

CHICAGO

My kind
of town

Page 11

PLCAA

Tampa, Fla.
etc., etc.

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FICTION

Over a
few beers

Page 19

LAST WORD

The PPPF
and you

Page 33

HBJ A Harcourt Brace Jovanovich Publication

MAY 1984

Volume 8, Number 5

\$2.00

LAWN CARE INDUSTRY

Serving lawn maintenance and chemical lawn care professionals

The nation's largest

Million dollar list is up to 39

Thirty-nine chemical lawn care companies in the United States grossed more than \$1 million in 1983, according to a recent survey by LAWN CARE INDUSTRY.

Although by no means all-inclusive, it is the most complete such list in the industry, and is an increase of five over last year's 34.

Eleven of the 39 big money-makers have headquarters in Ohio, which the industry's No.1 company calls home. Columbus-based ChemLawn still leads the pack by a wide margin, reporting sales of \$200 million last year. ChemLawn employs 5200 workers during the peak season, 3700 of whom are year-round. More than 1.3 million homes are served by ChemLawn's 167 branches.

Lawn Doctor reports 1983 sales of \$25 million, serving 117,000 house-

holds from 285 franchises. The New Jersey-based firm employs 1500 workers year-round and 2200 peak.

Excelawn sold \$9.7 million worth of lawn care last year from its eight branches. Three hundred year-round and 600 peak-season employees treated 68,500 home lawns last year.

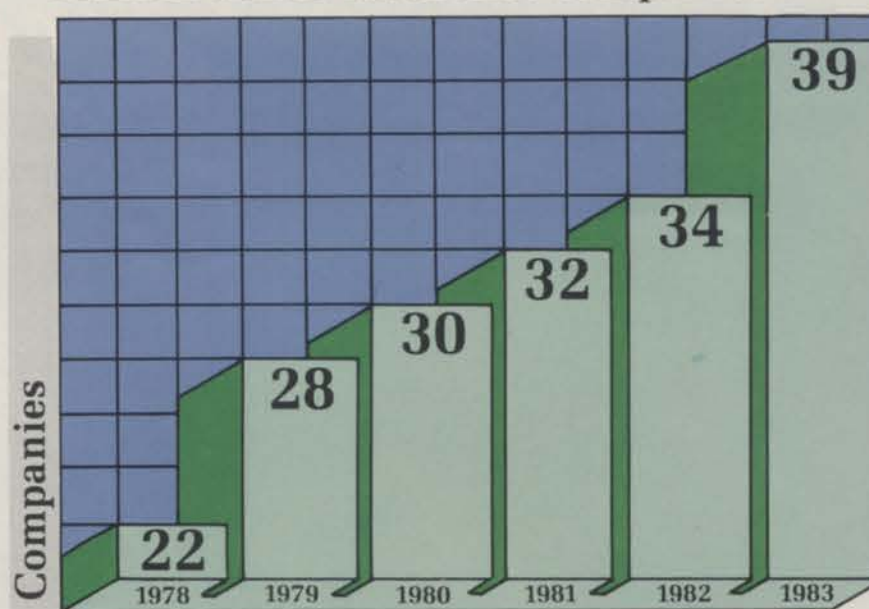
Davey Lawnscape's 27-outlet chain had \$9 million worth of sales to 54,000 accounts. That work was handled by 150 year-round and an additional 30 peak-season employees.

Spring-Green reported sales of \$6.3 million to 50,000 northern Illinois homes. The company employs 300 during the peak season, 120 year-round.

Leisure Lawn, out of seven chain outlets, serviced 40,000

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Million dollar lawn care companies



Dr. Phil Larsen (center) directs Ohio Pesticide Regulations Task Force.

State group

Pesticide task force organized in Ohio

An organization devoted to assessing and coping with local pesticide regulation has been formed in Ohio. Organized by Dr. Phil Larsen of Ohio State University, the group calls itself the Pesticide Regulations Task Force.

"One of the basic questions we have to address is whether the state has any jurisdiction over separate municipalities," says Dr. Larsen.

The group's last meeting was attended by 15 interested parties, including Dr. Bob Miller and Mark Beliczky of ChemLawn, Doug Halterman of Leisure Lawn, David Hofacre of Spray-A-Lawn, Rick Steinau of Greenlon, Bob

Earley and Jerry Roche of LAWN CARE INDUSTRY, Joe Winland of LESCO, Bob Yarborough of the Mobay Chemical Corp. and Oren Spilker of the Ohio Department of Agriculture.

They agreed to take the first of three steps toward introducing pro-pesticide legislation on the state level, that of choosing an ad hoc committee for planning the proposed legislation. Subsequent measures will include consulting the Ohio Department of Agriculture and the Ohio Secretary of Agriculture for modifications of their draft; and identifying legislators who might sponsor the bill.

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INDUSTRY NEWS

Long Island applicators band together

Pesticide applicators on Long Island, N.Y., have united to form a trade association, which they hope will protect themselves and draw awareness of their presence as a positive service to their community.

Since last October, slightly more than 150 people involved in lawn care, landscaping, arborist work, pest control and allied industries (like chemical dis-

tributors) have joined the Professional Certified Applicators of Long Island (PCA).

Executive director James Corrigan is striving for a membership of 750. Stimulated by the restrictive regulations on termiticide use and new laws on outdoor pesticide application, the numbers could be growing.

Corrigan, who has represented an association for the heavy con-

struction industry, has tried to make the PCA a visible body in the community. As of mid-March, there had been 10 general membership meetings and 10 other board of director meetings. The membership has heard guest speakers from New York's Department of Environmental Conservation, legislators, experts in decontamination and manufacturers of chemicals—the "deci-

sion-makers," as Corrigan sees them.

"The most important benefit," he says, "is solidarity in unity. The industry is so recipient of public attention that it needs to get under a tent and join hands. Otherwise, it will be shot down one by one."

Initiation fee for general members is \$150. Additional costs are pro-rated by size.

English company buys Ever-Green

Ever-Green Lawns Corp., one of the top chemical lawn care companies in the country with gross sales of more than \$10 million, was recently purchased by the Hawley Group of London, England.

"Our record has been pretty exciting, and we're in an attractive industry," said Ever-Green's Paul Davarede who, with Judd Cramer, had been a co-owner.

