — a radical departure from any-

thing you have ever seen or heard about. Research shows that reading is 95% *thinking* and only 5% eye movement. Yet most of today's speed reading programs spend their time teaching you rapid eye movement (5% of the problem) and ignore the most important part (95%) *thinking*. In brief, *Speed Learning* gives you what speed reading *can't*.

Imagine the new freedom you'll have when you learn how to dash through all types of reading material *at least* twice as fast as you do now, and with greater comprehension. Think of being able to get on top of the avalanche of newspapers, magazines and correspondence you have to read... finishing a stimulating book and retaining facts and details more clearly and with greater accuracy than ever before.

Listen-and-learn at your own pace

This is a practical, easy-to-learn program that will work for you — no matter how slow a reader you think you are now. The *Speed Learning Program* is scientifically planned to get you started quickly... to help you in spare minutes a day. It brings you a "teacher-on-cassettes" who guides you, instructs, encourages you, explaining material as you

read. Interesting items taken from *Time Magazine*, *Business Week*, *Wall Street Journal*, *Family Circle*, *N.Y. Times* and many others, make the program stimulating, easy and fun... and so much more effective.

Executives, students, professional people, men and women in all walks of life from 15 to 70 have benefited from this program. *Speed Learning* is a fully accredited course... costing only 1/5 the price of less effective speed reading classroom courses. Now you can examine the same, easy, practical and proven methods at home... in spare time... without risking a penny.

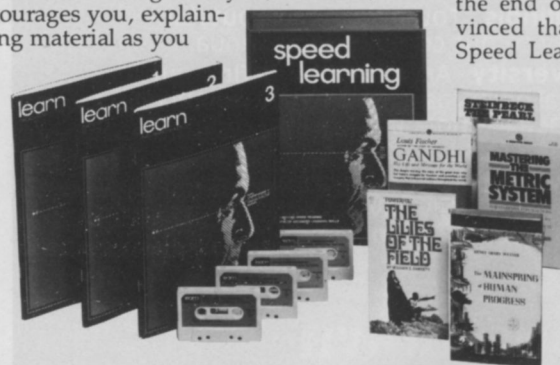
Examine Speed Learning FREE for 15 days

You will be thrilled at how quickly this program will begin to develop new thinking and reading skills. After listening to just one cassette and reading the preface you will quickly see how you can achieve increases in both the speed at which you read and in the amount you understand and remember.

You must be delighted with what you see or you pay nothing. Examine this remarkable program for 15 days. If, at the end of that time you are not convinced that you would like to master *Speed Learning*, simply return the program and owe nothing. See the coupon for low price and convenient credit terms.

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COST CUTTINGS

How to pick the right accountant

Though the selection of an accountant will not make or break a small business, it is important to choose a reputable professional, both for financial gains and to ease the small businessman's daily bookkeeping.

Maurice Whelan of the accounting firm of Fox & Co. of Washington, D.C., advises that small businessmen look for these qualities of service when "shopping" for an accountant:

- Continuous attention — your accountant should attend to your needs year-round, and not just at tax time;
- Superior advice — he should be outspoken and interested, providing strong advice, not just numbers and charts;
- Knowledge of how to increase profitability — he should also be able to teach you how to improve your asset and cash management, actually helping you earn money.

Turf Maintenance?



Let your grasses do the work

Turf problems can be avoided. Improved varieties are your lowest cost management tool.

If the turf area you manage is over 15 years old, chances are it is a mixture of poa annua, wild bentgrass and other questionable turf species.

Make your job easier and cut maintenance costs. Renovate and plant a mixture of improved turfgrass varieties like Touchdown and America Kentucky bluegrass and Fiesta Perennial ryegrass. All these have the ability to establish quickly, and produce a dense weed resisting turf. They will stand up to wear, turf diseases, and seasonal stress. Professional testing proves it.

University of Illinois - Touchdown was **outstanding** in its ability to out compete Poa annua.

Ohio State University - America ranked **first** out of 30 commercial bluegrass varieties in incidence of Sclerotinia Dollar Spot. (At low, medium, & high fertilization levels.)

Ohio State University - Fiesta ranked **number 1** out of 22 commercially available perennial ryegrasses in overall turf quality for entire season.

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Fiesta
PERENNIAL RYEGRASS

AMERICA
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Dairy Field	18,134
Dental Laboratory Review	17,297
Dental Management	100,005
Drug & Cosmetic Industry	9,929
Flooring	22,241
Food & Drug Packaging	54,853
Food Management	50,077
Hearing Instruments	17,095
Home & Auto	22,228
Hotel & Motel Management	36,061
Housewares	12,863
Industrial Education	46,594
LP/Gas	14,684
Lawn Care Industry	12,310
Neurology	13,069
Paperboard Packaging	12,111
Paper Sales	12,592
Pest Control	14,684
Professional Remodeling	36,627
Quick Frozen Foods	20,785
Rent All	11,139
Roofing/Siding/Insulation	18,310
Snack Food	9,138
Toys Hobbies & Crafts	13,982
Weeds Trees & Turf	43,041

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Kathy Burton draws the winners in the "Long Green Sweepstakes" at the Professional Lawn Care Associations of America convention and trade show last November in Indianapolis. Looking on is new president of the PLCAA Don Burton, Kathy's husband. Winner of \$1,000 was Jeffrey J. Gardner, president of Mister Lawn Care in Grand Island, N.Y. Second prize of \$500 went to Robb Kenner, production coordinator of Keystone Lawn Spray in Wayne, Pa. The \$250 third prize was won by James Maloney, vice-president of Lawn 'N Turf, Dix Hills, N.Y. Gardner submitted his winner at the Smithco booth, Keener used the W.A. Cleary Chemical Corp. booth and Maloney submitted his entry at the Dow Chemical U.S.A. booth.

