

What percentage of your business will be organic/alternative products?



LCI and Landscape Management magazines poll readers

LCOs willing to use natural products

LCOs and landscape managers are willing to modify their business practices to use the new natural products.

That, in itself, wasn't a surprising finding from a survey conducted by sister magazines *Lawn Care Industry* and *Landscape Management*. What was surprising was the number willing to incorporate natural products into their programs—118 of the 121 answering the question.

The survey, mailed to 500 readers of the two magazines, sought to gauge green industry interest in the alternative lawn care products. Returned were 128 responses. That's not enough, obviously, to represent the whole of the

green industry. The responses are more like a wetted finger to the wind.

(Our readers defined "organic" as meaning a product containing carbon atoms. They took "natural organic" as meaning a product derived from living sources.)

What would prompt lawn and landscape professionals to change their practices to include alternative products, we asked?

The use of "more environmentally friendly" products topped that list with 75 responses, followed by 70 respondents concerned about current or pending regulations, and 50 saying that customer demand would influence them to

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LAWN CARE INDUSTRY

Serving the needs of the professional lawn care operator

MAY 1991

VOLUME 15 NUMBER 5

Supreme Court test seen as pivotal for pesticide use laws

WASHINGTON, D.C.—About 200 lawn care and pest control operators put extra starch into their handshakes and pasted on their most persuasive smiles here in March.

For the first time ever, The Professional Lawn Care Association of America (PLCAA) and the National Pest Control Association (NPCA) combined for the "Day on the Hill" fact finding/lobbying effort.

One of the issues confronting LCOs in Washington—perhaps the most significant issue of 1991 for commercial applicators—is the case *Mortier v. Town of Casey*. The U.S. Supreme Court heard oral arguments on April 24. A ruling could be ready by June or July.

The case revolves around five different sets of pesticide regulations adopted by the small town of Casey, WI, from April 1981 through 1985.

These ordinances were apparently triggered when a landowner in Casey wanted to apply Roundup® on 20 acres to prepare a site for planting trees.

He wanted to hire a commercial applicator to apply the product, but the town denied any application on 10 of his 20 acres and said he could only apply the product by hand on the other 10 acres.

Casey went even further by mandating a whole list of special requirements that each applicator must meet before being issued a permit.

"If local governments are allowed to regulate pesticides, and the onus of congressional intent is lifted, it's our belief that there will be thousands of local regulations, and they will not be consistent with each other," Robert Rosenberg, director of government affairs for NPCA, said at a briefing during "the Hill" meetings.

PLCAA Government Affairs Director Thomas Delaney said battle lines have formed on both sides of the local pesticide regulation debate.

He said 11 states have filed *amicus curiae* ("friend of the court") briefs, stating their support for local jurisdiction. They

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Photo courtesy of O.M. Scott & Sons

Building on fertilization basics: cornerstone of solid programs

BY DR. GEORGE McVEY

As nice as it would be to have only one way to care for turfgrasses, that's not the case. Different types of grasses require different maintenance. Also, geographical location must be considered. This is especially true when it's time to fertilize.

Many turfgrass managers follow a program of fertilization which includes spring as well as fall applications. While

fall fertilization is a must, early spring is not always as important or necessary in every case, particularly if fertilizer was applied in the fall.

But if it's not always crucial to fertilize in the spring, why fertilize at all?

In simple terms, fertilizer is nutrition. Just as humans need good nutrition to be healthy, so do turfgrasses. Fertilizer supplies the basic food groups of the turfgrass world. Most fertilizers give turfgrass three major elements—nitro-

gen, phosphorus and potassium—and possibly a variety of secondary and micro-nutrients.

Nitrogen is first

Of the three major elements, nitrogen is required in the largest amount by turfgrasses. It's an essential part of all living matter. In plant cells, nitrogen-containing compounds compose about one-half of the living and reproductive substances,

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A proper nutritional program can mean the difference between a healthy and a lawn covered with dandelions.

BASICS

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and are key participants in forming proteins. Nitrogen is associated with vegetative growth and density of turf, as well as its deep green color.

A nitrogen deficiency can be detected when the turf becomes light green or yellow. This change in color begins with the older blades which start dying at the tip. This progresses down the center until the leaf dies.

When it comes to a nitrogen source, an ideal fertilizer should supply enough nitrogen for good green-up and the remainder of the nitrogen to the grass gradually, over an extended period of time. The nitrogen should maintain the plant's color—keeping growth at a reasonable rate—during this extended period.

As a warning, many professional turf managers still fertilize with forms of nitrogen intended for agricultural use (in other words, for vigorous, quick growth). It's best to use fertilizers with slow-release nitrogen sources designed specifically for turf.

Root development

Phosphorus, key in new plant development, largely contributes to initial root development. In addition, it's required for vital growth processes of the turfgrass plant.

Phosphorus deficiencies are most readily observed on new seedlings in slow growth and development. On established turf, blades may appear dull green and often turn purple in cold weather. Symptoms usually occur sooner on seedlings than on mature turf.

Once applied to the turf, phosphorus is tightly retained by the soil. It's gradually released to the plant over a period of time. Since phosphorus is held in place by the soil, it doesn't leach away. Applying excessive amounts, however, doesn't benefit the plant beyond its normal needs.

Potassium's role

The third major element, potassium, is present in all plants in relatively large quantities. However, its specific role is not truly known but it's

normally associated with winter hardiness and disease resistance in turfgrasses. In addition to nitrogen, potassium is found in all plant tissue and contributes to protein production.

A deficiency of potassium will appear first on older leaves. Blades become streaked with yellow, turn brown at the tips and eventually die. Turfgrass plants lacking sufficient potassium are also more susceptible to disease and winter injury.

In contrast to phosphorus, excessive amounts of potassium will leach, particularly in sandy soils, with no added benefit to the grass plant. The type of potassium used is not important unless applying high rates of potassium. For greater safety with a high potassium analysis, choose a fertilizer with potassium sulfate for a lower salt index.

Secondary elements

Secondary elements essential to the turfgrass plant and often included in fertilizers are calcium, magnesium and sulfur. Micronutrients, such as manganese, iron, copper, boron, molybdenum and zinc, are sometimes added to fertilizers.

As demonstrated in the preceding paragraphs, nutrients are classified as major, secondary and micronutrients. It should be stressed, though, that this classification describes the relative requirements of each by a turfgrass plant. Such classification doesn't demonstrate the importance of each element to the plant. All these elements are essential for proper turfgrass growth, with the major and secondary elements needed in greater amounts than the micronutrients.

In general, we know the "food" turfgrasses need. Now is the time to specify the needs of a particular turfgrass area. While type of plant (Bermudagrass, bentgrass, etc.) is important, geographical location and amounts of nutrients required by the turf are also crucial.

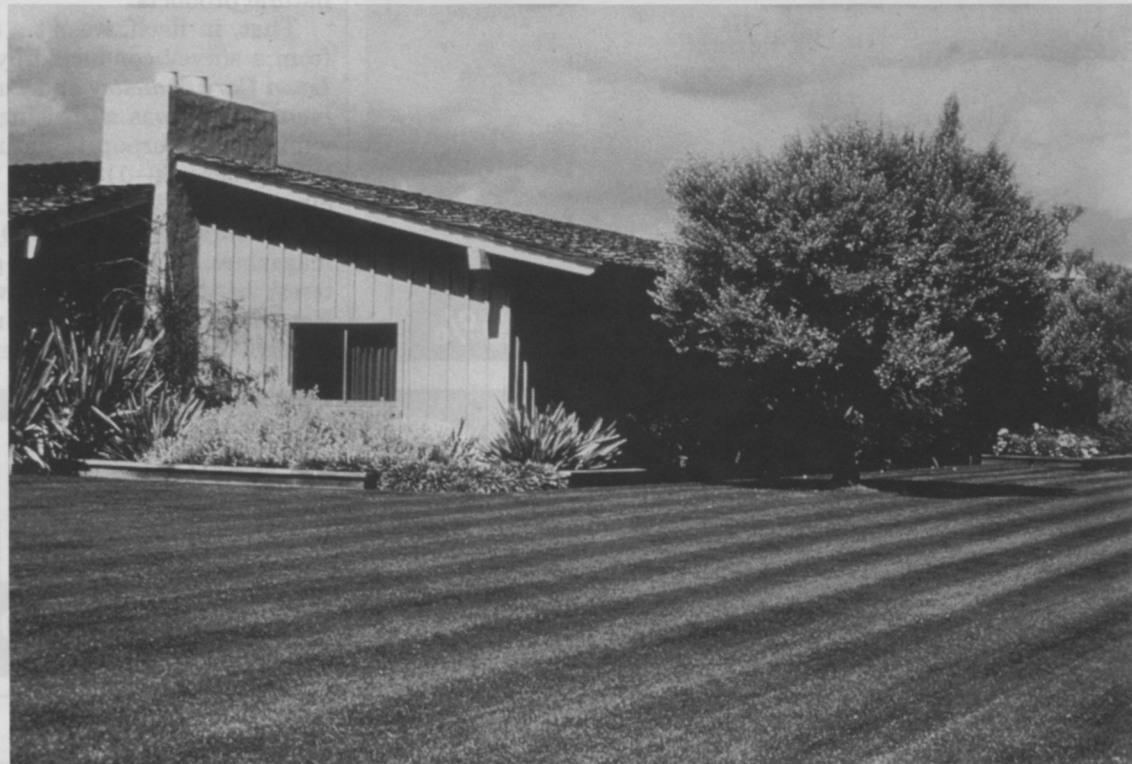
So before purchasing fertilizer, have soil tests performed to determine exactly what the

area requires. This will decide the type of fertilizer needed and how often to apply it. It can also produce very attractive, well-maintained turf and prevent a number of long-term problems and complications.

For more information about fertilizers or soil testing please contact your local university's or college's agronomy department, or The O.M. Scott & Sons Company, 1-800-543-0006. LCI

About the Author

Dr. George McVey is a senior technical associate with The O.M. Scott & Sons Company Professional Business Group. He's been with the company since 1960. LCI



A healthy, well-maintained lawn will increase a property's value by 10 to 15 percent.

Value of your current clients worth more than you realize

LCOs can profit from property manager networking

BY PHIL CHRISTIAN

Your commercial customer base can increase your business—if you use it.

Sales managers often instruct sales people to "go out there and knock on doors," or "do some cold calling." Sales success depends on the number of people called on.

Their message: you're not going to sell everyone you see, but, you must see everyone you sell. This focus on new business is so strong in some organizations that managers offer generous incentives for new business and little or no commissions for renewing current customers. Sometimes potential customers get lots of attention and existing customers are neglected, at least by the sales staff.

There's no question new business is vital to sustain and grow our businesses but don't mistake this to mean only business from new customers.

In residential lawn services, new sales and new customers are linked because most people have only one lawn. This isn't true in commercial sales. One purchaser may represent many properties and many service needs.

Commercial buyers are networks of opportunity—internal networks within their companies and external networks of other property management companies and properties.

The notion that a large percentage of new business should come from old customers or friends isn't new, but it requires commercial sales people to develop special skills and management techniques.

A customer base?

Current customers are visible because they send checks. Keeping them satisfied is the most important activity that we perform.

The term "customer base" is broader than just current customers. It includes past customers and "no-takers" (prospects that did not accept our offer).

The broad definition of the customer base

also includes the lost or un-run leads from the current and past years. The customer base has no specific time limits. You can look back as far as your records go and find past customers and no-takers that, perhaps, should be placed on current customer status.

The value of friends

A bias for the new customer results from not knowing the value or potential benefit of the existing customer base. Often it's more profitable to work with old customers.

Renewing contacts is less expensive than generating new sales. Production should be better with a learning curve in your favor, and if the customer has been on your program for more than one season, there should be fewer problems.

Current customers are a continuing source of leads and referrals.

They play a key role in your marketing network and provide a comfortable, warm marketing environment.

The value of info

The lawn, tree, and shrub service industry is very much an information-based business. We're good at collecting and using information, but not so good at retaining and storing the information in a usable form.

There is a belief—the order-taker mentality—that when you lose customers by cancellation or non-acceptance of a proposal, write them off and move on to the next opportunity.

This is foolish, particularly in serving commercial accounts, when your company has invested so much to bring it to current customer status.

That investment should never be ignored or lost. If a customer cancels, consider it a temporary loss, and implement retrieval tactics to get them back next season.

If customers choose not to accept a proposal when offered, don't write them off. Employ a

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High-visibility commercial properties provide LCOs opportunity to network with property managers.

WORTH

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tactic to give them another opportunity.

The customer that has been on your service or received a proposal, is a customer you've already invested in.

The past customer or no-taker is the least expensive customer from a cost of sales point-of-view. If you don't get them this time, you will get them next time.

Valuable to you

Each commercial purchaser or contact you make is potentially valuable to your company. Property managers change jobs regularly. Each time they change properties, get promoted, or move to another management company, the number of properties they influence grows. This is good for your business.

Ask for leads, inquire about other property managers and other properties managed by their management company. Work the neighborhood. These businesses are all part of your warm market.