"We will stay on indefinitely, and have been given pretty much a free hand (in continuing to run the business)," Davarede said.

A prime per-customer rate was paid, in part because of Hawley's



Paul Davarede

high regard for the lawn care industry.

According to sources in England, an extra premium would be paid for a certain amount of expansion by 1986.

Hawley is a holding company in the commercial services area, with interests in industrial cleaning, security systems, pest control and—now—lawn care.

Bill is requesting written contracts

At presstime, the Montgomery County (Md.) Task Force on Hazardous Waste was scheduled to review a new pesticide application bill. The bill, which was drafted by the task force's subcommittee, would require written, signed contracts between applicators and all customers.

Other provisions of the bill included pre-notification, sign-posting, increased record-keeping and stricter licensing.

Pesticide users in the county have united to form FARE

(Federation Against Regulatory Excess), in order to effectively combat the proposed legislation. According to sources in Montgomery County, this problem arose when a local garden club wrote county legislators to suggest an investigation into alleged abuses among pesticide applicators.

Dave Dietz of the Pesticide Public Policy Foundation met with the Maryland Attorney General, who was reportedly receptive to the pro-pesticide group's counter-proposals.

MEMOS

OOPS! The names of some key resources were inadvertently omitted from the February issue of *LAWN CARE INDUSTRY*. The story headlined "Mr. Lawn Care has perfect pitch" was not about Jeff Gardner's Mister Lawn Care in Grand Island, N.Y. Three other members of the PLCAA were consulted on this story, though Gardner could have doubtless provided equally informative material. The three LCOs whose names were not cited in the story were Daryle Johnson of All-American Turf Beauty, Van Meter, Ia.; Bill Carey of Lawn Masters, Hawthorne, N.Y.; and Gary Mack of American Lawn of Maryland, Walkersville, Md. Our apologies and gratitude, gentlemen.

TAKING A HARD LINE toward getting more customers is Bethalto Hardware and Home Center, Bethalto, Ill. Its newspaper advertisement decried, "Cancel your lawn service! Was it worth the money? Did you get the results you expected? Tired of wasting money? Frustrated? Do you know what's really in the tank?" The Bethalto Hardware and Home Center is a retailer of do-it-yourself lawn supplies.

THREE OF THE MOST aggressive chemical lawn care companies in the country—Excelawn, Tru-Green and Ever-Green Lawns—continue their expansion. All three have opened offices in Philadelphia this season, and have also moved into other cities, besides expanding existing operations. Excelawn is based in Louisville, Ky.; Tru-Green in East Lansing, Mich.; and Ever-Green in St. Louis.

SPECULATION CONTINUES to abound concerning the effect—if any—the Garabedian murder trial in Massachusetts will have on lawn care sales. This trial (covered in last month's LCI) brings to mind an incident in Philadelphia a few years ago when Frank Rizzo was mayor. Rizzo's dog took sick, coincidentally, right after an application to his lawn, and Rizzo sued the

lawn care company. Nothing ever came of it, but Philadelphia lawn care companies to this day are still asked by homeowners if they are using the same chemicals that supposedly made Rizzo's dog ill.

CHEMLAWN has declared a 3-for-2 split of its common shares without par value, payable Jan. 16, 1984 to shareholders of record Jan. 3, 1984. The company said that the split will increase its outstanding shares to more than 9.6 million. First-quarter dividend rate after the split was eight cents, an increase of 20 percent over the 1983 rate.

CHANGING TIMES magazine carried an article headlined "Are lawn services worth the money?" in the March, 1984 issue. Subhead was "When your efforts at seeding, fertilizing and treating haven't paid off, you may be ready to turn to the pros." Generally speaking, the story—which quoted LCI publisher Bob Earley—was favorable to professional lawn care.

ANOTHER TRIAL (besides Garabedian's) that may have an effect on the lawn care industry took place in Oakland, Calif. It focused on research at the University of California, but was expected to examine larger issues: specifically, the propriety of research being conducted by public universities that may benefit private interests (such as lawn care companies) and the social consequences of such research when it leads to the elimination of jobs through automation. At presstime, no judgement had been made.

THE PGMS (Professional Grounds Management Society) has announced that a sixth person, Steven W. Chapman, grounds manager of Digital Equipment Corp., Salem, N.H., has completed the program for Grounds Manager Certification. He joined the PGMS in August, 1981.

LAWN CARE INDUSTRY

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LAWN CARE INDUSTRY (USPS 397250) is published monthly by Harcourt Brace Jovanovich Publications. Corporate and Editorial offices: 7500 Old Oak Boulevard, Cleveland, Ohio 44130. Advertising Offices: 757 Third Avenue, New York, New York 10017, 111 East Wacker Drive, Chicago, Illinois 60601 and 3091 Maple Drive, Atlanta, Georgia 30305. Accounting, Advertising Production and Circulation offices: 1 East First Street, Duluth, Minnesota 55802. Subscription rates: \$20 per year in the United States; \$25 per year in Canada. All other countries: \$50 per year. Single copies (pre-paid only): \$2 in the U.S.; elsewhere \$4.50; add \$3.00 for shipping and handling per order. Second class postage paid at Duluth, Minnesota 55806. Copyright © 1984 by Harcourt Brace Jovanovich, Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical including photocopy, recording, or any information storage and retrieval system, without permission in writing from the publisher. Microfilm copies of articles are available through University Microfilm, International, 300 N. Zeeb Road, Ann Arbor, Michigan 48106.

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

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New company in business on Long Island, N.Y.

A group of former Lawn-A-Mat owners and operators joined forces this past January and formed a new company, Tender Lawn Care Association, in Uniondale, Long Island, N.Y.

Tender Lawn Care will be offering "state-of-the-art technology" for its customers in Nassau, Suffolk, and Queens.

Company president Arthur Katz notes: "We're Long Island based, we're Environmental Protection Agency certified, and have a long term, hands-on knowledge of the problems around here."

Presently, the newly-formed association numbers nine owner/operators servicing more than 10,000 homeowners. "With over 50 trucks and 100 quality trained professional servicemen, we're already one of the major companies," Katz points out.

Weed scientists meeting hits 425

The Northeastern Weed Science Society concluded its 38th annual meeting in Baltimore, Md., recently by posting a 16-year attendance record of 425.