ALERT EMPLOYERS

Two team up on new project

The National Agricultural Chemicals Association (NACA) and the Occupational Safety and Health Administration (OSHA) have agreed to a joint project for identifying and disseminating information to employers in the pesticide industry.

The slide-tape program is based on the NACA booklet, "Good Workplace Practices for the Manufacture and Formulation of Pesticides," which is available from NACA, 1155 15th St., Washington, D.C. 20005.

21,000 SQ. FT.

Tuflex doubles old plant size

Tuflex Manufacturing Company, a leading producer of spray tanks for the lawn care industry, completed a major expansion project Oct. 18 when a new Pompano Beach, FL plant opened.

The old plant in Fort Lauderdale, FL was 12,000 square feet while the new plant will be 21,000 square feet, according to company vice-president Tom Sayward.

"This expansion will enable us to get involved in larger projects and do custom design and fabrication for some of the larger lawn care companies," Sayward said.

Tuflex manufactures seamless fiberglass spray tanks and other custom fiberglass accessories.

B

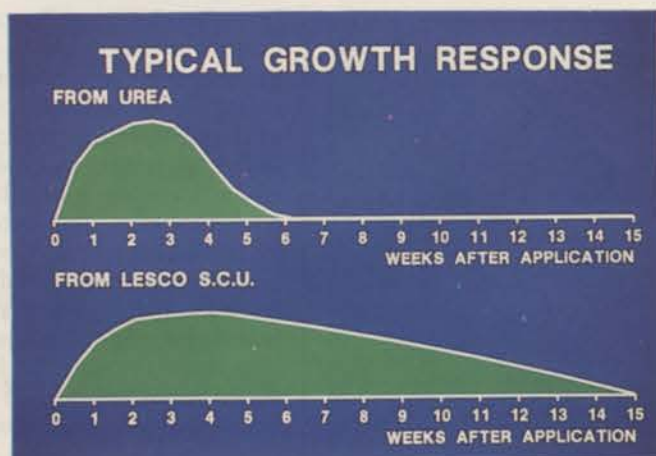
Questions and Answers about LESCO Sulfur-Coated Fertilizers

What is LESCO Sulfur-Coated Fertilizer?

LESCO Sulfur-Coated Fertilizer is controlled-release fertilizer made by coating nitrogen and other plant nutrients with molten sulfur in varying thicknesses to allow feeding of turf for up to 90 days.

How are nutrients released from sulfur-coated fertilizer?

Nutrients become available when the coating degrades to expose them or when nutrients diffuse through small pores in the coating. If all Sulfur-Coated Fertilizer particles were identical, the release of nutrients would occur at the same time for each particle. Fortunately, coatings are not the same on all particles. Imperfectly coated or cracked particles release nutrients immediately. Particles with thin spots in the coating and with imperfections in the sulfur coat which is covered by sealant have intermediate release rates. The longest delay in release comes from the thicker-coated particles with no imperfections. Thus, it is the variability in the particles that provides a sustained release of nutrients from LESCO Sulfur-Coated Fertilizer.†



How long will LESCO Sulfur-Coated Fertilizer last on turf areas?

The duration of feeding of Sulfur-Coated Fertilizer depends on the dissolution rate of the product. Half of the nutrients are released in the first month, the remaining 50% is released over the next two months.

Why do different sulfur-coated products have different nitrogen contents?

The N content of LESCO Sulfur-Coated Urea products falls within the 36 to 37% range; urea has 46% N. Addition of the sulfur coating lowers the N content and because coating weights vary, N contents also vary.

The weight of applied sulfur ranges from 15 to 18% of the final product weight. The sealant and conditioner each account for about two percent of the final weight. There are several reasons for variations in the coating weight. The coating weight can be increased to obtain a lower dissolution rate. Particle size affects the amount of coating required to obtain a certain dissolution rate. As the particle size decreases, the surface area per unit of weight increases and more sulfur is required to achieve a coating of a given thickness.

What factors influence release of nitrogen from Sulfur-Coated Fertilizers?

As coating thickness increases and the dissolution rate decreases, release of nutrients will be slower. As temperature increases, release rate increases. Release rate is not greatly affected by soil water, soil pH or microbial activity.†

What is dissolution rate?

The seven-day dissolution rate is a laboratory measurement of the percentage of nutrients that go into solution when a sample of Sulfur-Coated Fertilizer is placed in 100°F water for seven days. It is used to indicate the relative rate of nutrient release from Sulfur-Coated Fertilizer. As coating thickness increases, the dissolution rate decreases.†

Is granule coating breakage a problem with Sulfur-Coated Fertilizers?