The lead card

One way to acquire, update and store information on properties and contacts is the use of a lead card (or information sheet). The lead card provides accurate information on the property and people involved. It's filled out by the sales person as soon as the lead is received.

The date and action taken portion of the lead card, which covers the bottom of the front page and all the back page, keeps sales people informed with the status of the property.

If the property cancels the service or chooses not to accept our proposal, the lead card goes back into the system so the property can be proposed the following year. You cannot implement or execute a save, renewal, retrieval, or second-chance tactic unless you have the necessary information in a usable form.

Some very successful commercial sales people run copies of lead cards and keep them as part of their customer follow-up procedure throughout the season.

Call reluctance

With all these benefits and advantages of dealing with past customers, why do commercial sales people suffer call reluctance when dealing with customers? Most probably it's caused by the sales person's insecurity that they can A.) do something for the customer, B.) the customer is willing to listen to and consider the proposal.

Also, sales people sometimes harbor some other incorrect assumptions.

First, they assume that if the customer

dropped the service or didn't accept the service when it was offered, the customer must have found another service provider and are pleased with it. In most cases this isn't true.

Often this former customer has done nothing much. Or, when they do find another service provider, they're dissatisfied.

The other assumption that unnecessarily disheartens the sales person is that the no-taker or canceled customer had good reason for this action, and harbors a deep-seated resentment toward their company.

In reality, commercial customers realize that no company's service is perfect, and even though they were dissatisfied at one time or made another choice, they're very willing to take another look if given that opportunity.

Managing the existing customer base requires the sales person to listen first, then use the proper language for each customer group.

Confirm, ask for order

For example: existing customers are tempted to look elsewhere because they aren't sure your service offers the most benefit for the least money. It's up to you as a sales person to confirm the original buying decision and extend the relationship through the next year.

A good rule: don't worry about the past, concentrate on the future. If the customer has a specific reason for the cancellation, hear them out, and assure them that will not be a problem the coming season. Persist with your sales presentation.

No-takers are customers who made another choice last season and probably don't remember why the choice was made. That's all right because it isn't relevant to this sales presentation. You're offering a new program for the coming year.

If the prospect wants to justify their past purchasing decision or defend their existing contractor, you should comfort them by explaining that you don't question their past decisions but you have a new program for the coming year that merits their consideration.

The professional commercial buyer is a valuable member of your network. They're willing to forgive and forget past imperfections provided that you keep on trying.

Ask for the order.

Ask for the referral.

Ask to be a part of their management team.

That's what they're looking for. LCI

About the Author

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A review

New Shigo book big on tree care science, business tips

By JAMES E. GUYETTE

For LCOs who have branched into tree care, the latest book from Dr. Alex L. Shigo provides a healthy dose of science and business techniques.

Entitled, *Modern Arboriculture, Touch Trees*, the 440-page book features 16 color photographs and 311 diagrams and charts.

Included with the technical information on proper tree care is advice on how to deal with customers.

Shigo stresses:

- There are no data to show that wound dressings stop rot; in fact, it may even cause it.

- Prune branches as close as possible to the branch collar, but avoid flush cuts and stub cuts.

- Trees survive after wounding by compartmentalizing the infection.

- Microorganisms infect tree wounds in successions.

- Trees get energy from the sun and minerals from the soil.

- Do not top trees.

- make sure the proper tree is planted in the proper location.

"When we plant shade trees in the sun, sun trees in the shade, low pH trees in high pH soil, group trees as individuals, and the list goes on, it's a wonder we have any trees growing in our cities," writes Shigo, an internationally known tree expert and consultant who is retired from the U.S. Forest Service.

"Once we understand the tree in its natural site, our job as professionals should be to put the right tree on the right site! I wonder how much longer so many people will show their lack of professionalism by planting birches in the shade, dogwoods in full sunlight, and the poor pin oak in high pH soils! Then they drill them full of holes to insert magic cures," Shigo writes.

Shigo cautions against harming trees by drilling improper holes and wearing climbing spikes. "It is interesting to note that the same people who advocate flush cuts and wound dressings often use spikes."

The author has dissected more than 15,000 trees with a chainsaw. "I have seen trees that have died from injections and implants!" he writes.

"I have dissected hundreds of elms that had many injection holes. The long columns of discolored and decayed wood greatly reduced the amount of wood available for storage of energy. I have seen large cracks and cankers associated with injection holes."

Shigo comments that in

many cases a sick or dying tree is in reality damaged by the tree care operator who is treating it.

For LCOs Shigo points out that grass or flowers planted around a tree's trunk will sometimes kill it.

"Grass roots will compete with tree roots for water and elements," Shigo warns. "Roots of many grasses will grow deeper than non-woody roots of most trees."

Flowerbeds around a tree can be trouble because the cultivation required injures the roots. Insect borers, twig dieback and then tree death results.

LCOs and tree care people who install trees should be careful not to plant the trees too deeply or put them in compacted soils, common errors.

"Do not buy or sell trees that have flush cut branches, tops removed, pruning cuts that leave long branch stubs or leader stubs, painted wounds, trunks covered with some wrapping, cracks, cankers and wounds. Would you buy a car or any product that had obvious defects? Then, why do we buy trees that have them? (And, let the nursery know why you won't buy them!)," Shigo writes.

Shigo calls topping a crime against nature, and he observes that if a customer wants a tree topped it is time to plant a new tree instead.

The book contains a number of ideas on customer relations, including advice on how to put together a tree newsletter. The easy-to-understand diagrams can also be used to explain concepts to clients.

Modern Arboriculture, Touch Trees is an excellent companion to Shigo's earlier *Tree Pruning: A Worldwide Photo Guide*, which was reviewed in the July, 1989 edition of *LAWN CARE INDUSTRY*, ALSO BY JIM GUYETTE.

Shrub care also is discussed in the newer book, which sells for \$45.

Shigo can be reached at Shigo and Trees, Associates, 4 Denbow Road, Durham, NH, 03824. LCI

A tree's worth

WASHINGTON, DC—The Council of Tree & Landscape Appraisers says the fourth edition of *Landscape Appraisal Court Cases* is available. Its legal cases reflect methods of landscape appraisal presented in CTLA's book, *Guide for Establishing Values of Trees & Other Plants*. Cost: \$15. Send prepaid orders to CTLA, Dept. PRM, 1250 Eye St., N.W., Suite 504, Washington, D.C. 20005. LCI



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LANDSCAPE MANAGEMENT is written for golf course and landscape professionals, while LAWN CARE INDUSTRY satisfies the information needs of chemical lawn care professionals. Together, they provide total show and industry news coverage.

You could call their editorial and marketing teams "roadies," because they spend 50% of their time traveling to shows, tracking stories and getting candid perspectives from suppliers. Listed here is just a portion of the shows they'll be attending this year. Frankly, it's the only way to stay on top of late-breaking news and keep both books fresh and on the cutting edge of their market segments. This dedication makes them the authoritative voices on industry problems and opportunities readers need to be aware of...and explains why their competitors look like warm-up acts.

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ABP BPA

In advertising all statements must be provable. That was the advice Iowa LCOs received from representatives from the Iowa Attorney General's office. Suggests the *Iowa Lawn Care News*: "avoid the environmental safety approach."

Lesco Inc., Rocky River, Ohio is considering changing the end of its fiscal year from Nov. 30 to Dec. 31. "We feel our move to a calendar year will more accurately reflect our progress and potential on a quarter-by-quarter basis and enable investors to understand our business more clearly," James T. FitzGibbon, chairman and CEO,

was quoted in the *Cleveland Plain Dealer*.

New groundwater restricted-use rule possible, reports PLCAA's *ProSource*. EPA eyes a rule to classify pesticides that have the potential to leach into groundwater (or have been diluted often in groundwater) to be classified as Restricted Use Pesticides. Some lawn care pesticides may fall into this category.

The Reinders 10th Turf Conference in March drew 1500 people to the Waukesha (WI)

Expo Center.

A Milwaukee Brewer Weekend for a family of four was the grand prize in "The Value of Turf" poster contest sponsored by The Grounds Management Association of Wisconsin during Lawn Care Month, April. Wisconsin grade schoolers participated.

The EPA in February announced the cancellation of 4,500 pesticide registrations for non-payment of maintenance fees. Most have not been in production for years. Some minor-use pesticides may become obsolete. LCI



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The answer my friend is blowin' in the wind

BY RON HALL
editor

For crying out loud.

How did this ever grow so far out of proportion?

What I'm talking about are power blowers and the furor their use, more correctly their misuse, is stoking in more than a dozen cities, mostly in California.

I've never shouldered a power blower myself but I've often seen them used.

They seem to do a respectable job of blowing grass clippings off a driveway, or a sidewalk, or away from a garage door. (I've been informed, they're used in so many ways you couldn't begin to list them here.)

The point is, their use certainly didn't aggravate me. In fact, it's hard to imagine anyone getting so worked up over power blowers that they'd demand action from their city council members.

But they do.

And some local political bodies react (over-react?) by either banning or restricting their use in their communities.

I learned of this from a bundle of newspaper clippings, correspondence (letters from industry to concerned citizens and council members, their responses, etc.) and news releases from Echo, Incorporated, Lake Zurich, IL, a supplier of power blowers. There are maybe 100 pages of information in the bundle.

The complaints? Noise. Dust. Debris being blown where it shouldn't be blown, typically a neighbor's property.

The blower manufacturer seems to be doing everything it can to address the problems including expanding its "Be Smart" education program to help power blower users.

ALCA deadlines

FALLS CHURCH, VA—Deadline for entering the Associated Landscape Contractors of America's (ALCA) Annual Environmental Improvements Awards Program is July 1 for interior companies, Aug. 30 for exterior companies.

ALCA 703/241-4004. LCI

New distributor

NEWBURY, OHIO—Roto-Hoe said Supreme Supply Company, Akron, Ohio, is its newest distributor. LCI



This program encourages the "polite" operation of these machines—not cranking up blowers early on a Sunday morning, or herding clouds of dust and debris into a neighbor's window or over their car, or a pile of leaves into their yard.

We're not talking anything as tough as astrophysics here. We're talking basic Golden Rule-type stuff. And, wouldn't you just know it,

some of the worst offenders are commercial users.

I'm not saying there's any cosmic significance to this controversy, but it does hold a small lesson for us all whether we're blowing clippings off a driveway, spraying a lawn or mowing a backyard.

The lesson: even small, seemingly insignificant annoyances, repeated often enough and given enough time to fester, can grow into

big, big problems.

In other words, if, in the course of providing service to your customers, you're really ticking off the neighbors, make peace with the neighbors.

Or change what you're doing.

Who in their right mind would want a city council, any city council, from getting actively involved in their livelihood?

For crying out loud. LCI

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

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This allows you to control tough surface-feeding pests like sod webworms, cutworms, armyworms, even ticks without yellowing the grass or interfering with fertilizers or fungicides.



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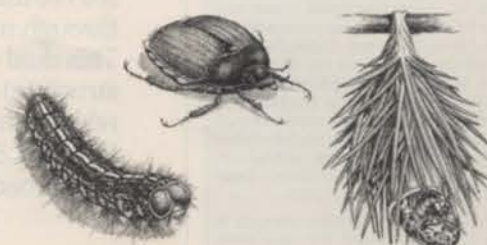
No phytotoxicity on ornamentals. Using TEMPO on all your customers' flowers, plants and shrubs is an excellent way to control leaf-feeding insects without burning the leaves or blooms.

Plus, the fast knockdown and long residual of TEMPO make it effective on tough pests like pine shoot moths, webworms and sawflies.

And again, 80% less chemical means less handling, mixing and disposal hassles,

as well as less impact on the environment.

Less chemical needed to spray trees. Nothing is better on trees than TEMPO. Because not only are you spraying less



TEMPO effectively controls surface and leaf-feeding pests like tent caterpillars, Japanese beetles and bagworms.

A practical discussion of turf diseases



BY CHRISTOPHER SANN

From an LCO's point of view, all common cool-season turfgrass diseases can be divided into two easy-to-understand categories—foliar-damaging diseases and root-damaging diseases.

Yes, there are some exceptions to these two categories, but for the sake of this discussion and from a practical how-do-I-end-some-of-the-confusion point of

view, these two categories make a whole lot of sense.

Leaf-damaging diseases

This group of diseases is distinguished by two characteristics. First, they initially attack the leaf portion of the turfgrass plant. For this reason they may often show dramatic visual symptoms such as light red or pink mycelium of Red Thread or Pink Patch or the delicate cobweb-like appearance of Dollar Spot my-

celium on an early morning dew-covered turf.

Second, as a group they can be treated with the appropriate fungicide(s) after the onset of the various visual symptoms. Admittedly, the speed at which the turfgrass recovers from this disease attack will vary widely, depending on species of turfgrass, the type of disease, its severity, the turf's health, and the fungicide(s) used.

Some of the most common

foliar diseases include Leaf Spot (both causal agents), Red Thread, Dollar Spot, Rust(s), Brown Patch and Snow Mold (both varieties).