Keynote speaker was Dr. Herbert Cole Jr., of Penn State University and the Advisory Board of Pesticides in Pennsylvania.

"There is no easy answer to reducing public concern about non-agricultural uses of herbicides," Cole told the group. "Accusation and innuendo need factual answers. Our challenge is achieving vegetation management employing multiple techniques, not just more product sales."

Topics reviewed included pre-notification requirements, chemical trespass, local control and possible alternatives to pesticides. A symposium on weed management in integrated pest management programs was also held.

The organization is a professional society of weed scientists from universities, government agencies and commercial concerns from more than 12 states on the eastern seaboard and in New England.

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Grand Award

Charles Racusin (center), president of Environmental Landscape Services, Houston, Texas, receives the 1983 Grand Award for Landscape Installation from Sid Gregg (right), president of the Texas Association of Landscape Contractors. Environmental Landscape also won a Grand Award for Commercial Landscape Maintenance. The former was awarded for the Western Geophysical Building, the latter for the Aetna Insurance building, both in Houston. Looking on in the photo is Jeff Martin (left), TALC executive secretary.

Company changes name to LESCO

After almost 23 years of operation as Lakeshore Equipment & Supply Co., one of the turf industry's major suppliers had changed its name to LESCO, Inc.

Lakeshore has had a LESCO Products Division for the past 14 years. The name change, according to LESCO president Jim FitzGibbon, unifies the organization and facilitates identification.

The company recently moved to new offices in Rocky River, Ohio, from Elyria, Ohio. Geographic and product line expansion has moved LESCO from a regional turf distributor to a primary national supplier for lawn care companies, golf courses, cemeteries, government and nurseries.

In 1984, 27 direct-sale, routed, warehouses-on wheels trucks will serve the golf course and turf care markets.

Estech may be 'on the block'

Discussions of the sale of Estech have been held recently between its parent company, Esmark, and a consortium that includes Estech president Edward R. Vrablik and seven company executives.

Vrablik has told business reporters that the proposed transaction probably will be a leveraged buyout. Estech, which posted gross sales of \$400 million last year, has been estimated to be worth approximately \$150-\$200 million.

Esmark—which recently bought Avis Car Rental, Hunt-Wesson Foods and Max Factor Cosmetics—is expected to focus its attention in the future on consumer goods.

Scientist cites need for pesticide drift research

New principles of application must be developed if drifting of pest control chemicals is to be eliminated, according to Dr. Earl C. Spurrier, Vice President for Regulatory Activities of the National Agricultural Chemicals Association.

"We need to petition our federal government to appropriate funds, set a priority and put our researchers to work in a coordinated approach," he says. Dr. Spurrier also urges development

of "approaches to improve technology rather than encouraging constraints which shackle innovation."

Dr. Spurrier, referring to both agricultural and commercial use of pesticides, reports that progress has come through such developments as new chemical emulsions and wick applicators. But he adds that "the federal government could easily develop new spray technology" because of sophisticated laboratory facilities.

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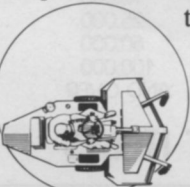
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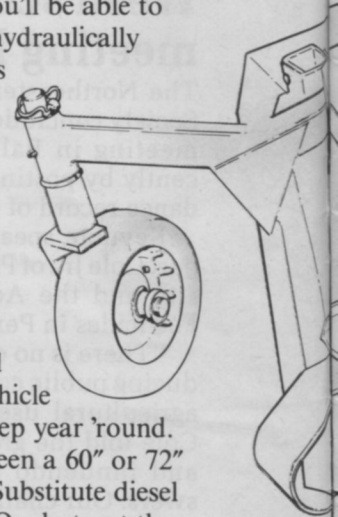
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Thoughts on telemarketing

With this issue, LAWN CARE INDUSTRY introduces a couple of really likeable guys, Scorch and Wayne.

Scorch is an old-line lawn care operator, a dedicated professional who learned most of what he knows about grass through on-the-job training. Wayne, meanwhile, is a young lion: a college graduate who is a

bit more progressive-thinking than Scorch but, nonetheless, a professional in his own right.

Every once in a while, the two will be turning up in LCI to present their side of lawn care. Occasionally, they'll debate a point or two; but mostly, they'll just have a good-ol'-boy talk, much like the discussions many of you have over a few beers.

This month, Scorch and Wayne banter about the question of whether to use telemarketing as a means of drumming up business. Scorch (whose nickname merits a column in itself) doesn't like the idea while Wayne takes the opposite view.

This story is strictly fiction, a readable narrative from the pen of one of LCI's staff members. But what they have to say will probably interest you. For their story, turn to page 19.

The telemarketing question is one that will not go away. Telemarketing, thanks to the advertising campaign of the major telephone companies and foresightedness by many progressive LCOs, is here to stay—whether you like it or not.

Six or seven years ago, there was plenty of business for everyone. Such is not the case today. LCOs claim the "pie" is not growing like it used to do, in the lawn care industry's formative days.

So some LCOs are borrowing a page from other successful businessmen and hiring special crews to conduct over-the-phone solicitations. These LCOs are seeing their efforts pay off, and many of their new accounts are at the expense of their competitors.