Research has been conducted to examine the effect of traffic on Sulfur-Coated Fertilizer granules. After mower traffic three times a week granule breakage was measured by weekly clipping yield, color rating and residual granule count. With Tennessee Valley Authority process sulfur-coated urea, the same process

Lakeshore uses for its sulfur-coated urea, no effect from traffic was reported over a two-year period. No granule breakage has been reported with the use of rotary spreaders (LESCO or Lely spreaders) which have a spinner speed of approximately 300 rpm.

How does the efficiency of LESCO Sulfur-Coated Fertilizer compare with other N sources?

When measuring the amount of applied nitrogen taken up by plants over a three-year period, Sulfur-Coated Fertilizer proved to be as efficient as soluble N sources and more efficient than other popular slow-release N sources.

What sizes of LESCO Sulfur-Coated Fertilizer are available?

LESCO produces two sizes of Sulfur-Coated Fertilizer. LESCO 7 mesh grades are designed for use on turf mowed 1/2" or above. LESCO standard grade is for use on turf cut above 1" in height. LESCO Sulfur-Coated Fertilizers are not designed for use on established golf course greens or for cut under 1/2" in height. For cut under this height, we recommend LESCO Greens and Tees Fertilizers.

What are the advantages of using Sulfur-Coated Fertilizer over using urea or other N sources?

LESCO Sulfur-Coated Fertilizers last longer so fewer applications are needed to maintain uniform quality turf. Use of LESCO Sulfur-Coated Fertilizer reduces the problem of fertilizer burn and reduces the loss of nitrogen by leaching and volatilization. If losses are appreciably decreased, greater efficiency may be achieved with Sulfur-Coated Fertilizer than with a soluble source. The decreased labor costs and greater efficiency as well as the smaller amount of nutrient loss usually more than make up for the greater cost of sulfur-coated fertilizer.

What are the advantages of using LESCO Sulfur-Coated Fertilizer over other slow-release nitrogen sources?

With LESCO Sulfur-Coated Fertilizer, the lower cost of nitrogen and the greater efficiency of applied nitrogen give sulfur-coated fertilizer the advantage over other slow-release sources. Response from sulfur-coated fertilizer is also quicker and more intense than response from other slow-release sources.†

Is the sulfur in LESCO Sulfur-Coated Fertilizer available to turfgrass?

Yes, the sulfur is available after it is oxidized to the sulfate form. The oxidation from sulfur-coated fertilizers is between the fairly rapid oxidation of sulfur from powdered sulfur and the slow oxidation from granular sulfur.†

Does LESCO Sulfur-Coated Fertilizer reduce soil pH?

The potential for increasing soil acidity exists in most nitrogen sources. Urea has a potential acidity, as do ammonium salts and the natural and synthetic organics. The concern about sulfur-coated fertilizers is usually in reference to the sulfur coating since sulfur is sometimes used to acidify soils. No striking effects of sulfur were found after four years of tests at The Pennsylvania State University. Other research indicates similar results. Still, the potential for acidifying the soil is there; and, as sulfur is oxidized to sulfate by S-oxidizing bacteria, hydrogen is released to make the soil more acid. If soils become too acid with concentrated use of sulfur-coated fertilizers, or any N source, the solution to the problem is the same: lime according to soil test recommendations. After four years of using different nitrogen sources, PSU obtained the following results in soil samples taken from the surface two inches. (No differences occurred at two to four inches. The greatest lowering of pH occurred with ammonium sulfate. The difference in soil levels of sulfate-S were reflected in the uptake of S.†)

Nitrogen source	Soil pH	ppm Sulfate-S†
Ammonium sulfate	5.5 b*	10.9 a*
16-8-8 (50% ureaform)	6.2 a	6.4 bc
10-5-5 (75% ureaform)	6.4 a	6.0 c
Milorganite	6.3 a	7.7 bc
16-8-8 (50% SCU (21% dis rate)	6.2 a	8.9 ab

*Values followed by the same letter are not significantly different

†Taken all or in part from "Answers to Questions" about Sulfur-Coated Urea, V. Waddington and N.W. Hummel, Department of Agronomy, The Pennsylvania State University, in Grounds Maintenance Golf Course Manual.

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In Ohio



New officers of the Landscape Management Committee of the Associated Landscape Contractors of America (ALCA) are shown above. They are (left to right): first row, chairman Ron Kujawa, vice-chairman/liaison Rich Reasoner, vice-chairman/publications Melanie Reinhold Sawka; back row, chairman-elect Jack Mattingly, immediate past chairman Don Synnestvedt and vice-chairman/education Rich Akerman. (See story)



ALCA from page 1

to serve the proposed division for one year, including Synnestvedt of Vrickman Industries in Long Grove, Ill., who will be past chairman. Elected chairman was Ron Kujawa of KEI Enterprises, Cudahy, Wisc. Jack Mattingly of Mattingly Associates, Charlotte, N.C., was named chairman-elect.