Leaf spot

Perhaps the most frequently seen of all the foliar diseases, Leaf Spot with its characteristic light to dark brown miniature cigarette burn-like lesions is a particular problem on stands of older Kentucky bluegrass varieties, especially common varieties, and on fine fescue.

It can occur both spring and fall, although most damage occurs in the spring starting just after green up. Its symptoms can be exaggerated by the use of the phenoxy herbicides, 2,4-D, etc. in the spring. There is some evidence that the use of fungicides containing benomyl in the summer may also exaggerate Leaf Spot severity the following spring.

Although most light Leaf Spot infections cause relatively little in the way of turf death, if moderate-to-heavy infestations are left untreated and the disease is allowed to progress to the crown rot phase it can lead to substantial turf damage.

Thankfully, Leaf Spot infections can be treated on a curative (post infection) basis. My experience has been very favorable with most formulations of the fungicide iprodione when applied at the recommended curative rate.

Actually, this particular disease, where practical, is better treated on a preventive basis. A light rate application after spring green up and followed with a repeat application in 30 to 45 days, if needed, will usually provide effective control all spring long.

Some field trials indicate that fall applications of fungicide to control Leaf Spot may have some beneficial effects the following spring also.

Where stands of older bluegrass varieties have proven to be susceptible to annual infections, the most cost effective long-term solution has been to overseed with newer, disease-resistant bluegrass and ryegrass varieties.

This should substantially reduce the severity of the infections. Also, further overseedings coupled with the withholding of fungicides to protect the vulnerable varieties will lead to the newer varieties becoming dominant and the older varieties will fade out.

On older turfs, where overseeding is impractical, two light rate applications of iprodione, spring and fall, is the best alternative for maintaining quality turf.

See **TURF** on page 8



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COURT

from page 1

are: Alabama, Hawaii, Illinois, Kansas, Maine, Michigan, Missouri, Nevada, Pennsylvania, Utah and Vermont.

States on record as favoring FIFRA's jurisdiction include Oregon, Arkansas, Iowa and Louisiana. Delaney urged LCOs to encourage legislators

in their states to file *amicus* briefs in favor of FIFRA.

An official with the U.S. Environmental Protection Agency couldn't give LCOs much solace either.

Victor Kimm, deputy assistant administrator for pesticides and toxic substances, said Americans' growing concern over the environment and their health

promises "increased sensitivity, questioning and concerns" over pesticides and their use."

This concern will translate into more action at local levels. Said Kim, "most legislation in the environmental area allows for increased stringency at the state and local level...We're likely to see that pattern continue."

LCI

Monopoly high

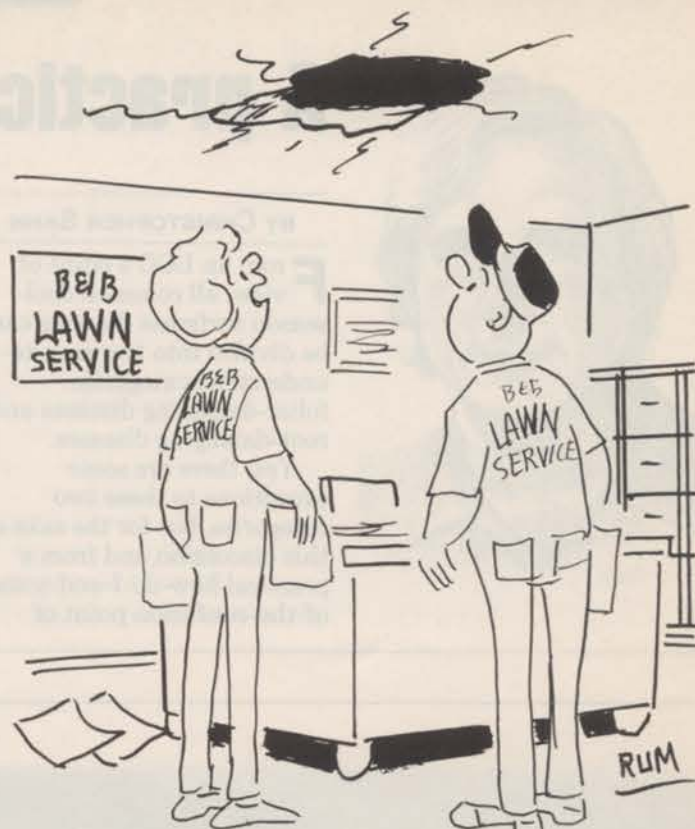
SAVAGE, MN—Monopoly Kentucky bluegrass performed well in "no irrigation" stress tests, says Peterson Seed Company.

"No bluegrass has matched Monopoly in the U.S.D.A.'s five-year National Turfgrass Evaluation Program in 'no irrigation' practices," the company claims. Evaluations are conducted at 22 U.S.D.A. stations under a variety of practices.

LCI



Over 200 LCOs and PCOs attended "Day on the Hill".



"The boss always said, just one more government regulation and he'd go through the roof."

TURF

from page 7

Red Thread

Red Thread has always been a late spring problem, most frequently on older stands of fine fescue, but over the past 10 years, especially with the introduction of the turf-type ryegrasses, it has become an increasingly difficult disease to deal with. The characteristic red thread-like mycelium can affect large areas of turf and the dried mycelium can remain on the leaf tissue for several weeks possibly acting as a source of reinfection.

Generally on home lawn turf, Red Thread's appearance can be hit or miss. Control has been almost exclusively on a curative basis. Frequently, because of the persistent nature

of the dried mycelium, two or three fungicide applications at 14-day intervals are required to obtain good control.

Root-damaging diseases

Since, the root-damaging diseases initially attack the root structure, at first there are no apparent visual symptoms. Later when the visual symptoms of root-damaging diseases do finally begin to appear there is frequently massive turf loss despite curative rate applications of fungicides.

This occurs because the damage to the root structure has often been so substantial by the time treatments are made that any moisture or heat stress can quickly result in turf death.

In cases where the infected

turf has been able to survive the first stress periods of early summer, it will often die back during the more stressful periods of middle to late summer.

Pythium Root Rot and Necrotic Ring Spot

Despite the difficulty of diagnosing the various root-damaging diseases, two diseases that show up in late spring and that you should be aware of are Necrotic Ring Spot and Pythium Root Rot.

Necrotic Ring Spot infected turf often shows small round areas of collapsed turf next to small round areas of live turf and appears at the first sign of moisture stress from mid-spring to early summer. The effects of the disease are most prominent in wet areas or under stress and occa-

sionally will manifest itself in a general yellowing of the turf despite sufficient moisture and fertilizer.

Fungicides containing fenarimol at high rates will stop any further root damage from Necrotic Ring Spot.

Pythium Root Rot often shows up as circular yellowing areas in mid to late spring in areas with high moisture levels, often in shaded and drainage areas. Even when successfully treated these areas will reappear in the summer months because the root structures have not had sufficient time to regenerate and heat and moisture stress may cause the turf to collapse.

Pythium Root Rot is best treated with fungicides containing phosethyl A1 or banol. Next month we'll talk

about diseases of early summer.

LCI

About the Author

Christopher Sann is owner of Complete Lawn Service, Wilmington, DE. He can be contacted through *Lawn Care Industry*, 7500 Old Oak Blvd., Cleveland, Ohio 44130.

CLCA hires firm; seeks PR help

SACRAMENTO, CA—The California Landscape Contractors Association (CLCA) hired Deen & Black Public Relations on a one-year retainer. The CLCA is attempting to strengthen its public relations efforts, as outlined in its recent goal statement.

LCI

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A properly timed application will control grubs 15 to 20 years. So if you apply Grub Attack this spring, it will still be attacking and controlling grubs 15 to 20 springs from now. For information and the name of your closest distributor, call or write: Ringer Corporation, 9959 Valley View Road, Minneapolis, MN 55344.

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POLL

from page 1

change their programs. Just six people said "media hype" would influence them to use alternative products.

How would lawn and landscape professionals modify their programs?

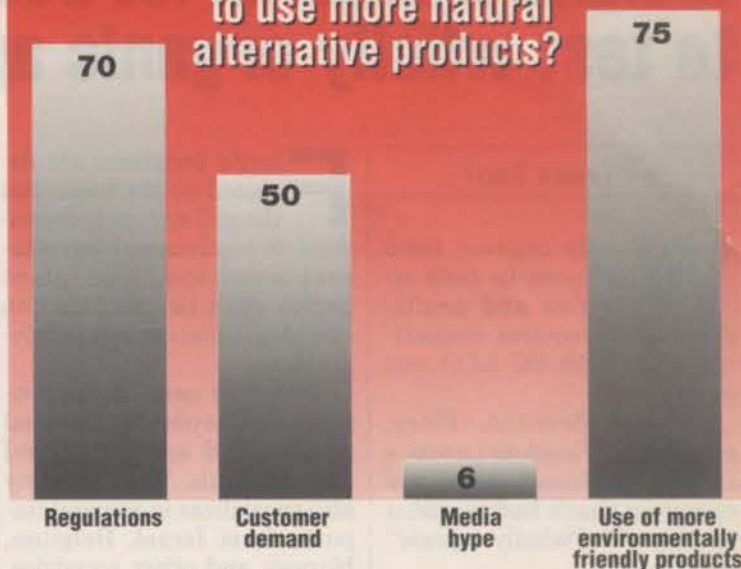
Most (76) said they'd communicate more effectively with customers, while only 15 indicated a willingness to

make more frequent service calls, and just 13 said they'd spend more time at service calls.

Trade publications, our survey hints, are a vital link in the education process involving natural/alternative programs. What sources do LCOs rely on most for this information: 86 said trade publications, 79 mentioned university/extension personnel, 49 for distributors and 31 product manufacturers.

Responders estimated that about 14 percent of their business will be natural organic/alternative in 1992, 28 percent in three years, and 39 percent in five years.

What factors would influence you to use more natural alternative products?



Non-point source pollution: what it is, why the concern

Non-point source (NPS) pollution is a term LCOs will hear increasingly. What is NPS pollution?

This is pollution that comes from any one of a bewildering variety of sources rather than a specific point such as the outfall of a pipe from a sewage treatment plant or a factory. These *specific* pollution sources are regulated by state or federal laws. NPS pollution generally is not.

That's because NPS pollution can be almost any chemical or waste product in our everyday living environment which can be carried by rainwater into storm drains, streams and lakes. Or it can be leached into the groundwater.

The past several years regulators have started to calculate NPS pollution's threat to groundwater and the environment.

This is a huge task.

There are so many sources of NPS pollution. Some examples (not in any particular order of significance): fertilizers, pesticides, spilled motor oil and anti-freeze, wastes from pets and farm animals.

These NPS pollutants can come from many sources including improperly operating septic systems; run-off from construction sites, roads and parking lots; the discharge of

sewage and garbage from boats, to name just a few.

LCOs should be aware of NPS pollution, the increasing attention it's attracting and should conduct their lawn programs accordingly. LCI

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Lofts Field Days

BOUND BROOK, NJ—Lofts Field Days will be Wednesday, June 12, at the Lofts Research Farm, Chimney Rock Road, Martinsville, NJ, and Wednesday, June 19, at the Lofts/Ohio Research Area, U.S. 22, Wilmington, OH. Both begin at 8:30 a.m. LCI

Arbor Institute course dates

NEBRASKA CITY, NE—The National Arbor Day Foundation's new Arbor Day Institute offers short courses on arboriculture, tree hazards and building around trees without killing them.

Dr. James R. Fazio, former associate dean for academics and continuing education in the University of Idaho's College of Forestry, is director of the institute.

For a complete 1991 course schedule, contact: The Arbor Day Institute, P.O. Box 81415, Lincoln, NE 68501. 402/474-5655. LCI

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which enables him to match the required active ingredient rate with a fertilizer analysis that will meet your soil or turf requirements head on!

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Indiana agriculturist becomes LCO to test wholly organic approaches

BY TERRY TROY

Wholly organic lawn care can be both effective and profitable but it requires commitments by both the LCO and customers.

So says Brent A. Flory, president of Freedom Lawns, a Delphi, IN-based lawn care operation that's had excellent success with "wholly organic" lawn care.

Not that Flory intended to be an LCO. He's, by training, an agriculturist and formulator who's worked with farmers in central Indiana for the past 14 years through another company, Deer Creek Farm Service. Much of his work at Deer Creek Farm Service focuses on biological research and organic approaches to agriculture. That company helps farmers establish organic programs.

Based on European test data and his own experience with agriculture, Flory decided two years ago to experiment with organic treatments for specific problems in lawn weed control.

"Our real purpose wasn't to set up a lawn care business, it was to design and offer a pesticide and herbicide-free system for those wanting one. But we knew it wouldn't do us any good unless we tried to market the system."

Flory's programs are designed on the basis that the soil system is dependent on much more than mineral nutrition, that plant health can't be calculated on chemical equations and analysis alone.

Materials used in the program include plant and animal protein and special ground rock minerals. The company also specializes in mineral imports from Israel, Belgium, Norway and other countries. It uses common and imported

end product of a biological process. We want to create the availability of the mineral naturally."