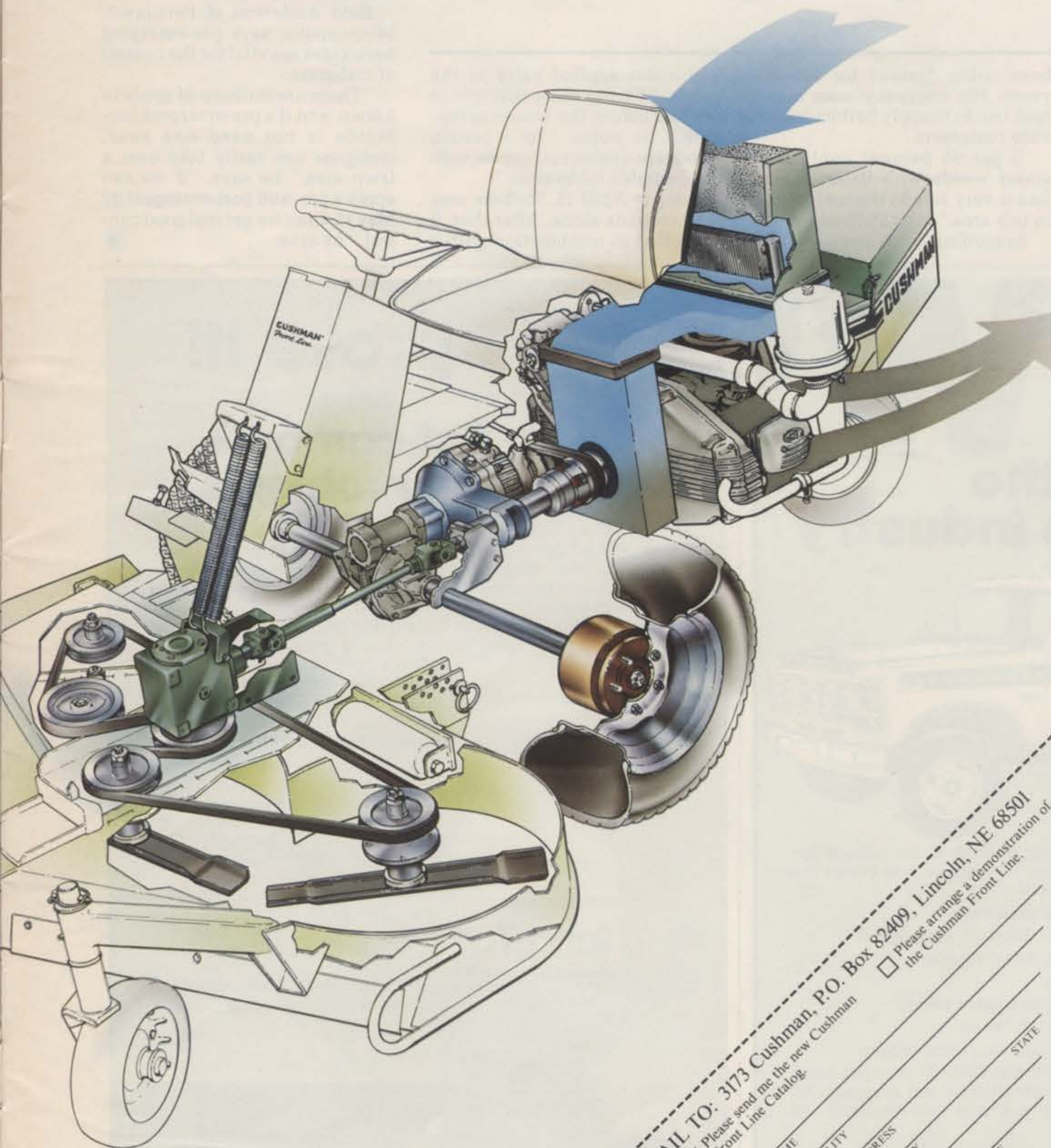
ChemLawn's Jack Van Fossen, speaking for the industry's acknowledged leader, said recently that he looks down on telemarketing—but that ChemLawn will use it as a defense against other companies using that same tactic. Marty Erbaugh of Lawnmark, second president of the Professional Lawn Care Association, has undertaken a large-scale telemarketing campaign and de-emphasized his direct mail campaign this spring.

Certainly, the question "to telemarket, or not to telemarket" is one which has to be answered by each individual LCO. Our best advice to those LCOs attempting to implement an intensive telephone solicitation campaign, is to heed the advice of the PLCAA's Code of Ethics:

"Scrupulously avoid any false, misleading and deceptive statements or advertising with respect to quality or extent of service and...refrain from any unfair business practices."

Jerry Roche

Jerry Roche
Editor



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May application

Now is the time for pre-emergence herbicides

Spring is the busiest season of the year for lawn care companies, thanks to the wide range of troublesome weeds infesting lawns, like crabgrass and goosegrass.

But pre-emergent herbicides have become an effective method of early eradication of weed problems. According to Dr. Thomas Watschke of Penn State University, properly used pre-emergent herbicides are the preferred method of control, because they destroy weeds at (or near) the time of germination.

"Crabgrass, for instance, can be easily controlled if herbicides are applied early in the year," Watschke says. Crabgrass produces seedheads which shatter seed onto the soil in late summer, he further explains. "And these seeds will germinate the following spring if control measures are not taken."

An advantage to using pre-emergent herbicides over post-emergents is that some pre-emergents persist in the soil for several weeks and repeat applications are usually unnecessary.

Nearly 5000 trained lawn care employees in this country rely on

pre-emergent herbicides for control of crabgrass, goosegrass and certain summer annual weeds.

In fact, a survey recently showed most companies depending on pre-emergents as a basic part of their weed control program, four out of five of which use Betasan.

George Steffens, manager of Spring-Green, Naperville, Ill., has

most important aspect of successful pre-emergent control is correct timing of applications. "The chemical must be present during the germinating process to be effective," he says. "Therefore, applications must be made at least 7 to 10 days prior to expected germination."

Steffens says he likes to get his

post-emergent treatment of 2,4-D and dicamba for control of broad-leaf weeds such as dandelions, clovers, ivy and violets.

According to Watschke, crabgrass seed—present in most soils—thrives in sunny turf areas during the warm months. With moist, warm weather, it grows rapidly and crowds desired turf, which naturally slows in growth during summer.

"A few plants scattered through the turf can provide enough seed to cause a serious problem the following summer," Watschke says. "In addition to being unsightly, crabgrass has a tremendous capacity to reproduce through seed production each year."

Reid Anderson of Fertilawn, Minneapolis, says pre-emergent herbicides are vital for the control of crabgrass.

"There are millions of seeds in a lawn, and if a pre-emergent herbicide is not used one year, crabgrass can easily take over a lawn area," he says. "If we can apply a pre- and post-emergent by May 15, then we get real good control," he says.

'Applications must be made at least 7 to 10 days prior to expected germination.'

been using Betasan for several years. His company uses eight tank trucks to apply herbicides for 5500 customers.

"I get 95 percent control of grassy weeds with Betasan, and find it very safe to the turf grown in this area," says Steffens.

According to Watschke, the

herbicides applied early in the spring. "This ensures that it is in the soil before the weeds germinate," he notes. "As a result, weeds are unable to compete with the desirable turfgrasses."