New vice-chairmen and their areas of specialization for 1983 will be Rich Akerman of Oregon Landscape Maintenance, Portland, Ore. (education); Melanie Reinhold Sawka of Reinhold Landscaping, Flint Rock, Mich. (publications); Rich Reasoner of Dendron Landscape Management, San Ramon, Cal. (liaison); Dave Frank of DF Landscape and Construction, Germantown, Wisc. (membership) and Bruce Wilson of Environmental Industries, Calabassas, Cal. (conferences).

During scheduled proceedings of the conference, which was held at the Marriott Hotel Market Center, talks were given by Dr. William Franklin, associate professor of management at Georgia State University; Synnestvedt; Dr. Francis Gouin of the University of Maryland; management training company Perrone and Ambrose; and Clifford Kraft of Organizational Development Associates.

90 percent fail

Franklin's topic was "Marketing and Image Building," and he began by noting that of the 400,000 small business starts per year, 80 percent fail within five years and 90 percent ultimately fail.

"You've got to change the picture," Franklin said, further noting the three variables that enter into business success: personalities, capital and positioning.

"Every small business starts with a technical skill," he said. "The very fact that you do something well makes a business of it. Eventually though, your time is spent more in management, and that's an 'impossible transition.'

"The teaching professional spots ability and multiplies himself through his workers. The ultimate dilemma is that the student rises above the teacher. The critical thing is that there are people in your organization who are better than you."

About the entrance of capital as one of the variables in success, Franklin noted: "Many small businesses were basket cases to start out. You must think out all possible contingencies and then be pessimistic."

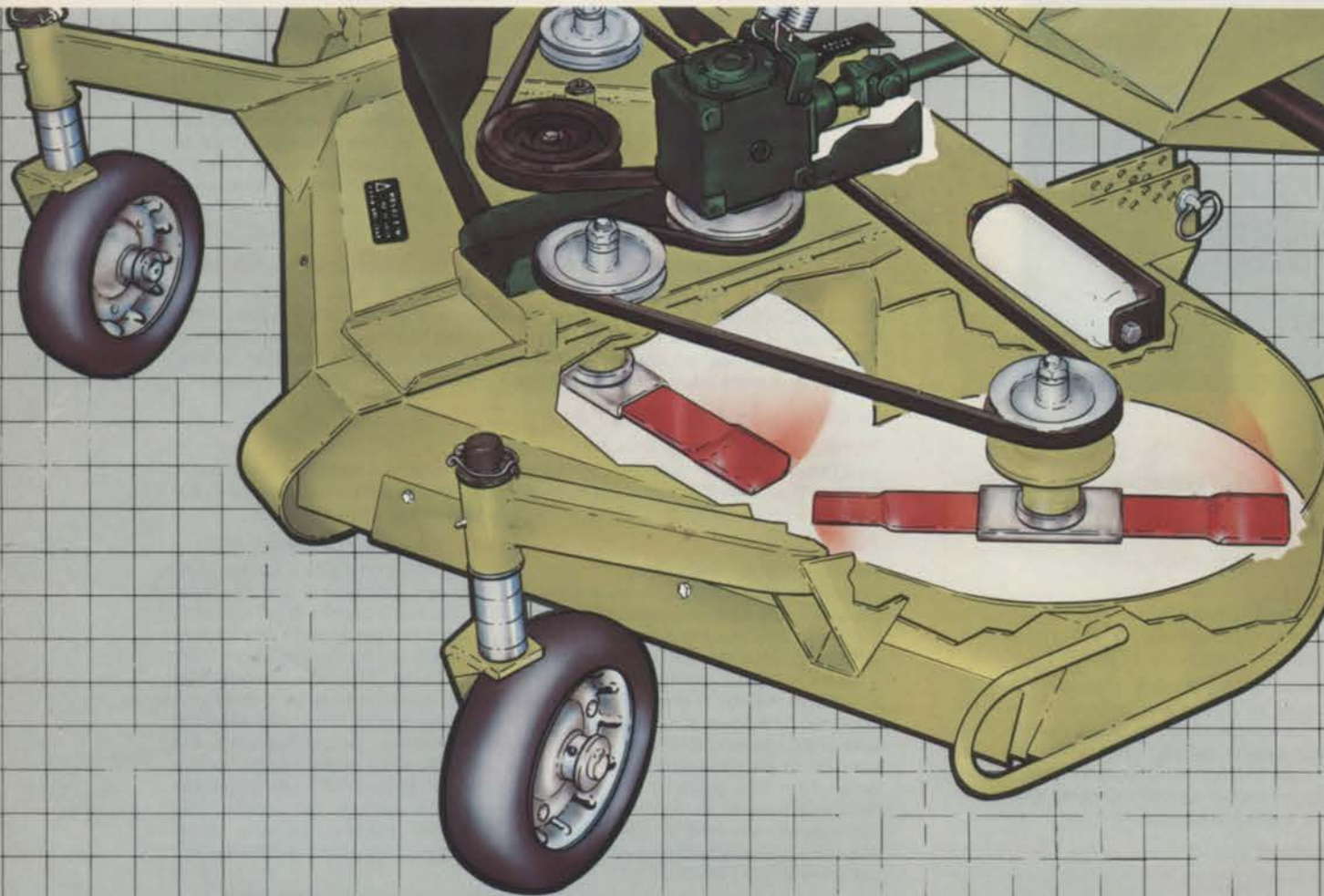
Positioning, he continued, is simply "being first—at the worst, being second—or getting out." Small businessmen must define a niche in the marketplace, targeting a segment of the market in which they can be successful.