In another experiment, chickweed peppered an aging 22,000-square-foot lawn. Digging through 1½-inch thatch, Flory examined the chickweed roots and found accelerated decomposition.

After thoroughly coring the lawn, he treated it with a unique plant and animal protein mix formulated to hasten

"We won't undertake a lawn care program unless the owner is willing to make a two-year commitment" — Brent Flory, president of Freedom Lawn, Delphi, IN

sugars. Micro-organisms aid decomposition in loosening soil structure and in controlling insects.

Flory detailed one experiment where a specially formulated calcium-rich mix prevented a heavy dandelion infestation from blooming in a lawn during the summer.

"But sometimes getting the calcium up isn't as easy as putting calcium on," Flory cautioned. "We found that calcium was the end product of microbial digestion. It wasn't a fixed element, but rather the

decomposition.

"When we did this. We thought we are either going to multiply the chickweed or get rid of it," said Flory.

Six weeks later came the answer. The chickweed disappeared.

As a control on this experiment, Flory marked off a 2,000-square-foot section of the same lawn, and treated it with a conventional herbicide. On that patch the chickweed disappeared in only two weeks. But several weeks later there was no difference be-



tween the two areas. The chickweed was gone from both.

When Flory attempted the same organic approach on a lawn with less thatch, weeds were gone in just four weeks.

Encouraged by the results, Flory's firm now offers lawn care, but only on a referral basis.

"Our experiments were a good lesson. They showed that organic treatments can control lawn weeds," said Flory. "But they won't do it as

quickly as conventional herbicides. The property owner has to have patience. As a matter of policy, we won't undertake a lawn care program unless the owner is willing to make a two-year commitment."

Is organic lawn treatment the wave of the future? Maybe, but it's not just around the corner, said Flory. For one thing, organic programs are more expensive than conventional programs. Also, Flory believes more research and experimentation are needed.

See **ORGANIC** on page 25

FX-10: turf for the 90s in sunbelt?

BY RON HALL

FORT LAUDERDALE, FL—Eleven square feet of turf is a speck, hardly enough to park a barbecue grill. But that's how much FX-10 each of 22 members of the Florida Sod Growers Cooperative received in 1989.

These growers, however, are confident that within a few years they can coax these smidgens into several thousands of acres of a new St. Augustinegrass. (About 400 acres were in production by the end of 1990.)

The growers, which supply about 80 percent of the St. Augustinegrass in the state, are hopeful that demand for FX-10 will likewise grow geo-

MIAMI/DADE COUNTY FLORIDA

Population	1,889,000	Average Temperature August	82.8 degrees
Total Households	717,000	Annual Rainfall	57.6 inches
Median Households Effective Buying Income	\$24,260 [1987]	Number of Companies Listed Under "Lawn Maintenance" in the Greater Miami Yellow Pages	164
Average Price Single Family Home	\$102,636 [1988, new] \$100,160 [1988, used]	Statistical data courtesy of The Beacon Council	
Dade County Labor Force	942,086 [1988]		
Unemployment Rate	5.3 [1988]		
Annual Average Temperature	75.5 degrees		
Average Temperature February	67.8 degrees		



metrically.

Besides Florida the growers see markets for the new grass in Texas, Southern California, the Caribbean; there's even been inquiries from The Phi-

lipines.

What will earn this relatively slow growing grass a place in the hearts of property owners, the growers are betting, is its ability to remain green and healthy

during moderate droughts (FX-10 has a deep root system) and its improved resistance to chinch bugs, number one turf pest in South Florida.

This translates into less use

of pesticides and less watering, perhaps no irrigation in some locations.

These are legitimate concerns.

See **FX-10** on page 13



Why South Florida is so green

Van Dam's The Fulton Company has a long history in lawn spraying business

BY RON HALL
editor

Philip Van Dam is a businessman with an open-collar shirt and a healthy tan, even in the winter.

His pest control/lawn spray company, The Fulton Company, is one of many companies helping to put the color of green—as in turfgrass green—into a particularly colorful corner of the United States, Miami.

It's a city often awash in harsh yellow sunlight and, on occasion, bullied by billowing purplish thunderheads. To envious visitors from the north, it's a city that's treated to far more than its fair share of neon sunrises and sunsets.

It is a green city; a city that's continuously taming and shaping luxuriant subtropical growth into gardens, borders, displays; a city of lawns, all sizes of lawns in front of and surrounding all sizes of homes, pink homes,

blue homes, yellow homes.

Van Dam's pest control/lawn spraying company is headquartered in North Miami Beach. It does business in Dade, Broward and Palm Beach counties. There are dozens of other similarly focused companies in the greater Miami area, some larger, many smaller. (The Fulton Company does about \$1½ million annually in lawn

care.)

These companies advertise lawn spraying, but make no mistake about it, they're delivering lawn care.

In fact, chemical lawn care has been a part of the Miami picture for decades. In South Florida it began as an adjunct to pest control; it's pest control for the property outside the house. The Fulton Company has been offering it for 35 years.

Even so, there are clear cut differences between structural pest control and lawn spraying, even though one company often offers both. Maybe 25 percent of The Fulton Company's customers take both services from his company, estimates Van Dam.

The two services require different diagnostic and treatment skills, and call for different state applicator licenses.

Also, liquid lawn spraying, or even applying granular fertilizer with a spreader, is usually harder, hotter work than the typical pest control technician encounters on his route.



Lawn applicators drive bigger trucks, trucks that cost as much as \$35,000 each to purchase and outfit. These vehicles require more maintenance and are more expensive to operate than the pickup trucks driven by most pest control technicians.

For spraying lawns The Fulton Company uses International diesel trucks with 1200-gallon fiberglass tanks

See **MIAMI** on page 14

FX-10

from page 12

Thousands of new residents pour into the U.S. Sunbelt each year and are putting the squeeze on water resources. Turfgrass watering restrictions and bans have been popping up haughty as weeds, even in locations that, at a glance, would appear to receive adequate amounts of rainfall.

South Florida in a normal year, for instance, receives just over 50 inches of rain. But 1990 wasn't a normal year—just 38 inches. And the rain didn't fall every couple of days to keep the grass green and growing. It was dry weeks at a time.

Chinch bugs are another growing headache for lawns in South Florida. Standard St. Augustinegrass lawns that had resisted chinch bug infestations for years are now increasingly suffering insect damage, requiring increasing amounts of insect control products.

FX-10 (a cross of four African varieties) is a product of the University of Florida turfgrass breeding program. It was developed at the Fort Lauderdale Research and Education Center. Dr. Phil Busey spent more than a decade working on the variety prior to its release.

"FX-10 is a manmade product, something that was hybridized and tested through a careful process of record keeping," he tells *Lawn Care Industry* magazine. **LCI**

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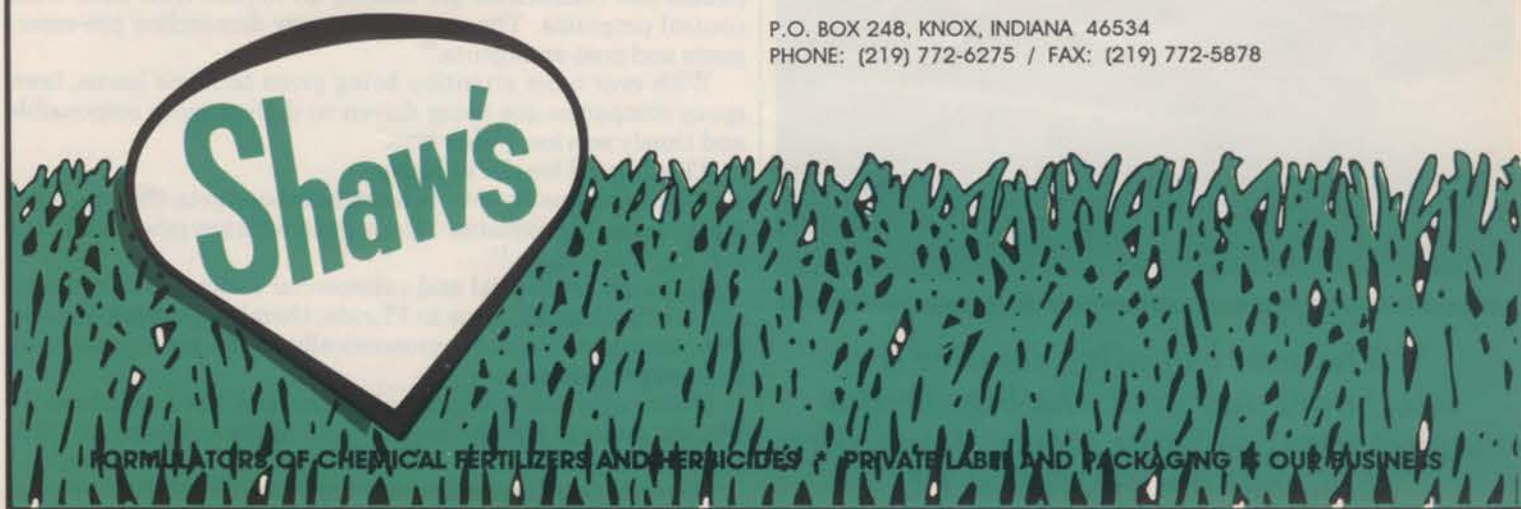
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FLORIDA MIAMI

from page 13

with 200-gallon drop tanks below. The larger tanks contain water. Control products are mixed on site. Most companies here control chinch bugs by drenching lawns.

Insect control and, to a lesser extent, disease control still drive the lawn spraying business in South Florida. But fertilizing has become standard service here, certainly more so than selective weed control.

Apart from the ubiquitous St. Augustinegrass and the industry's emphasis on pest control here—primarily chinch bugs although flea and fire ant control as extra-charge services are popular too—there are other real differences between the lawn care industry in South Florida and say the Midwest.

Instead of offering four or, sometimes, five applications a growing season like LCOs up north, technicians here typically visit customers'

lawns every 60 days. Less common programs include quarterly and one-time service. There's also a small number of accounts, highly visible commercial properties usually, that receive monthly applications, usually fertilizer.

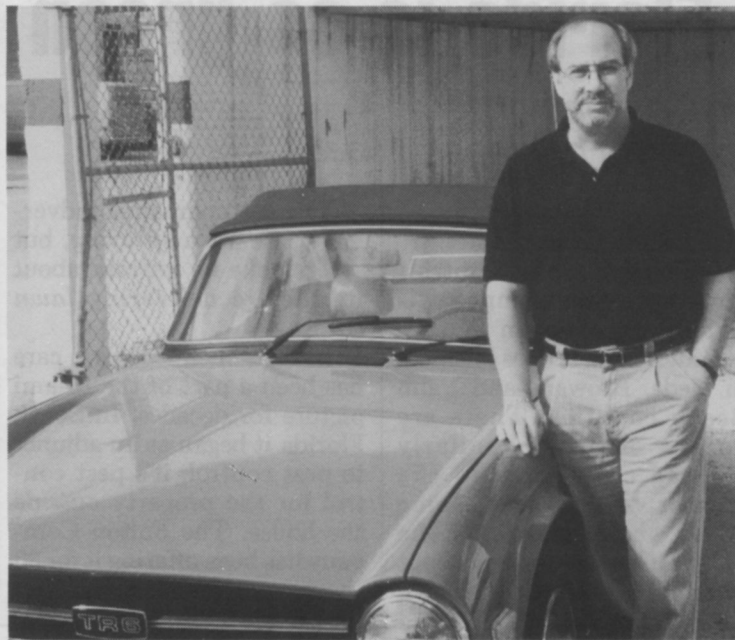
The industry here isn't nearly as dependent upon seasonal help than it is elsewhere.

And since there's no off-season, all months tend to be "sales" seasons for Miami-area application businesses.

Geography and climate put some unique spins on the South Florida lawn care market, but the competition is just as keen here as in any major Midwestern city, says Van Dam. That's why The Fulton Company must be operated as efficiently as any lawn care company anywhere.

"Effective routing is where we feel we can save the most," says Van Dam. "It can increase the productivity of every man, and it helps us keep our fuel costs down."

Like other route businesses, The Fulton Company groups customers geographically, according to their locations on city maps. But it gives technicians an expanded treatment window in the 60-day cycle by breaking the month into



"Effective routing is where we feel we can save the most"—Philip Van Dam, The Fulton Company.

thirds of about 10 days each.

"For example, we can tell a customer that their lawn will be sprayed between the 1st and 10th instead of saying that we'll be there on the second Monday," says Van Dam.

This allows technicians to more easily respond to both new customers and extra service calls without, normally,

putting a lot of extra miles on their trucks.

Van Dam says he likes to break his routes into a "dollar-per-mile-driven" formula, aiming for \$10-\$15 of production for each mile driven. "There are exceptions," he admits, "because our first priority is to meet customers' needs." LCI

Chinch bug biggest pest in Dade turf

FORT LAUDERDALE, FL—The southern chinch bug is an adaptable bug and costly to control.