Prior to April 15, Steffens uses the herbicide alone. After that, it is applied in combination with a

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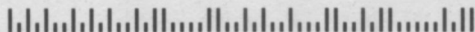
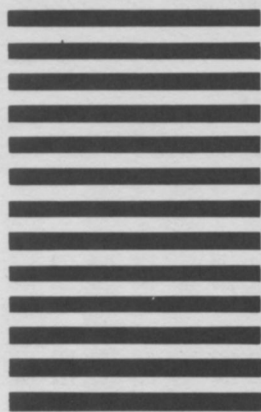
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The 'Windy City'

Room to grow in Chicagoland

The 1970s were good to the Chicago lawn care industry: suburban growth pushed new communities farther out from the Loop; and the newly-adult baby boom generation moved in, deciding life was too short to spend it on the lawn.

One-truck firms either grew into small fleets or folded after the first season. Small companies with aggressive management saw their fleets and routes expand with the population, and the large commercial firms prospered as their clients rode the wave of the inflation-fueled economy.

Then came the recession.

"When the depression hit in '79-80—and let's call it what it was, a depression, not a recession—customers' attitudes changed," Clarence Davids of Clarence Davids & Sons, Blue Island, says. "They've become much more quality- and cost-conscious."

Davids' construction/maintenance customers started seeking more bang for their buck in the face of maintenance budget-tightening, and the large-scale service company responded. While the firm's reputation is "one of the most outstanding lawn service management companies in Chicago...we do realize that we have to be competitive," Davids says.

The company didn't cut any corners on quality (Scott's Pro-Turf products are exclusively used), but opted for a comprehensive cost monitoring system. Today, Davids & Sons has a full-time comptroller who keeps track of the Chicago-area market and government decisions that can affect business costs.

The result, Davids says, is a

company that knows exactly where it stands with respect to the bottom line every day. "Other companies that don't have this (system)," he adds, "are still guessing—and that's where they get hurt."

Brickman Industries, the maintenance arm of Theodore Brickman Inc., a national design/build firm based in Long Grove, has employed similar methods to maintain its leadership position in the industry as well.

"Originally, the secret to our success was doing high-class fancy spots we also designed and built," says executive vice-presi-



Davids



Brickman

dent Bob Brickman. "But to expand at this rate we became very competitive cost-wise—simply better use of our equipment and people." He "agrees 100 percent" with Davids' perception of changing consumer concerns during the past five years.

The Chicago lawn care market, still growing, is the source of prosperity for many lawn care operators. But closer attention to overhead, stiff competition and new sales approaches keep businessmen on their toes.

"I wouldn't want to go into business today," remarks Mike Ryan, who started Creative Lawn Care, Fox Lake, six years ago. "I think it's getting saturated."

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Reporter's notebook

Water important by Lake Michigan

By Kevin Cooney
Assistant editor

In the Chicago metro area, continued population growth has forced local officials to plan new water treatment plants that will use Lake Michigan water. As a result, water bills may increase by as much as 300 percent during this decade.

Rick White of Village Green, West Chicago, says the rate hikes will "put a whole different aspect on water use," and cultivation practices are going to have to be revised in light of reduced water use by homeowners.

Educating customers

Educating customers about lawn care services cannot only enhance your company's reputation, it will help the entire industry as well, notes Clarence Davids of Clarence Davids & Sons, Blue Island.

"The more we educate our market—the guy on the street—the less fearful he will be," Davids says. The alternative, Davids warns, is "keep him in the dark—and he'll keep on suing."

"The best thing we can do is show responsibility in what we do," adds Robert Parmley, Tempo 21, Wheeling. One way to accomplish that, he says, is using low-level metered flow application tools. Industry-wide use of the new delivery systems is "on the horizon," he says.

Plants to suffer?

If the winter of 1976-77 is any indication, plant materials in the Chicago area will suffer from inordinate amounts of stress this year, predicts Ralph Synnestvedt, Synnestvedt Landscape Co., Glenview.

Seven years ago, Chicago experienced its coldest winter in 100 years, and Synnestvedt recalls encountering a lot of damaged plant material late in the growing season. Noting that the area was hit with minus 26-degree temperatures rather abruptly this past winter, he says, "I think we're going

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Chicago's growth

from page 11

"I would tend to agree that Chicago is one of the most competitive markets," adds Brian Swingle, Nice N Green, Romeoville. "Chicago is basically a test market for a lot of lawn care companies."

Nice N Green's customer list has almost doubled in the past five years to just under 5,000 clients, and Swingle attributes the success to quick, responsive service.

"You can always do it cheaper," he notes, "but the consumer's No.1 concern is a beautiful lawn—No.2 is the cost of the application."

Ryan's crews also focus on personalized service. After each application, they write down comments on the bill or flyer they leave at the door: "may need power raking; disease problem, call office; lawn looks good—anything to let them know we're looking after their lawn," he says.



Swingle



White

"If anything, the competition has gotten worse" in recent years, notes Rick White of Village Green, West Chicago. "Companies with good marketing skills have been coming into the area," he says, giving established firms a run for the money.

When he started his business in the early 1970s, White depended on direct-mail advertising to get his message across. But last year's mailing efforts were disappointing, and White says he's "favorably impressed" with the small-scale telemarketing program he instituted last spring.

White has also begun offering additional services—lawn renovation, tree and shrub care and core aeration—to keep ahead of the competition. He says his No.1 disease problem is *Fusarium* blight, and renovating infected lawns has proved profitable. The core aeration service also addresses a common cultural problem in Chicago, White says, peat-grown sod laid over clay soils.

Since roots cannot penetrate the rock-hard soil, many lawns suffer from drought-prone diseases. Aeration and overseeding helps turf reach down for water, he notes.

All the LCOs contacted named both *Fusarium* blight and peat-grown turf laid over hard soils as their common agronomic problems. However, a majority also reported that another major headache has all but disappeared from the shores of Lake Michigan

in recent years.

Chicagoans went in for Merion bluegrass in a big way when that turfseed was first marketed several years ago, and lawn care firms had a rough time keeping the disease-susceptible turf healthy and growing. But today the businessmen note that most Merion lawns have been overseeded with other grasses while new developments have switched to the now-popular grass blends that provide much higher resistance to disease than the Merion strain did.

"Growers don't use it that much anymore, and I think a lot of it died from stripe smut," White says.

With the fierce competition in the Chicago market, what do area



Parmley



Safran

businessmen consider the key to success?