A manager defined by Franklin is:

- (1) a teacher;
- (2) a communicator;
- (3) a coordinator and
- (4) a facilitator.

"The ultimate test of leadership is followship," he said. "If you look back and there ain't none, you ain't one."

to page 27



CUSHMAN FRONT LINE: THE MOWER THAT CUT CLEAN THROUGH THE COMPETITION.

You're looking at the biggest success story in mowing history. The Cushman Front Line.™

Just 3 years after it was introduced, the Front Line has been put to work on more parks, more campuses and more golf courses than all other mowers but one.

And in what really counts, the Front Line is second to none.

PERFORMANCE THAT'S A CUT ABOVE.

Performance means different things to different groundskeepers.

You will be most impressed by the Front Line's clean, professional cut. Its 3 blades overlap each other so that no grass is left uncut. And optional rollers at the deck's rear virtually eliminate scalping on hills.

Performance can also mean smooth operation. To that end, we've given you traction assist pedals for a zero turning radius. A smooth shifting hydrostatic transmission. And logically placed operator controls.

MORE THAN JUST GREAT PERFORMANCE.

All high stress engine parts are Cushman engineered for long life.

The deck is 16-gauge carbon steel, reinforced with torsion members to prevent twisting.

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For a free demonstration on your grounds, contact your Cushman dealer or call us toll free at 1-800-228-4444.

Once you see it in action, you'll want the Front Line cutting for you.

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"We want people to feel they're on an adventure and that there's something in it for everyone. Use your people as power sources. People demonstrate incredible creativity outside the job, and then you bring them in and treat them like robots."

A panel of five landscape management professionals gave a panel talk on equipment used in the industry. That panel consisted of Kujawa; Howard Mees of Environmental Industries, San Diego, Cal.; John Clifton of Maintain Inc., Houston; Mattingly; and Synnestvedt.

Kujawa said that "the cost of equipment just begins with the purchase price." He said that other factors to consider when buying new equipment are capacity, productivity (or how quickly you can reach capacity), versatility, ease of operation, operator comfort, ease of maintenance and repair, and service back-up or the character of the dealer or distributor with whom you are working.

Mees said that three factors should enter into buying equipment: price, service and quality, but that "you can have two, but probably not all three."

Mees noted that prospective buyers should be sure that the machine will do what you expect it to, not what the dealer says it will do.

"Don't be afraid to ask for a discount if you are a regular customer," he advised. "And don't buy original replacement equipment. Use cross-reference charts." Mees also addressed the possibility of individual businesses which keep large inventories of parts qualifying as unlisted dealerships to obtain large discounts.

Fuel cost test

Synnestvedt revealed the results of a fuel cost test he performed on equipment.

On a regular handmower, his business could save 2,250 gallons of gasoline per year by throttling back from full to two-thirds without sacrificing production.

He saved about 20 percent on fuel when using his Bobcat in a throttled-back fourth gear as opposed to third gear wide open, but also noted that there was little savings on bigger machines when throttled back, without sacrificing productivity.

Mattingly's most interesting observation dealt with the possibility of hiring mechanics instead of taking broken-down equipment to dealers for repair.

"If you are spending more than 15 percent of your gross on repairs, you are probably about ready to get an in-house mechanic," Mattingly said. "And if you can find a good small-engine mechanic, you ought to make sure you keep him. They're a breed all their own."

Kraft addressed himself to the topic "Developing Quality People," and the first point he made was that top management must be the first to commit.

"If top management makes a

commitment to something, it will go," he said. "If not, you're in trouble, guys. There is no way out."

He listed the three levels companies go through during their lifespan: the entrepreneurial (beginning) stage; the personal stage, where the owner is making all the decisions; and the organizational stage, when the company's fate rests with others also making decisions.

"The personal stage can be an awful lot of fun," Kraft said, "but the more you are in the organizational stage, the more stable you will be. Either lead, follow or get out of the way."

People, production and profitability are the three factors that the survival of a company is built around.

"The owner-chief executive officer's objective is to assure the survival and growth of the company, and that entails two plans: one for survival and one for growth," Kraft noted. "So building a team of qualified people who can achieve their goals through the company should be the object of the manager."

Estimating as a tool

Synnestvedt's speech centered around estimating as a tool for management. It was aimed at crew leaders and supervisory personnel, and covered how to estimate job requirements accurately by breaking down the process to the lowest common denominator. It covered the "how to" of good estimating and showed attendees

how to schedule labor, equipment and materials most effectively.

Dr. Guion covered "Job Cost Reduction Through Chemicals." In his presentation, he described modern chemical techniques on the use of pre-emergence and post-emergence weed control, and the use of growth regulators.