Florida property owners spend millions of dollars annually (well over \$25 million, a figure generated a decade ago) on chemical applications to save their lawns from chinch bugs.



The pests suck the sap from the nodes and basal parts of the plant, causing it to weaken, yellow and eventually die. Both nymphs and adults damage grass.

Ordinarily chinch bugs aren't active through the winter, not even in South Florida. This past winter was a mild one, however, and lawn applicators in the Miami area said chinch bugs caused damage.

Control of this widespread turf pest isn't getting any easier. Developing six to seven generations a year in South Florida, it's developed resistance to some insecticides within seven to 15 years.

Also, in 1985 sod growers in the state began reporting chinch bug damage to Floratam St. Augustinegrass. Floratam has for years been the preferred lawn grass in much of Florida because it was more resistant to chinch bugs than more common St. Augustinegrasses.

Dr. Phil Busey, Fort Lauderdale Research and Education Center, researched the reports and discovered that chinch bugs were damaging Floratam. A subsequent survey determined that chinch bug damage on Floratam was being reported in 34 of Florida's 67 counties.

"The problem is serious in certain areas, but it's still restricted to a minority of the total Floratam lawns," says Dr. Busey. "What's probably more serious is that we can't rely upon resistance in Floratam anymore."

Pennant label includes zoysia on turf label

GREENSBORO, NC—Ciba-Geigy's Pennant® liquid herbicide received EPA approval for its use on zoysiagrass. Also, annual sedges, smooth and large crabgrass, and bearded sprangletop now are on its list of weeds controlled.

Last year, EPA approved Pennant's first turf label. LCI

Insects make Florida market buzz

FLORIDA FIRMS LIKE TRULY NOLEN NOW OFFER WEED CONTROL/FERTILIZING TOO

ORLANDO, FL—Scott Nolen's office in its relative emptiness tells a lot about him. It says that he hasn't the inclination to collect trophies (or at least to display them) and that he's a busy person.

In the office there's a single desk, clutter-free but not particularly tidy. On the desk there's a noisy two-way radio and beside it a solitary artificial plant. There's one chair against one wall. The walls are blue-gray. They're just walls.

Nolen is in charge of lawn care, Orlando and points south, for Truly Nolen in Florida. His office is on the Orange Blossom Trail, just outside of downtown Orlando. It's easy to find his office because there's a yellow, compact car parked in front of it. The car sprouts black mouse ears, as big as tennis rackets, from



"The more quality service a neighborhood gets, the bigger the market gets"—Scott Nolen, lawn care manager Truly Nolen, FL

its roof.

Truly Nolen, because of its unique vehicles and billboards (rivaled only by the inescapable Ron Jon Surf Shop billboards in number, but a darn site more clever), is, if not the biggest, probably the most recognizable pest control company in the state.

But it's been in the lawn care business for the past 20 years too, and has 30 trucks on the road. Scott's uncle started the lawn spraying through Economy Pest Control.

At first it's focus was killing chinch bugs in home lawns. But over the years, because of customer demand, it developed a more comprehensive insect control program, then fertilization, and most recently weed control.

By and large, insect control is still what most customers think about first when they think about lawn spraying in Florida, says Nolen, and probably the most profitable sells for the company are flea and fire ant control.

Fire ants, the tawny mole cricket (devastating on bahia lawns and increasingly destructive to St. Augustinegrass), and new homeowners are multiplying in Florida.

It's not likely there will be any downturn in the demand for insect control soon, believes Nolen, nor in any other lawn services.

"This market is very insect driven," he explains, "but companies like ChemLawn are making an impact with their weed control programs. The customer is now demanding pre-emergents and post-emergents."

With ever more attention being given to home lawns, lawn spray companies are being driven to deliver more responsible and timely service, Nolen says.

This is good for the industry.

"The more quality service a neighborhood gets, the bigger the market gets," he explains. "If you go in with low prices and poor service, it decreases."

Although residential and commercial turfgrass remain very much a "look good" issue in Florida, there's a growing demand from customers for more agronomically sound, environmentally focused programs.

Nolen says the diversity of lawns and lawn problems in Florida make it unwise for any lawn spray company to push calendar applications.

"Everytime we visit a house, everything may be different and we may have to vary the percentage of materials," he says. LCI

Regulations will drive up pro pesticide users' costs

COLUMBUS, OHIO—The cost of doing business for professional users of pesticides will continue to rise.

One reason: more regulations.

Ken Root, executive director of the National Chemical Retailers Association (NCRA) spoke to about 170 people at the annual meeting of the Ohio Pesticide Applicators for Responsible Regulation annual meeting here in mid-April.

Part of his message focused on areas that agricultural chemical dealers (NCRA represents 1400 in 44 states) can expect more regulation, specifically containment systems and pesticide containers.

Other pesticide user groups can expect similar treatment, he said. The reasonableness of these regulations will depend, in large part, on how effectively these user groups give "real world" information to state and federal lawmakers.

Even so, there's no indication that the weight of regulations will lessen.

Root said an NCRA survey indicates that agricultural chemical dealers spent \$23,000 per location in 1990 to meet government regulations. He included employee training and record keeping in the figure. By 1994 when dealers will be required to have containment systems in place that figure could rise to \$77,000 per location.

"At that point those people who have spent this money are going to demand that the enforcers shut down those people who haven't done this," said Root.

The loss of businesses that aren't professional ("doing business right," described Root) wouldn't be a surprise. What would be a disaster, said Root, would be a dismantling of the agricultural infrastructure that allows a small number of people to provide large amounts of high-quality food at economical prices.

He said similar infrastructures are in place in other industries, but they're being threatened.

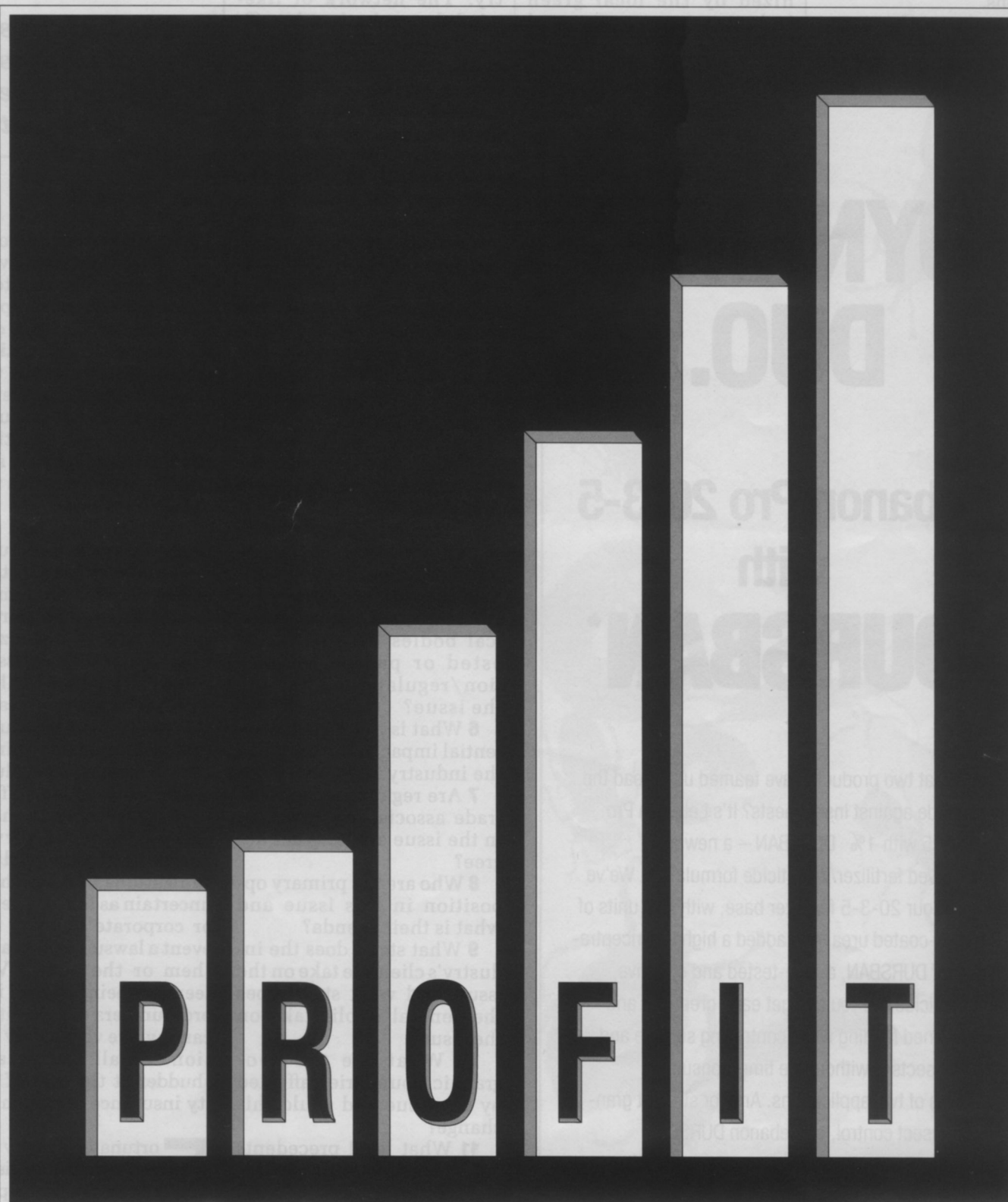
"The (profit) margin for you is going to go down unless you figure out a way to offer more services, and whether you're able to offer something that offsets this cost," said Root. "Most of that cost is not going to transfer to your bottom line, it's going to be a cost of doing business."

Another issue facing pesticide end users is container disposal, said Root. One of the first victims could be throw-away plastic containers.

LCI



**"Let's do the job right and see if we can preempt some of these regulations"—
Ken Root,
executive director
NCRA.**



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ON THE MOVE

Without volunteerism green industry groups die

Practical steps any organization can take to reach its goals and succeed

BY STEVEN J. DAY

Once in a while it's worthwhile to reflect upon the ingredients of a successful trade organization, especially one formed with a rather narrow purpose or agenda.

As an example, many local organizations have been formed as a result of pesticide-related issues and government regulations.

What makes such a group

want to? How does it remain a success? What factors often contribute to its demise?

Historically, green industry participation in local special interest organizations is erratic. Such groups are typically formed by a band of highly committed individuals willing to become totally involved in a cause they believe in. Usually these people are recognized by the local green industry as movers and

shakers; they jump into important issues and create results instead of waiting for them to happen.

Development of such an organization involves the gathering of several motivated, knowledgeable individuals from several factions of the green industry, or pesticide-use industry.

Strategies for dealing with the issues at hand can often be gleaned and modified from similar organizations around the country. The network of like-minded organizations is sufficiently well developed that it's neither difficult nor expensive to take advantage of it.

When it comes to tactics, however, local circumstances and needs of the industry generally require an in-depth analysis of the situation. An analysis of the issue could include the following:

1 Identification of the issue.

2 Who will manage the various facets of the issue such as government affairs, legal aspects, media relations, educational programs, administrative responsibilities, and so on?

3 Why and to what degree is the issue of importance to the industry?

4 Describe the degree to which opposing special interest groups are involved.

5 To what level have local, state and federal political bodies become interested or passed legislation/regulations affecting the issue?

6 What is the real and potential impact of the issue on the industry?

7 Are regional or national trade associations involved in the issue and to what degree?

8 Who are the primary opposition in this issue and what is their agenda?

9 What stand does the industry's clientele take on the issue, and what stand does the general public take on the issue?

10 What are the geographic boundaries affected by the issue and could this change?

11 What legal precedents have been established related to this issue?

12 What is the general understanding of the industry on this issue?

13 Will a coalition approach to resolution of this issue be appropriate?

14 What new, innovative approaches to dealing with this issue can be produced?

15 What government, academic and private agencies or departments can help in addressing this issue?

16 What specific strategies and tactics need to be implemented to deal with this issue and on what timetable?

One of the most difficult problems that organizations of this kind experience and need to face head-on if they are to succeed is that of volunteerism. Strong, viable volunteerism will maintain the "buoyancy" effect that stirring issues provide the industry, even after the issue is resolved or falls into a

worth the chance or hassle".

There is nothing magical about starting and maintaining a special interest organization such as a pesticide-use group. The ingredients are basically these:

- people with imagination, creativity and a positive attitude;
- personal and corporate sacrifice;
- a willingness to work hard to identify, address and resolve key issues;
- dedication and commitment.

The lack of strong volunteerism in special interest organizations tears at the cohesiveness of the group and lowers it to a survival level

state of dormancy.

One recurring concern regarding the level and degree of volunteerism is fear of liability exposure. The long-term success of special interest organizations is largely dependent on volunteerism. It's no secret that money does not abound in these types of organizations to allow them adequately staffed offices or remuneration for executive directors.

Just as a severe lack of volunteer leaders and support staff can hurt the functioning of our nation's economy, the lack of strong volunteerism in special interest organizations tears at the cohesiveness of the group and lowers it to a level at which it barely survives.