"We don't spread fertilizer—we sell a service," responds Bob Parmley, Tempo 21, Wheeling. "That's really been our philosophy from the beginning. We're certainly not the lowest priced company in town, and I'm sure

that we never will be."

Like other marketplaces throughout the nation, the most reputable LCOs in the Chicago area maintain a healthy competition, and there are no signs of that competition easing. So it appears that more adaptable companies—ones which can find their own little niche and make their own market—will join the list of lucky survivors.

"There's more room for reputable companies—that's a fact," says Jim Safran, McGinty Bros., Long Grove. He attributes McGinty's success to the fact "we stayed small—we're not a big conglomerate, just the folks next door."

—Kevin Cooney

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Reporter's notebook

from page 11

to have a recurrence of that (stress) again this year."

On the other hand, the region could be spared scale insect problems at the same time. Although Synnestvedt admits "that's a tough one to call," his experience indicates that "cold weather seems to knock them (scale) down," compared to "terrific scale buildup" he's seen after mild winters.

Super Saturdays

With your customers at home and prone to chatting with your technicians, Saturdays are not the most efficient days to schedule applications. But they do offer great sales opportunities, according to Mike Ryan, Creative Lawn Care, Fox Lake, and Brian Swingle, Nice N' Green, Romeoville.

"I've sent out a truck on Saturday and the guys have come back with six, seven new accounts," reports Ryan. He's discovered, too, that early-evening visibility on weekdays helps.

"While it's not a great production day," Swingle says, "it's a great day to chat with the customers, find out what they want and talk with their neighbors. It may be the only opportunity for direct customer contact you'll have."

A bright future?

Norman Arnswald, Lawn Medic of Lake County, Mundelain, admits he was shocked to discover several subdivisions of pure Merion up in Libertyville with nary a sign a *Fusarium* blight. "That really surprised me," Arnswald says, "but I haven't seen one bit of *Fusarium* on any of those lawns."

No Fusarium blight

With the tight economy of the past two years and the large number of new LCOs coming into the Chicago market, Parmley is a bit suspicious of how to interpret the fluctuation in client loads around Chicago. "I think we've been trading a lot of customers in the past couple of years," he says, because people started shopping around for services. "But people are getting better news about the economy today, and they're feeling better about the future."

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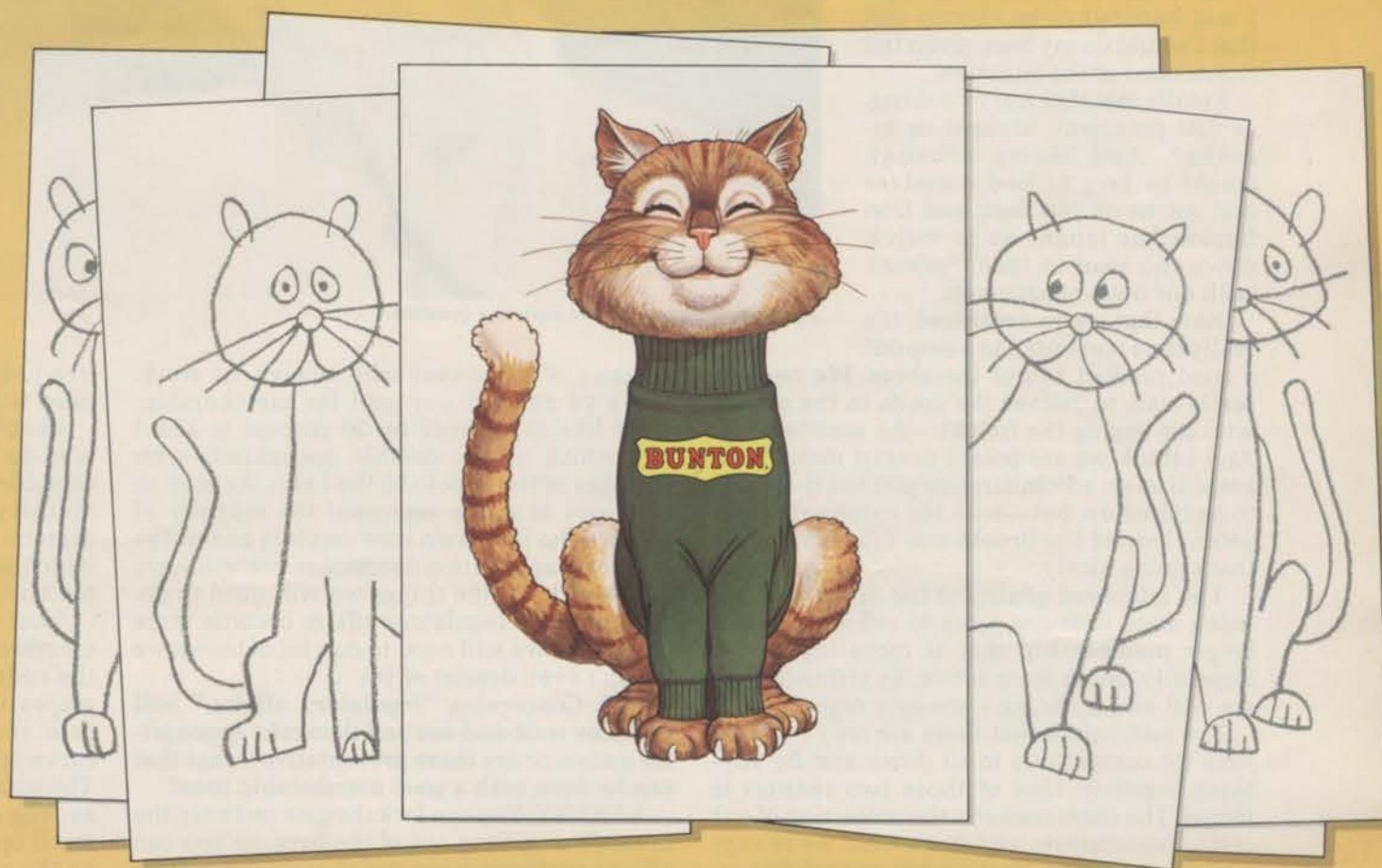
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The PLCAA in 1984

'Pumping out the product'

LAWN CARE INDUSTRY recently met in Boston with John Kenney, president of the Professional Lawn Care Association of America, and in Atlanta with Jim Brooks, the PLCAA's executive director. This story and the one below are results of those interviews.