Perrone and Ambrose's subject was "The Achieving Manager," which dealt with the tools necessary to manage production crews for increased performance. It was aimed solely at supervisory personnel.

There was also a "Brag/Blooper" night held Sunday with about 200 attending. Overall, more than 300 landscape maintenance professionals attended the three-day session.

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Lawn care professionals should seek cooperation

Being successful at any venture—including treatment of lawns by lawn care professionals—depends upon what is done and how those steps direct your efforts. But success is seldom secured without a great deal of cooperation from others.

There are steps that you as an individual can take to assure cooperation from others, whether you are applying the philosophy to clients or just to friends in your daily activities.

Show the other individual interest. When you help a customer, an associate, assistant or

anyone else, you have taken a big step toward assuring that individual's present and future cooperation. Most people put forth an extra effort for the person who they believe looks at them as being important.

Being cheerful in contacts with others during daily working life takes a lot of extra effort. It is particularly effective when the other person happens to be disgruntled for some reason or another. Making a point to be pleasant, cordial and courteous requires constant application, since it is never automatic.

Quickness and efficiency also pay off. Find the best way to accomplish each step of a task, and practice it without wasting the other person's time.

Self-confidence can be the downfall of any person in business life only when it is given emphasis over everything else. Practicing self-confidence in moderation, on the other hand, achieves results easier through the cooperation it generates from others.

Overt personal confidence gives the other person a great deal more confidence in whatever you may present to them, and is a great

assist at inspiring a positive reaction.

You should also **express some enthusiasm** for your job, whatever it may be. Its presence will serve to smooth cooperation.

Remember to try and **hold down or eliminate surprises** to the customer. No one likes sudden confrontation with the unexpected, even though it may sometimes be of value for you. Each time the other person is jolted with a surprise, you are taking a chance that he or she will immediately roadblock further cooperation.

Value the other individual's time. Where this is in practice, cooperation from the customer almost becomes an obligation.

Be organized. A bit of organization builds respect and a willingness to follow through. Lack of organization on the part of the professional, meanwhile, could create doubts in the customer's mind about your ability.

Listen carefully. Observe and analyze to help develop better cooperation.

Avoid pushing your clients; rather, lift them. Raising them to your level of enthusiasm and conviction makes it easier for them to cooperate. Avoid the ever-present temptation to push hard toward a goal, because people just do not like to be pushed—they more like to feel that they are moving along with you toward a common goal.

Make the other person feel important. If the slightest impression exists that you don't think he or she is important, any cooperation they could afford will go down the drain.

Value the other person's interest and point of view with respect to every detail of what is being sought. These are personal things, and cooperation seldom results where the customer's personal values are not recognized and acknowledged.

Speak intelligently about the client's needs and how your service fits those perfectly. Recognition of needs should be one of the first things you make clear.

Make it easy for the other person to cooperate. Plan to help the other person cooperate.

Be specific about how exactly the customer can cooperate. Many times, failure to make an effort to cooperate is a direct result of not knowing what is expected of the other person.

Avoid requesting response too soon. Most of us have to slowly build up the will to cooperate in our own mind. They seldom are a result of an immediate or early response to someone else.

Each of the aforementioned steps toward better cooperation can be made a part of your daily routines, to the point of becoming automatic. It is best, however, to check for their presence from time to time, and to be sure that one or more of the methods do not need reinforcement.

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Collection practices methods are divergent

With high interest rates among the major worries of the lawn care professional, management of accounts receivable can be a major factor in the success of a company.

There is a good way and a bad way of controlling accounts receivable and keeping delinquencies to the minimum.

Most importantly, a policy and procedure for approving credit must be devised.

Every wholesale company should have a basic credit application, which should include how

long the customer has been in business and who their previous suppliers were. (Or how long the customer has had a steady income, and with whom he does other business.) The application should be designed to give you a thorough knowledge and understanding of your customer's capabilities of payment.

Each customer should be able to provide banking credit and verifiable data that will provide you with a clear picture of their reliability as a prompt paying cus-

tommer.

And until it establishes a collection procedure, any business is likely to be troubled by questions of how to handle overdue accounts.

According to a study by Publishers Clearing House, if the obligation's age is just 30 days, you have a 97 percent likelihood of collecting. However, that percentage goes down as the obligation gets older. You will collect 90 percent of your bills that are 60 days old, 80 percent of the 120-day old accounts and 67 percent of the obligations that are eight months old.

At the one-year mark, just 45 percent of outstanding accounts are collected. At two years, just 23 percent and at three years, just 12 percent.

You should endeavor to manage the business in such a way as to encourage prompt payment of accounts. For instance, it is becoming more prominent to assess a late charge for overdue accounts. Local attorneys have been called upon more recently, too, as have small claims courts. Other methods of collecting are mechanic's liens and collection agencies, but those should be used as a last resort.

On the average, for instance, a collection agency will keep about one-fourth of the amount it collects. Some charge as much as 50 percent and some as little as five percent.

But the most important thing to remember is that the best collection practice is sound credit-granting policies, and procedures which are strictly followed.