The liability insurance crisis is spreading to virtually all aspects of the volunteer community. Good, effective leaders (movers and shakers) are hesitant to serve on boards or get involved in organizations because they are uncertain as to their personal or corporate liability in the event a lawsuit occurs against them or the board. Volunteers are being named in record numbers of lawsuits that can involve very costly litigation. Small organizations shudder at the cost of liability insurance premiums.

Fortunately, many states have enacted legislation that offers some protection for not-for-profit organizations, although this does not confer immunity from being sued. Usually, though, unless gross negligence is proven these lawsuits are seldom successful in holding individual volunteers liable.

Colorado, for example, recently enacted tort reform which has helped allay some fears; however, many potential participants and leaders are still saying, "It's just not

ment to the cause and charter of the organization;

- people with socio-political savvy.

The most challenging problem to overcome centers around those individuals and companies that are content with riding on the financial and work-product coat tails of the leaders. Leaders whose selfless sacrifice for the benefit of the industry is taken advantage of by freeloaders.

Freeloaders want all the benefits of the organization's hard work and success, and they want to stay informed about the group's activities, but they don't contribute financially or productively. These type of people and companies only serve to make dedicated individuals work harder and contribute more if the organization is to succeed.

The other main reason for the demise or ho-hum existence of these groups is that a key issue is either resolved or becomes a low priority.

An organization should be prepared to respond to this situation by offering ongoing educational programs to the industry, government and public, or find some other way to maintain interest in the organization and keep the money coming in to put to good use for the industry. Otherwise, the group might as well dissolve until another "crisis" occurs.

As with most areas of the country where the green industry is generally perceived to be a minor contributor to the local economy, it's sometimes difficult to arouse widespread interest and attention of the politicians and lawmakers that can help us.

In this regard most organizations fall short of effective leadership.

See **DIE** on page 17

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Circle No. 116 on Reader Inquiry Card

Du Pont recalls product tainted with herbicide

WILMINGTON, DE—Du Pont in March initiated an immediate stop sale and recall of its Benlate 50DF, Benlate 1991 DF and Tersan 1991 DF fungicides.

It advised all dealers and distributors to stop sale of these products immediately and notify any Benlate and Tersan customers of the recall. Any professional user having any of these products can return them to the point of purchase for a full credit.

Du Pont said some of the products may contain atrazine herbicide. The level of atrazine that may be contained in Benlate and Tersan poses no human health or food safety problems, said the company. For additional information on the stop sale—1-800-441-7515. LCI

Thoughtful

Every chair was taken at the Ohio Pesticide Applicators for Responsible Regulation (OPARR) meeting in Columbus, Ohio, in mid April. It was OPARR's biggest turnout ever, about 170. Discussions ranged from groundwater to composting to FIFRA. LCI



Three top sports fields announced

GREAT MEADOWS, NJ—The top three baseball facilities in the United States for 1990:

- Osceola County Stadium, Kissimmee, FL, the spring training camp of the Houston Astros and home of the Class A Osceola Astros. Managed by Bud Koehnke.

- Ithaca College's Bucky Freeman Field, Ithaca, NY. Managed by Steve Johnson.

- Middlesex County Vo-Tech High School, East Brunswick, NJ. Field managed by coach Ray Clipperly and his players.

The awards are sponsored annually by Bean Clay®, the Sports Turf Manager's Association, and Golf & sports-TURF magazine. LCI

DIE

from page 16

The best advice to local groups that plan to organize is to enlist the services of those in the industry who are effective in communicating with politicians, lawmakers and special interest groups. Many a frustrating moments can be avoided if sufficient time is taken in learning how the political process operates and how politicians on the local level are influenced by key issues that affect our industry. LCI

About the Author

Steven J. Day is a consultant to the green industry. He operates LANDSCAPES plus, Wheat Ridge, CO.



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spring by assuring them you'll still be able to get crabgrass—with just one trip across their lawns. And you'll eliminate costly callbacks—all by putting down a pre and a post at the same time.

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Some in green industry see advantages to using propane

By JAMES E. GUYETTE

Look for propane-powered trucks, mowers and aerators to become more common within the lawn care industry as government policies are developed to encourage the use of alternative fuels.

In the aftermath of the Persian Gulf War, President George Bush's proposed national energy strategy—designed to lessen the country's dependence on foreign oil—projects a five percent increase in the use of natural gas by the year 2000, about an additional 1 trillion cubic feet.

Propane plays a large role in this scenario because propane, butane and Liquefied Petroleum Gas are terms for similar fuels created during the processing of natural gas and crude oil.

(Natural gas itself can power vehicles, but because it always remains a gas—the other fuels are stored as liquids—it requires larger tanks and more frequent refills.)

About 84 percent of the nation's propane supply is produced domestically. The rest comes from Canada and Mexico.

Concerns over air pollution may provide another push toward propane.

In California, any tool powered by gasoline comes under the California Air Resources Board. CARB will be treating emissions from mowers the same as emissions from trucks.

Smaller gasoline engines can produce 50 times more pollution per horsepower than car or truck engines, and CARB says that by 1994 equipment manufacturers will

have to reduce mower pollutants by 55 percent.

Several companies within the lawn care field have converted to LP-Gas, and they express pleasure with the performance of propane.

"It's got a good role in your industry—no question about it," says Bob Meyers, president of the California-based LP-Gas Clean Fuels Coalition.

"We use propane in our fleet," reports Steve Geist, plant pathologist/fleet manager at the Swingle Tree Co. Inc. in Denver.

Of the 84 vehicles on hand, 20 percent of them can operate on propane. Dashboard switches allow the operator to choose between gasoline- and propane-power based on the task being performed.

Prices fluctuate, Geist says. Sometimes propane is a bargain. Sometimes it's not.

"In the summer the propane industry's depressed because nobody's using it for heating," he says. But when demand is high, it can be hard to come by.

Propane tends to be more readily available in areas where petroleum production is pushed.

Like California and other states, in Colorado there is great concern over air pollution and strict emissions standards are in place.

Not only does the clean-burning propane make it easier to pass exhaust tests, but Geist says Swingle customers like seeing propane-powered trucks roll up to their yards. "We use it for public relations."

Fears over underground fuel tank leaks also are eliminated because the 2,000-gallon

tanks at Swingle are perched above-ground. "We have two dispensing systems out here."

Although propane enters a vehicle's carburetor as a dry vapor—thanks to the conversion mechanisms—it is stored and dispensed as a cold liquid.

"It's just like filling up your barbecue bottle," explains Geist. "You will get frostbite from it so you wear gloves."

To convert an older gasoline-powered truck to gas/propane use costs about \$1,300. The fee is \$1,500 to \$1,600 for converting an electronic ignition model. Geist says it takes about two years to recover that investment based on fuel cost savings.

Converting diesels to propane is not recommended. Any vehicle requiring leaded fuel is a poor candidate for conversion because valve jobs may be needed. (The lead in the old gas helped lubricate the systems, which have since been re-engineered.)

In regard to miles per gallon, typically 10 percent more propane is needed when compared to gasoline, and for heavy duty uses the propane power output is less.

However, savings on fuel and vehicle maintenance tend to offset these factors.

Swingle is still running a propane-powered 1979 truck with the original engine, "and we only change the spark plugs once a year," says Geist.

"You don't get as much sludge build-up in the crank case as you would with a petroleum (gasoline) product," he observes.

Nationwide, at presstime the average cost of gas at the pump was \$1.16 a gallon. The average cost for residential



Even mowers run on propane at Innisbrook in Florida.

propane was 95 cents a gallon. Both fuels tend to be cheaper when purchased in fleet-sized amounts.

At the jumbo Florida resort of Innisbrook in Tarpon Springs, more than 100 pieces of propane-powered turf care equipment—from aerators to mowers—are on the job.

Products from Cushman, Toro and Excel have been converted. "They work out great—you can run all day," says Alan Bollenbacher, director of support services. A propane mower can go for eight hours without being refueled.

"Propane on medium-duty equipment is great," Bollenbacher comments. "There's less carbon build-up."

LCOs have an opportunity to work out a deal with propane suppliers when considering switching over. "The gas company came in and converted them for us," recalls Bollenbacher. "It was all part of the contract. It was close to being free."

An LCO who opts for propane may need additional training for the mechanic who looks after the equipment, Bollenbacher points out. "You have to have somebody who

understands propane to work on them."

Propane proponents stress the fuel's cheaper cost and cleaner-burning properties:

- They say it has a higher octane of 110 to 120 without additives, compared to the 86 to 87 octane rating of regular unleaded gasoline.

- Fewer spark plugs, oil filters, oil changes, overhauls and carburetor repairs are needed because there are no lead, carbon or other sludge creating properties in propane.

- Spark plugs last four to five times longer and oil maintains its lubricating properties five to ten times longer.

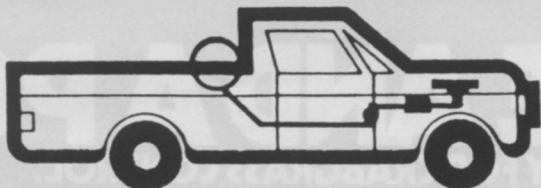
- Downtime is reduced.

- Emissions of carbon monoxide and hydrocarbons are much lower than gasoline—propane-powered forklifts have been used indoors for years.

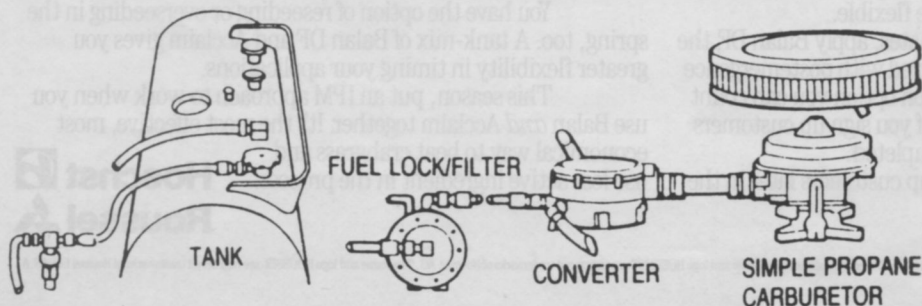
"It's demonstrated to have some real environmental benefits," says Meyers at the LP-Gas Clean Fuels Coalition.

According to J. Rodney Anderson, marketing coordinator for the Texas LP-Gas Association, more than four million vehicles worldwide use propane, 500,000 in the United States. LCI

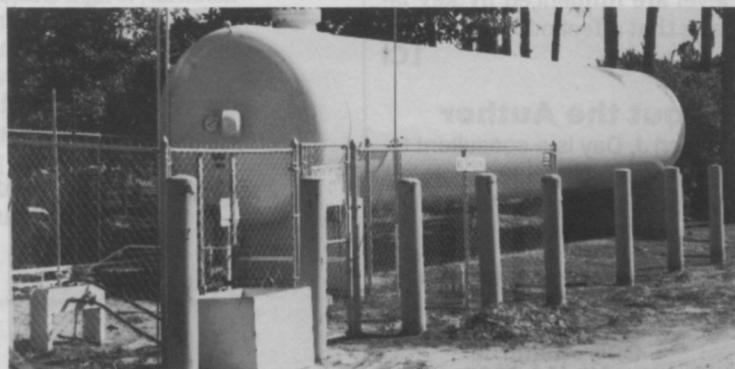
Switch to Propane



Typical propane conversion for a pickup.



Conversion from gasoline to propane runs anywhere from \$1200 to \$1600 per truck



Above-ground storage one advantage of propane for vehicles.

Finding, training technicians becoming a needed investment

BY DUANE MOLL

There's no substitute for an effective and knowledgeable landscape care technician.

He's your link to the customer. He's the person the customer identifies with your company. He's the thread that ties customers to your company.

He can also undo, in one day or one hour, what it took your advertising and sales efforts a month or more, sometimes at large expense, to achieve.

You want a technician that not only provides good service to your customers but that's also an ambassador for your company.

The growth of integrated pest management (IPM) practices is another factor in the technician picture. It's another step in a training process that takes landscape (lawn) technicians from the realm of glorified gardeners or *nozzleheads* to knowledgeable service personnel.

Industry wises up

That's because the industry finally realizes it must hire wisely and it must train those it hires. The market—a growing part of it anyway—increasingly demands that the technician do more than apply chemicals to a lawn.

More time and effort must be spent in finding this technician and in training him. More effort will be needed to keep this individual.

A well-trained person will deliver a more valuable service and will be the glue between your company and its customers.

Service is customer satisfaction and a good technician can give customers the attention and expertise they demand while smoothing over a number of mistakes, errors, or shortcomings of the technical program, the company computer, or any of the other weak spots in the organization. (Actually, this would be the case whether you deliver IPM service or not.)

The ideal employee is knowledgeable and cooperative, able to work alone, honest, hard working, and personable. This is someone motivated to learn about landscape (lawn) care.

There are such people seeking opportunities.

How do we find and attract them to the green industry? How do you find and attract them?