LCI: Where is the PLCAA in 1984, and where is it headed? What do you see as your mission in the year you are president?

KENNEY: I recently wrote that I was honored to be chosen and that I would do my best, given the restrictions of the situation.

I really feel that Jerry Faulring, as first president, brought us together. And Marty Erbaugh taught us how to feed ourselves and got us on our feet; and Don Burton has taught us to march down the road to independence with our own management.

Now that we're organized, it's really time we started to pump out a good product to our members. We need to really start to deliver the goods to the people who are paying the freight—the membership. And I think we are poised to start that. There are still a few administrative glitches that need to be tidied up, but—with the extremely competent help of Jim Brooks and Eileen Moore—that's going nicely.

The improved quality of the things that are being done now are going to reflect in much larger membership that is more loyal and, hopefully, much more active. By virtue of that, we will end up being a stronger organization.

I've said before that there are only two reasons for competitors to sit down and do anything together. One of those two reasons is illegal. The other reason is the protection of our collective interests, and that's what we're supposed to be doing. That's what our mission is, and that's what we should get after—all the while being very cautious and getting a handle on what we can and cannot do.

LCI: Do you have any pet projects? I know membership comes to mind right away.

KENNEY: Your magazine has, in the past, indicated that the number of people who are involved in chemical lawn care is many times greater than our membership roster. In order for us to say that we represent the chemical industry, we need to represent the majority of companies that do the work, or at least the



John Kenney hams it up to answer a question.

majority of consumers who receive the work.

We've defined our goal for membership. We'd like to improve by 30 percent to about 600, which is very do-able, particularly with the likes of Jim Brooks at the helm. As soon as we begin to really represent the majority of people who buy lawn care services and of the lawn care application companies, we will have the clout to do the things we will need to do. And as these regulatory affairs become more important, we will need to do a lot of things we haven't even dreamt of yet.

LCI: Concerning "regulatory affairs," will you play wait-and-see and then take appropriate action, or are there preventative things that can be done with a good membership base?

KENNEY: You can lock the gate and keep the horse from getting out of the barn, or you can affect a real good posse and chase it down. It's a lot easier to keep the door locked.

LCI: One of Don Burton's concepts about the PLCAA is that the logo must stand for something before the organization stands for something. Do you see that in the future?

KENNEY: There are other associations in which membership is an endorsement of you as an operator. Yes, I very much think that membership in the PLCAA should mean—to the consumer, sooner or later—that if you receive an application of insect control material, then it is a material that meets strict guidelines that

you as a consumer can feel reasonably confident are professional.

We don't need our collective eye blackened by schlock operators whose concept of a fertilizer application is 1/10th of a pound of N per 1,000. It's bad business short term, and it's bad business long term. There ought to be some codes that are adhered to by the members, and if they don't adhere to them—well, that's another issue entirely that needs to be dealt with in another way.

LCI: And self-regulation is being looked into by Marty Erbaugh, is it not?

KENNEY: Self-regulation is currently not something that I can personally endorse.

Number one, we do not have a set of standards, we have a code of ethics that was written by the Boy Scouts. In other words, "I will do my duty to do my honor and be a nice boy" and that's wonderful. But you don't throw somebody out for not meeting your subjective

judgement as to whether or not he complied with that code of ethics. It's madness.

I know that there are lawn care applicators who do not perform work up to anyone's acceptable level of standard. I think that we as an industry should establish a quantitative acceptable standard, rather than a code of ethics which seems to be one of the subjective arguable kinds of discussions.

Most of the complaints I have heard from members about other members not adhering to the code of ethics have been essentially sour grapes about being out-marketed. If that's the case, you take your lumps and go home, or you carve your own niche out of the marketplace. The point is that the PLCAA is not going to be—as long as I have anything to do with it—the small operator's law firm. Nor are we going to be the small operator's marketing firm. We're not going to try to prevent the so-called dirtballs from doing their thing.

If there is an individual among us who is unethical and we expelled him, we'd be removing any opportunity we might have to impart upon him some of our ethical thoughts and behaviors. Rather than that, we can keep him within our group and try to instill some professional attitudes and opinions. We have a much better chance of improving bad ethics by having the people within our system than we could

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Going to Tampa, Florida

LCI: Where is PLCAA going in 1984?

BROOKS: We're going to Tampa in November.

Besides that, we're certainly on our way to providing some new services to the members and we're trying to increase our membership appreciably.

LCI: Is there any No.1 project, or do you have a schedule of major items to accomplish or issues to address this year?

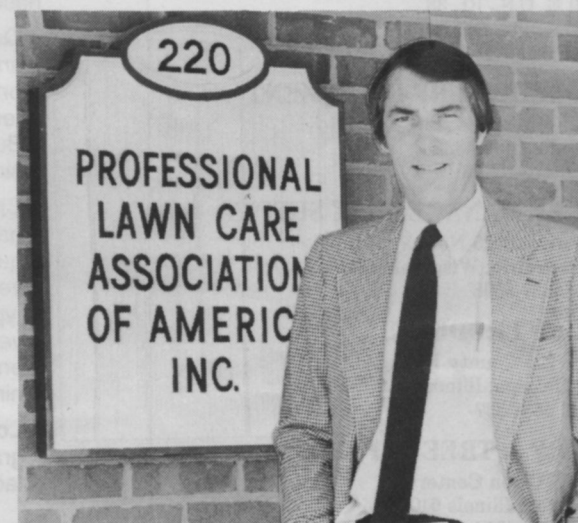
BROOKS: There are several. One is to again provide a good educational forum for the people in the industry at the national conference and show and at our regional seminar conferences. We had 650 people attend in 1983, and

we're looking to have 1,000 people involved in the programs this year.

We're definitely wanting to lend support to the efforts of the Pesticide Public Policy Foundation, as the number of hot spots continues to grow across the country in terms of pesticide restrictive legislation. We've formed this Public Issues Alert Committee recently, and in this issue of Turf Talks, our newsletter, we're going to be asking for volunteers to serve as local monitors and state board members.

Probably another problem we've been struggling with, is finding a good competitive group medical and life insurance program. But it

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Jim Brooks at his second "home."

Kenney

from page 14

possibly expect if they are not.