PLANTS FOR PEOPLE

Grant given for disabled

The National Council for Therapy and Rehabilitation through Horticulture has received a \$164,000 grant from the U.S. Department of Education to finance the first year of a three-year "Plants for People" project designed to recruit, train and employ disabled workers in the horticultural field.

The new national employment project will be the first effort of its kind to hire disabled workers in landscaping, lawn care, greenhouse, nursery and florist jobs.

The horticultural industry is expected to employ an estimated 100,000 new workers over the next 10 years. Business leaders in the industry are being enlisted to participate in various aspects of the project on a voluntary basis, including Robert F. Lederer, executive vice-president of the American Association of Nurserymen, who was named chairman of the steering committee.

SALES DECLINES

Murray Ohio has a slight drop-off

The Murray Ohio Manufacturing Co., a leading producer of power mowers and bicycles, reported a drop in sales for the first three quarters of 1982.

For the first nine months of 1982, Murray Ohio posted net sales of \$240,675,394, a decline of 15 percent from net sales for the first nine months of 1981. Net income of \$4,690,667 was off 41 percent from the 1981 figure.

Earnings were \$1.51 per share on 3,109,410 average shares of common stock outstanding, as compared with 1981 earnings of \$2.55 per share on 3,099,527 shares.

For the third quarter, net sales decreased 23 percent and net income showed a 93 percent drop.

Mower sales, however, for the first nine months were only off three percent.

Board chairman William M. Hannon blamed the drop in the general economic situation.

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Mobay Chemical Corporation
Agricultural Chemicals Division
Specialty Products Group
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PUMPS from page 11

head and can better afford down time," said Foote. "They're also not as likely to have breakdowns because they have tighter control over maintenance than larger companies."

While auxiliary engines may break down easier, John Thomas of American Hydro-Grass in Houston, Texas believes they are also easier to repair. The reason: PTO breakdown is likely to involve other parts of the truck engine. Added Hartwick, "PTO has to run off the transmission. Over a period of time, it is likely to damage that as well."

In view of this, the potential for downtime is greater with PTO. According to Ken Vincent of Teak Nursery and Landscaping in Lafayette, Louisiana, "A break-

down interferes with the work base."

Most lawn care businessmen agreed that replacement parts for PTO are more expensive and harder to get. "If the pump goes bad, assembly alone can cost \$800," said Hartwick, and Foote added, "When ordering the hydraulic engineered PTO, expect a lead time of four to six months before delivery."

Contrary to PTO driven pumps, the chief advantage of auxiliary engines is their interchangeability and versatility. Said Bill Weiss III of Greenland Landscape in Paramus, New Jersey, "You can load them on various vehicles and take them anywhere on the lawn." All the businessmen contacted in the survey mentioned this advantage to auxiliary engines.

In terms of initial costs, it is also widely agreed that PTO is considerably more expensive. "Up to three times more," says Hartwick.

According to the survey, while there appear to be distinctions between PTO and auxiliary powered pumps, there is no clear preference. The most telling statistic illustrating this is that more than 50 percent of the lawn care businessmen contacted said they used both.

Auxiliary engines are used primarily in the hard to get places and on jobs where specific fungicide and herbicide spraying is called for. Volume lawn care fertilizations require more powerful PTO pumps designed for heavy use. Most lawn sprayers mentioned 200 gallon sprayers as the boundary between auxiliary engines and

PTO.

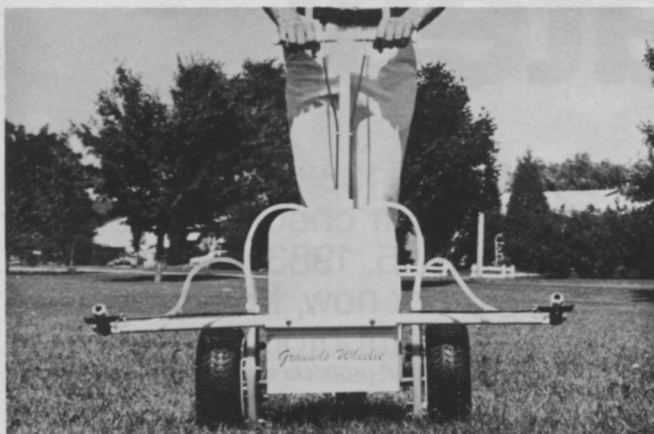
John Thomas provided the best summary for the use of each:

"Most businesses start out using auxiliary motors because they are more economically feasible. As they grow and acquire the need for larger equipment, especially tractors, they usually switch to PTO."

Correction

In the November issue of LAWN CARE INDUSTRY, a story on Page 21 noted that a companion product of Formolene 30-0-2 was being manufactured. The product was incorrectly referred to as Form-U-Sol 20-0-1.

The new product being offered by the Hawkeye Chemical Company is Form-U-Sol 28-0-1.



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NEWSMAKERS

Dr. James T. Batchelor recently assumed the position of **National Fertilizer Solutions Association** Vice-President of Research and Education.