Fewer young males

As the baby boomers gray, and as their demand for goods and services increase, smaller families and other societal and

demographic factors reduce the young, male workforce the green industry depends upon to service the landscapes and lawns.

Fewer people are available to meet this demand for services. This will not improve soon.

The 1990s promise more competition among many industries for that most valuable of all resources—human resources.

Wise employers will not only devote more time to recruiting valuable employees but also in keeping them.

This is a switch for many in the green industry who, previously, looked at much of the green industry workforce as seasonal and temporary. That thinking is changing and some owners are developing long-term strategies of more education and increased opportunities for key employees.

These owners promote the green industry as not just a job but, perhaps, a career with increasingly attractive pay and benefits packages.

Some of the benefits offered to employees now include health insurance, bonuses, paid vacations, production incentives, etc.

Because work in our industry is so weather dependent, a salary or other method of compensation that guarantees a steady income may be advisable (where legal) to lure good prospects.

A question of pay?

Benefits and pay alone won't solve the worker di-

lemma. Other factors are important, including a company's working atmosphere and the interest the organization shows in its people. That's extremely important for some people.

When a new hire starts—unless he has had previous education or experience in landscape care—he typically feels overwhelmed about turf and ornamental care.

Throw a more complicated aspect like IPM into the equation and he's likely to feel it's quite beyond him.

Indeed, training a new hire in a short period of time about landscape or turf care is a tall

See MOLL on page 22

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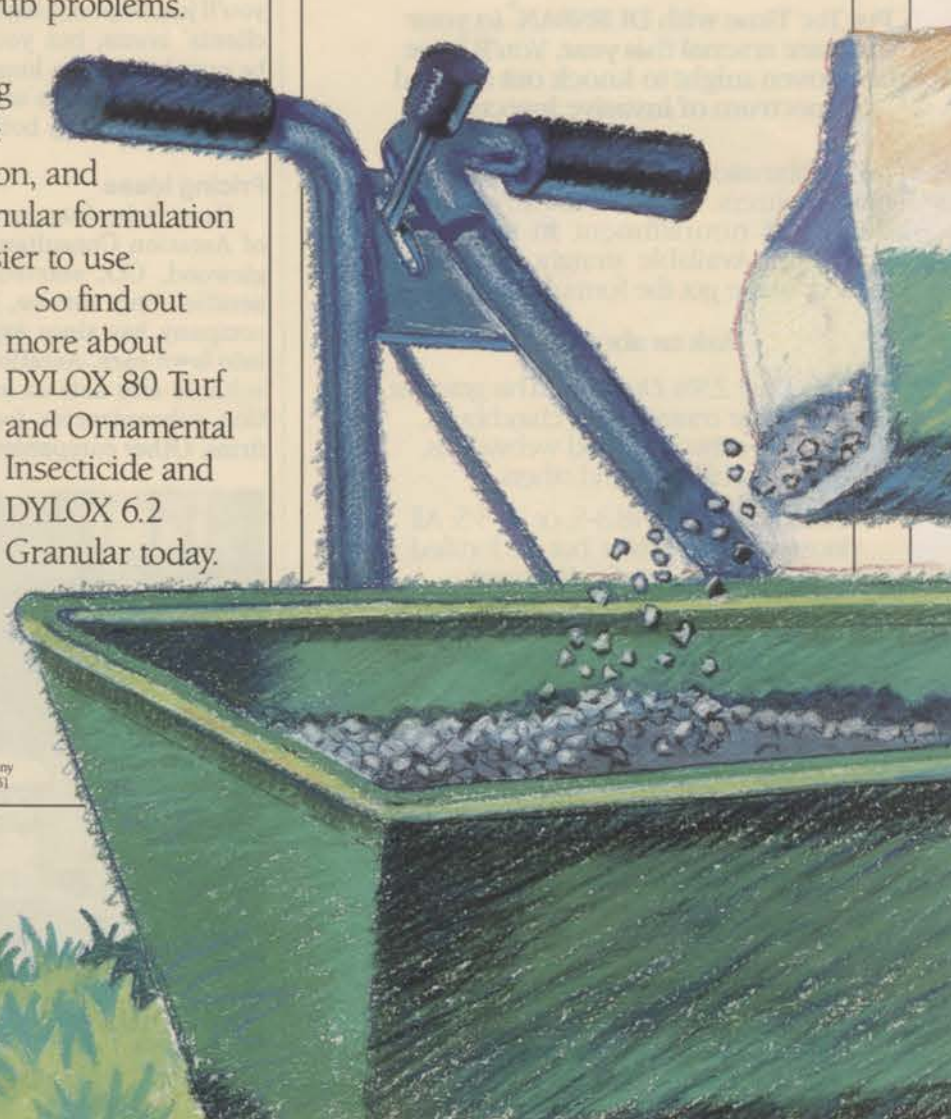
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MOLL

from page 21

order. Even with excellent training, new employees won't become experts overnight. They should, however, be expected to learn in short order enough to speak intelligently to customers and promote confidence in your company and its services.

Consider hiring a month or two sooner than you normally would. This may allow you to attract good people before they get snatched by the competition. This allows an opportunity for preliminary training before the season starts. Maybe you can make these new employees productive during this early time by giving them simple sales, mar-

keting or other organizational tasks.

Get a good start

Early training can focus on pesticide use, application techniques and pest problems as well as subjects not often not dealt with adequately such as plant identification, plant physiology, plant growth and development, fertility, and customer relations. (Although technicians rarely speak to customers about plant physiology, the more they are familiar with this, the more their confidence and motivation will increase as well as their value to the firm.)

This initial training, however, is only a start, particularly if your company's service incorporates IPM techniques.

As the season progresses, weekly sessions that focus on specific pests, their lifecycles and methods of control, pesticide use and safety, customer relations, specific chemical attributes, and equipment safety give the technician ongoing education, and reinforces earlier training.

Weekly testing is a good idea. You can evaluate technician knowledge and the effec-

tiveness of the training program.

Who should do the training? There are probably people in your organization capable of training new employees.

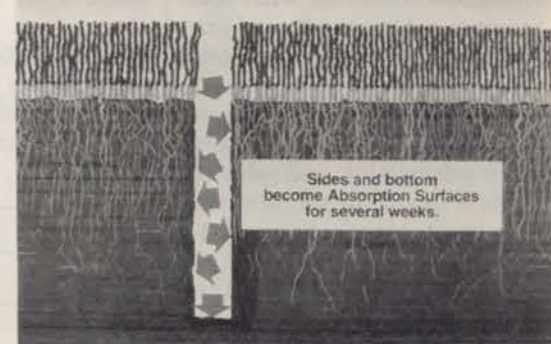
Having an experienced technician handle a training session will promote his own education as well as others. The session may not be perfect but because he researched the

subject and prepared the session himself he increased his own knowledge of the subject.

LCI

About the Author

Duane Moll is president of Horticulture Concepts, a landscape management consulting firm in Aurora, CO, specializing in integrated pest management, chemical use and evaluation and training.



Source: Cushman



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Circle No. 101 on Reader Inquiry Card

Pricing key to aerating profits

Some industry members reveal how much they charge

Pricing aerating services is key to making this add-on service profitable—profitable to you, the LCO, that is.

After all, you've already put together a strong marketing program. This plan stresses the benefits of aeration to lawn grass—better uptake of water and nutrients, less disease, thatch reduction, etc. You've found clients, presented the (See March 1991 *Lawn Care Industry*.)

But, you must remember, you're goal is to make a profit from the service. Otherwise you'll just be punching holes in clients' lawns, but you won't be punching them long. So, if you don't price this service to make a profit, why bother?

Pricing ideas

Greg Schreiner, president of Aeration Consultants, Englewood, CO, started as an aeration-only service, but his company has since expanded into lawn care. Aeration Consultants also acts as an aeration subcontractor for other firms. Other companies some-

times sell the service, and Schreiner's operation sets up the scheduling.

A customer with a standard-sized lawn is charged \$100. Schreiner keeps \$60 and the other company gets \$40.

An LCO thinking about offering aeration should set a minimum fee after factoring such costs as trucks, equipment, labor, time, fuel, etc., says Schreiner. Those calculations should provide a reasonably good idea about how long it will take to pay for the initial investment, basically the aerators.

Aim for a profit

Find out what the larger companies in your town are charging. "Call up the big boys," he advises. Ignore the small-time operators who just happen to show up in the neighborhood with an aerator in tow.

"We're getting beaten up by guys going down the street and charging \$20," he laments, adding that you just have to put those people out of your mind—knowing that they're

not likely to be around long.

A fee of \$35 to \$45 for up to 3,000 square feet is about right in his market area, says Schreiner, with \$8 to \$10 being tacked on for each 1,000 square feet after that.

Different market areas, however, support different prices.

Leisure Lawn Inc., Dayton, Ohio, charges a minimum of \$70 per lawn, and the price goes up as the square footage increases. A one-half acre lot brings in \$135, says company vice president Mark Kelley.

And Green Drop, Calgary, Alberta, Canada, charges \$60 for any aeration up to 4,000 square feet. After that the price rises \$15 per 1,000 square feet, company official James Rogers said at the Professional Lawn Care Association of America Conference.

Any doubts about getting enough business to pay for your machine, consider renting or leasing an aerator.

Also, offer this service to LCOs who don't own a aerator.

LCI



This pull-behind aerator is one of many different sizes and styles of turf aerator.

How to defuse client's anger fielding a phone complaint

Days are warming, spring rains are falling, and your customers' lawns are green and attractive thanks to your excellent service.

Even so, you may have to respond to customer complaints (hopefully very few) over the telephone.

Here are some tips to help you defuse a client's anger:

- *Thank the customer for calling* and say the name of your company clearly and distinctly.

- *Give the customer the opportunity to air the complaint completely.* Then, if you need to ask questions, ask them. Again, allow the customer to respond to their satisfaction.

- *Keep pens and paper by the telephone.* This will keep you from putting the customer on hold while you dig through a desk drawer.

- *Demonstrate to the cus-*

tomers that you're on their side. This means being concerned and attentive. The customer must believe you do want to help solve their problem.

- *Don't argue and don't let frustration creep into your voice.* Customers can be wrong too, but they don't want to be told they are.

- *Try to avoid putting the customer on hold* while you try to sort out the problem. If a solution isn't readily available,

or if you're not the correct person to handle it, write down the customer's name, address and telephone number, the nature of the complaint and the time of the call. Then determine when you or someone from your company can call back at the customer's convenience.

- *Call back when you said you would,* even if you haven't solved the complaint yet. The customer is waiting for a call from your company. **LCI**



Pennsylvania Turfgrass Council Technical Advisory Committee for 1991: (l. to r.) Dr. Thomas Watschke, Patricia Sanders, Dr. Joseph Duich, Dr. John Harper II, and Dr. Peter Landschoot. Not pictured: Dr. Paul Heller, Dr. Winand Hock, and Dr. Donald Waddington. **LCI**

Catron reveals 6 new openings for organic firms

FREDERICK, MD—The recession has helped the growth of organic lawn care, claimed Philip E. Catron, president of NaturaLawn, Inc., his franchise operation specifically.

"Today's economy has brought the opportunity for franchise companies and environmentally focused companies to prosper," said Catron as he announced the opening of six new NaturaLawn franchise locations.

Catron said the slow economy has caused big companies to cut jobs, and some of these former employees are deciding to start their own companies through a franchise system like his own.

Professional lawn care, in general, shouldn't suffer unduly from the recession, he noted. "Traditionally, the lawn care industry prospers from an economic recession in that homeowners tend to increase their efforts to maintain and preserve their most important investment, their home and property."

The six newest NaturaLawn locations: Wilmington, DE; Fullerton (Baltimore East), MD; Belleville, NJ; Manassas, VA; Kutztown, PA; York, PA; and Doylestown, PA.

"NaturaLawn's program of turf management and control utilizes integrated pest management practices which preserve the natural enemies of pests by selective use of control materials, planting improved turf varieties and by using good mowing, watering and thatch control techniques," said Catron. **LCI**

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Ciba's Taylor garners award

Dr. Don Taylor, senior technical support specialist with Ciba-Geigy Turf and Ornamental Products, received the Outstanding Industry Award from the Weed Science Society of America. This is only the third time the award was given.

He also recently was elected president of the North Central Weed Science Society. He's been with Ciba-Geigy, Greensboro, NC, since 1968, and joined the Turf and Ornamental group in 1989.

Also, at Ciba-Geigy, **Mike Oleykowski** and **Mickey Lovett** became marketing representatives for its Turf and Ornamental Group. Oleykowski, who had spent seven years with Lesco, replaces **Mark Jirak** who was promoted and moved to C-G's Seed Division.

Lovett replaces **Al Dupont** who retired after 27 years with the company.

Shannon Bard was named president and chief executive officer and **Thomas N. Prassas**, vice president operations, of Aquapore Moisture Systems, Phoenix.

Hypor Corp., New Brighton, MN, promoted **Steven Panasuk** to chief engineer.

David J. Campodonico III joined Lebanon Chemical Corporation, Lebanon, PA, as territory account manager. His territory is North and South Carolina, Georgia and Florida. He was assistant golf course superintendent at Kenmore Country Club, East Flat Rock, NC.

Responsible Industry for a Sound Environment (RISE) appointed **Allen James** as executive director. James comes to RISE from the International Sanitary Supply Association, Chicago.

Carole Allaway-Pelton was promoted to director of advertising with Rain Bird, Glendora, CA. She joined the company in 1979 after receiving her MBA from the Claremont Graduate School.

Carolyn Fisk from The Ohio State University received the 1990 Dick Duke Memorial Scholarship from **Dr. Dave Martin**, ChemLawn Corpora-



David Campodonico



Allaway-Pelton

tion, Worthington, Ohio.

Also, at the Ohio Turfgrass Conference, **Tom Kreager**, Nor-Am Chemical Company, presented his company's scholarship to **David Thombs** of Ohio State.

Mark Grundman, senior turf specialist for NK Medalist Turf, Minneapolis, MN, now working in Minnesota, North and South Dakota, Iowa and northern Wisconsin. He's been a turf specialist at the company for 11 years.

Cheri Briggs joins The California Landscape Contractors Association as accountant/membership specialist. **Lori Cavagnaro** becomes a CLCA administrative assistant; **Jackie Jaquez** promoted to committee liaison; **Micheyl Barnett** to concentrate on planning meetings, creating graphics, and interfacing with printers for CLCA.

Seed Research of Oregon, Inc., gave **Dr. Milt Engelke**, Texas A&M University, its "Excellence in Research" award. Dr. Engelke has had a hand in the improvement of many turfgrass species, most recently creeping bentgrass, buffalograss and zoysia, said SR President **Mike Robinson**.



Mark Grundman



Dr. Milt Engelke, I., and Mike Robinson

Michael N. Schwendeman, became northern area manager for Isk Biotech, Mentor, Ohio. Formerly the Latin America area manager, Schwendeman will oversee 28 states and Canada. **Richard L. Garrett** promoted to products business manager. He and his wife will relocate from Ft. Myers, FL, to Mentor, Ohio.

Brenda Corbett was named director of marketing for Glen-Hilton Products Inc., Richmond, VA. Glen-Hilton manufactures the Mini-Click II Rain Sensor and other sprinkler accessories.

Charles "Buddy" Danko, southeastern regional sales manager for Scag Power Equipment, Mayville, WI. LCI



Brenda Corbett

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Lawn Care Association of Pennsylvania Board of Directors: Front (l. to r.): Bill DeHaven, ChemLawn; David J. Middlemiss, L&M Lawncare; Neal A. DeAngelo, Lawn Specialties; Patricia D. Raffaele, Lawn Management. Back (l. to r.): John Carson, J.C. Ehrlich Co.; Jim Walter, Specialty Spraying; Paul Grosh, Lebanon Chemical Corp.; Lawrence M. Ellmaker, Deiter Bros. Lawn Care; Mark Phipps, Moyer & Son. Not present: James French, Lawn Doctor; Tom Watschke, Pennsylvania State University; and Michael Kravitsky III, Grasshopper Lawns.



OTF Board at Ohio Convention

1991 Ohio Turfgrass Foundation Board: (front, l. to r.) John Fanning, Bill Pound, Paul Jacquemin, Joe Motz, Sam Stimmel, and John Street. (back, l. to r.) Ed Eaton, Fred Bosch, Sue-Ann Brown, Ed Fisher, Tom Walker, Hank Chafin, Don Sweda, Jim Loke and Peter Miller. LCI



Upscale properties like this one are most apt to be interested in organic lawn care.

ORGANIC

from page 12

The biggest roadblock, though, is probably the marketplace.

Most property owners still want immediate results. Flory said, in most situations, he can't promise that.

Even so, Flory's firm claims to have developed five wholly organic, proven formulations for a variety of lawn care problems.

Is there profit in organic lawn care? "Sure, 'once you recognize the limitations,'" said Flory.

"When we conducted our original experiment, we

treated a total of 20 lawns, averaging a total of 12,000 square feet. Our net income was \$8,100. But please remember, we're not selling lawn treatments as such. We're selling a system. Right now our charge is \$8 per 1,000 square feet per application. And it shows a decent profit."

While Flory's convinced organic lawn care can become a profitable segment of the market, he doesn't brush off the obstacles.

Each lawn has its specific problems and requires specific care, he said. There is limited knowledge available on the subject.

Also, Flory acknowledged

he has the benefit of buying many of the necessary ingredients in bulk through Deer Creek Farm Service. This reduces the cost of his formulations.

Flory thinks the organic segment of the lawn care market will go mostly to "upscale folks, mostly, people with a long-term concern about the condition and appearance of their property. Those who have dedicated environmental concerns."

LCI

About the Author

Terry Troy is a freelance writer living and working in Cleveland, Ohio. He's a frequent writer for the green industry.

Pesticide users polled in Maryland

COLLEGE PARK, MD—Lawn care companies and golf courses are being included in a survey of Maryland pesticide users.

The purpose of the survey, begun this spring, is to provide the U.S. Department of Agriculture with accurate information on the usage of various pesticides. Producers of fruits,

vegetables and field crops are being polled along with turf managers.

The goal is to head off misinformed risk assessment by government decision makers.

"Both the Alar apply hysteria of 1989 and recent withdrawal of EBDC fungicides from the marketplace probably could have been avoided if

accurate information had been available on their actual usage," says Amy E. Brown, pesticide information coordinator for the Cooperative Extension Service University of Maryland.

Brown asks all pesticide users contacted by survey workers to cooperate fully in answering.

LCI

Historic farm is now making turf

FREDERICKSBURG, VA—Southern Turf Nurseries says its Hopyard Farm is now producing both turfgrass sod and sprigs.

The Georgia-based company bought the 990-acre farm in 1989. It's now producing cool-season certified turf-type Rebel II tall fescue, certified bluegrass, Meyer zoysia, Tifway, and Vamont Bermudagrass. Harvesting began in April.

Located on the Rappahannock River about 12 miles from Fredericksburg, the Hopyard Farm has been in agricultural production since the colonial days. It received its name because it once produced brewing hops.

LCI

Fogarty outing against CF June 11

CLEVELAND—The annual Cystic Fibrosis charity drive baseball outing, sponsored by Crowley Lawn Service Inc., will be June 11.

The company's president, Phil Fogarty, has long been active in the fight against CF by conducting the fundraising event.

The tickets are used as premiums for Crowley customers who pre-pay their contracts, plus they are distributed to employees, landscapers, vendors, community leaders and other friends and family members.

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

Forgarty notes that ducats also are sold to people who simply wish to help find a cure for CF, the top genetic killer of young people in the country.

Over 600 attended last year's game against CF, and those wishing to help this year can reach Fogarty at (216) 531-5446.

LCI



James Bridges, general manager Hopyard Farm



An LCO's nightmare? You bet it is but Brent Flory says an organic approach can solve this problem...over time.

Nine ways to help home turf survive summer dry times

● **Have the lawn aerated.** Aeration will improve water penetration and encourage deeper roots. The plugs produced by aeration should be left on the lawn, as they can help decompose thatch.

● **Apply a pre-emergent herbicide.** Pre-emergent herbicides, intended for use on turf, are excellent for preventing major weed infestations. To be effective, these materials must be applied prior to the germination of weeds like crabgrass, spurge and oxalis.

● **Hand pull or spot spray weeds as they appear.** Weeds can thrive in a drought-stressed lawn. Besides being unsightly, they rob turf of water and nutrients, while crowding out desirable grasses.

● **Don't over-fertilize lawns.** Fertilization should be done to encourage root development and to replace essential nutrients lost due to leaching and transpiration.

● **Have sprinkler systems evaluated.** Old or poorly designed sprinkler systems can be very inefficient. Install an automatic sprinkler controller with multiple cycle start time capacity. Upgrading existing sprinkler systems can save water and money.

● **Inspect and fine tune sprinkler systems.** Sprinkler heads should be inspected regularly for coverage and blockage. Clocks should be adjusted monthly for weather and other conditions.

● **Advise clients to water early in the morning.** Midday watering, when the weather is hot and dry, can waste water due to excessive evaporation.

● **Water infrequently but thoroughly.** Watering to a depth of four to six inches will encourage deeper, healthier root development and allow the turf to go without water for longer periods of time. (Recent research at Michigan State University, however, suggests that frequent, light watering is better for turfgrass disease control.)

● **Advise clients that watering a lawn in two short cycles is better than one long cycle.** Splitting watering time in half and repeating it again about one hour later, reduces water runoff and waters more deeply.

This information supplied by the California Landscape Contractors Association, Sacramento.

LCI

ASPA awards grants to four

ROLLING MEADOWS, IL—The American Sod Producers Association awarded grants totalling nearly to \$21,000 to:

● Dr. P. Busey, University of Florida, "High Impact Turf: Design Specification for Natural Sodded Parking Areas."

● Dr. M. C. Carroll, University of Maryland, "Sediment

Capture by Materials Used to Line Construction Site Waterways."

● Dr. G. L. Horst, University of Nebraska, "Water Use of Turfgrasses and Ground Covers in Conventional and Xeriscape Conditions."

Dr. H. T. Wilkinson, University of Illinois, "An Integrated Biological Control Program to Reduce Fungicides used for the Control of Lawn Diseases." LCI

NEW PRODUCTS

Parker improves its Thatch-O-Matic model

The Parker Sweeper Company redesigned its Thatch-O-Matic Power Rake.

Three reel options are available: spring tines aggressively remove thatch from established lawns; flail reels for particularly dense thatch or where partial renovation is required; fixed slicing knives for verticutting, aeration and root cultivation on creeping grasses.

Circle No. 157 on service card.

**Direct Safety says its catalog is free**

The new 1991 Master Catalog from Direct Safety Company features health and safety products for pesticide application and grounds maintenance. This 132-page catalog offers the latest technology from major health and safety product manufacturers.

Included are chemical storage cabinets, environmental monitors, masks and respirators, eye, face and hand protection, Right-to-Know materials, etc.

Circle No. 158 on service card.

Turf Mark WSP is in smaller packets

Becker-Underwood's Turf Mark WSP blue spray indicator has been reformulated. It's now offered in water-soluble packets to treat 50 gallons of spray solution.

The new smaller size makes Turf Mark WSP packets easier to handle, ship, store, and it goes into solution faster. Circle No. 152 on service card.

Protective clothing has many features

Direct Safety's 20-mil nonconductive protective wear is designed for worker safety, ease of movement, and protection from cold and damp. Safety-yellow in color, each piece of the three-unit suit is multi-coated inside with polyurethane over nylon. All seams are double-lap stitched and sealed. Features: coat with raglan sleeves, snap storm front, pants with all elastic suspenders and bib, and detachable hood with nylon snaps.

Circle No. 155 on service card.

**Product helps stop drift from sprayers**

Precision Laboratories says Direct is a new technology to control chemical drift and deposition. It reduces the risk of chemical trespass to non-target areas and increases deposition by more than 30 percent.

Direct is formulated to eliminate spray droplets measuring less than 100 microns. It can be used in small quantities—as little as two ounces treats 100 gallons. It's compatible with most water-soluble and wettable powder pesticides and desiccants, and is packaged in one quarter plastic containers.

Circle No. 156 on service card.

**Cushman unveils new hydraulic dump unit**

Cushman Inc.'s hydraulically operated dump trailer, towed behind a Cushman Turf-Truckster, can haul up to 20 cubic feet of cargo.

Because of the 5th wheel configuration, the new unit has excellent maneuverability. The Turf-Truckster must be equipped with the special

quick-attach 5th wheel hitch and the live hydraulics package.

The trailer box measures 48 inches wide by 60 inches long by 12 inches deep. Hydraulic dumping of the trailer is controlled from the Turf-Truckster seat.

Circle No. 154 on service card.

**Scott & Sons offers new fertilizer plus**

O.M. Scott & Sons Company offers High Density (HD) Fertilizer Plus Dicot Weed Control III. It provides consistent post-emergent control of more than 50 broadleaf weeds including chickweed, dandelion and plantain.

It also offers a feeding of controlled-release, methyleneurea-based nitrogen; phosphorus; and potassium sulfate. It's for use on all cool-season turfgrasses, and is also effective on Bermudagrass, bahiagrass and centipede grass.

This dry-applied, granular product is formulated with no inert carriers or fillers.

Circle No. 151 on service card.

**Rhone-Poulenc's new jug won't plug**

Rhone-Poulenc introduces a 2.5-gallon plastic jug that pours nearly twice as fast as standard jugs, does not allow materials to drip down the outside of the container, and dramatically reduces worker exposure.

All Rhone-Poulenc liquid products packaged in 2.5-gallon containers, including Chipco® branded specialty products, will now be placed in



the new jug.

The jug's patented pour spout also prevents materials from running down the outside of the jug, which means partially empty containers can be placed back on a shelf for storage without the need for cleanups.

Circle No. 153 on service card.

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