Dr. Batchelor was with the Northeast Research and Extension Center at the University of Arkansas before accepting his new position with the Peoria, IL-based NFSA. A native of Arkansas, Dr. Batchelor received bachelor's, master's and doctor's degrees in agronomy from the University of Arkansas. His primary training has been in soil fertility, plant nutrition, crop production and irrigation.

The **Diamond Shamrock Corporation** has named Kenneth P. Mitchell as vice president of the Specialty Chemicals Group of the newly-formed Chemical Unit.

Mitchell was formerly vice president-general manager of the Process Chemicals Division. He joined Diamond Shamrock in 1964 as a salesman and moved up to marketing manager of soda products in 1974.

Mitchell received his bachelor's degree in marketing from Ohio State University, and took graduate courses at Bradley University. He also participated in the Massachusetts Institute of

Technology Senior Executive Management Course.

The **Viterra Products Division** of Nepera Chemical Co. has announced the appointment of David S. Keen as its senior sales representative.

Keen, an agronomist long acquainted with Southeastern growers, spent several years successfully selling horticultural products for Ciba-Geigy and O. M. Scott & Sons. He will be responsible for all sales of Viterra hydrogels, slow release fertilizers and synthetic soils, working out of his office in Winter Haven, FL.

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DATES

Maryland Turfgrass '83, Jan. 10-12, Baltimore Convention Center. Contact: Dr. Thomas Turner, Agronomy Department, University of Maryland, College Park, MD 20742. (301) 454-3716.

Scott Lawn Pro Retailer Business Planning Conference, Marysville, OH, Jan. 10-13, 17-20, Jan. 31-Feb. 2, Feb. 14-17, 21-24, Feb. 28-Mar. 2, Mar. 7-10, 14-17. Contact: W. S. Hoopes, Manager, Customer Training, O. M. Scott & Sons, Marysville, OH 43040. (513) 644-0011.

Landscape Design Short Courses for Residential Properties, Fischer Auditorium, Ohio Agricultural Research and Development Center, Wooster, OH. Course II, Advanced Landscape Design, Jan. 12-14; Course III, Design Detailing, Feb. 23-25; Course IV, Advanced Landscape Drawing, March 23-25; Course V, Planting Design, Aug. 3-5. Contact: Fred K. Buscher, Area Extension Center, OARDC, Wooster, OH 44691. (216) 262-8176.

Industrial Vegetation Management Association trade meeting, The Inn, Executive Park, Kansas City, MO, Jan. 27-28. Contact: Byron Nelson, 5605 Tenth St., Great Bend, KS 67530. (316) 792-4351.

Landscape/Garden Center Management Clinic, Galt House, Louisville, KY, Feb. 6-9. Contact: Rae Landesberg, Allied Landscape Industry, 230 Southern Building, Washington, DC 20005. (202) 737-4060.

North Carolina Landscape Contractors Association annual meeting, Feb. 12-14, Blowing Rock, NC. Contact: NCLCA, P.O. Box 25891, Raleigh, NC 27611. (919) 781-7242.

The Fertilizer Institute Annual Meeting, Feb. 13-15, 1983, Hyatt Regency Hotel, Atlanta, GA. Contact: Wanda Hardesty-Diaz, The Fertilizer Institute, 1015 Eighteenth St., NW, Washington, D.C., 20036. (202) 861-4900.

Sixth Annual Landscape Industry Conference & Trade Show, Sheraton Inn Lakewood, Denver, CO, Feb. 18-19. Contact: Becky Garber, Associated Landscape Contractors of Colorado, Inc., 3895 Upham, Suite 150, Wheat Ridge, CO 80033. (303) 425-4862.

Bergen Landscape '83, Feb. 23, 1983, Montvale, NJ Ramada Inn. Contact: president James W. Stewart, P.O. Box No. 117, Closter, NJ 07624. (201) 327-0820 or (201) 825-3719.

Professional Turf and Plant Conference, Feb. 28, 1983, Colonie Hill, 1717 Motor Parkway, Hauppauge, Long Island, NY. Contact: Nassau-Suffolk Landscape Gardeners' Association, (516) 665-0698.

Reinders Turf Equipment Show-Service Clinic, March 16-17, 1983, Waukesha County Exposition Center, Waukesha, WI. Contact: Ed Devinger, 13400 Watertown Plank Rd., Elm Grove, WI 53122; (414) 786-3300.

Turf and Landscape Institute, May 23-25, Anaheim, CA, Convention Center. Contact: Ed McNeill, 1000 Concha St., Altadena, CA 91001-9977. (213) 798-1715.

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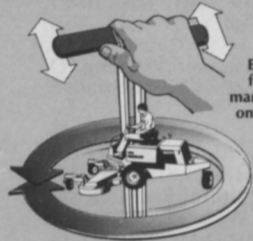
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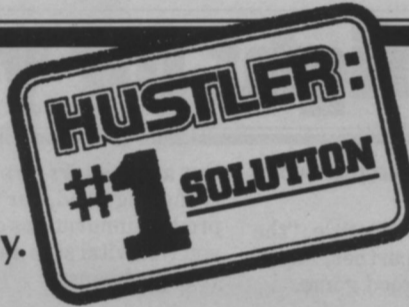
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