LCI: You have often referred to the "coming storm"—that is, pesticide regulation. You were quoted as saying "there is no Lone Ranger." Is the PLCAA going to try and be at least Tonto?

KENNEY: Yes, nice analogy. There are so many little townships that are so willing in today's environment to pass their own little ordinances to put you or I out of business, that it's kind of frightening.

What Don Burton has proposed, and what was unanimously endorsed by the PLCAA Board of Directors, is a Public Issues Alert Committee.

This committee will be a formal but loosely-held-together group of informers: lawn care operators from every state, every county, every town who have their fingers on the pulse of what's going on locally. Hopefully, at the first sense of any unfavorable legislative activity, they will funnel the information directly to the association. Once the association has the information, then we can decide what to do with it. We may act on it ourselves if it is an industry issue, or we may ask for help from the 2,4-D Coalition or from PPPF or from any number of other sources.

Now they aren't the Lone Ranger, either. But with our alert activities, and their knowledge of how to work through the backroads of governmental behavior, hopefully we'll be able to affect some rationality to what some of these little townships could easily do that might not be so rational.

If we don't stand together, we'll fall together.

LCI: Are there any new services or refinement of services for PLCAA members?

KENNEY: The PIAC will not be perceived as a service, but it certainly is a major service. Unfortunately, it's a bit defensive; more reactive than pro-active. But nevertheless, it is the opinion of a lot of people who really give a damn that if we don't do it, we could run a much higher risk of being shut down as an industry.

We're also pushing very hard to improve the number and quality of regional seminars. An awful lot of people who have put the seminars together have done so simply because they were being good guys. They were well-done, but we're expecting to do a lot better, and we should be able to make it an income-producer rather than an income drain.

Another major area of emphasis is going to be an insurance program. These insurance companies are sometimes difficult to deal with when they're dealing with groups like ours. Jim Brooks has done yeoman duty in terms of trying to get these people to cough up some reasonable group rates. It's not yet finalized.

LCI: The PLCAA show this



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November is in Tampa, Fla., the first time it's ever been out of the Midwest. Why?

KENNEY: A long time ago, somebody once said to me that the first rule in being a winner is acting like a winner. Well, if this is going to be a successful organization, and if we as individual operators are going to be successful, then we've got to start acting like it.

And even though we might be able to get terrific rates or convenience in Indianapolis or Louisville, so what? It's about

Brooks

from page 14

seems like it's been one delay after another, as to why we can't seem to get a good program off the ground. The one thing we've had the most inquiries about—either from members or prospective members—has been a group medical program.

We see this as a very high priority: we're continuing to work on it, and—quite honestly—we're at a point where we are looking toward other insurance brokers to help us find a program—particularly for the small lawn care operator. The large ones are large enough that they can go shopping on their own, either through a self-insured policy or whatever.

The other major objective is to continue to increase the membership. Since last May 1, we've attracted about 140 new members to the association, for about a 30 percent gain, and we are hopeful that by the end of 1984 instead of 500 members we'll be talking 600 members. It's a rather energetic goal, but we're going to be out getting the information to people—so we think we're going to be successful in reaching them.

LCI: What do you think would convince a lawn care operator to join PLCAA? What is the main selling point of the association for a 6- or 12-staff firm?

BROOKS: The first thing is that we're the only national association which represents the needs, concerns and the interests of the lawn care businessman in this country.

I think we offer some benefits which are difficult for him to achieve on his own—regional seminar programs, the national educational conference and trade show.

We do have a property and casualty group insurance program in place. We hope that once the medical program is in place, he has a measuring stick for his own program, even if he doesn't buy ours.

I also think that the very fact of being associated with a national organization, and being able to participate in its general activities can be helpful to him as a businessman.

We also have the technical resource manual and we have the use of the PLCAA logo. We're

time we came of age and started acting like the successful business people that we really are.

If we can't go to a sunny clime and use our self-employed situation to have a half-work, half-vacation trip to our annual convention, then we probably shouldn't have an association yet. It's too early.

LCI: Will there be a half-play concept built into the program?

KENNEY: There are a lot of activities planned. Jim Brooks and vice-president Bill Fischer are working on a number of things. Jim's working on a ladies' program. There is a post-conference Love Boat-type tour over to Cancun and to the Bahamas and back to Florida. Yes, there's going to be

some fun involved. Why not? We deserve it.


LCI: Will this have a positive influence on attendance?

KENNEY: My private guess is a 50 percent increase. I expect that we will have 1,500 people in Tampa. It is going to be the biggest, the best PLCAA show that we've had yet. It is going to be first-class and—after all—this industry deserves first class because we are the cream de la cream.

LCI: When November comes around and you pass the gavel, what would make you feel like you had done your job as president?

KENNEY: What would make me feel especially good was if we hit the 600 plateau in membership

by November; if our conference and show hits the 1,500 mark in attendance so membership the following year would be increased just by that; if everybody's wife who goes is just tickled pink; and if every company brings two or three of their middle managers so they get a sense of what this industry is all about.

Finally, I'd feel good if nothing happens because I've met so many nice people involved in this industry. I don't think a lot of your readers don't realize that there are a lot of wonderful people who are their own competitors. If they'd stop and think about that, they'd also realize that as a group we're a pretty class act. 

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Now you can get down to business with "core cultivation"! That's what the new Ride-Aire offers—precision core aeration at the rate of 12,250 square feet per hour. The Ride-Aire is a tough 670-lb. machine powered by an 8 HP commercial engine. It moves along smoothly aerating 21 inches per swath with 2½ or 3 inch cores spaced 3½ inches apart. Yet its compact 36-inch width and single rear wheel steering lets the operator easily maneuver around shrubs, trees, yard gates and other obstacles.

Clean, vertical coring

The Ride-Aire features the famous Ryan aeration system, with straight up-and-down action that cuts cores cleanly without tearing the turf. The tines are heat treated with a special process that makes them self-sharpening, allowing them to last longer than ordinary tines.

Customer satisfaction

Whether home lawn or commercial turf, the new Ride-Aire will help you keep customers happy. Core cultivation increases oxygen exchange and nutrient penetration, and

to page 17

Brooks

from page 16

coming out with handbooks on the guidelines for federal wage and hour laws for the lawn care businessman, on unionization, and on pesticide and equipment safety manual.

We're also slowly working on some training guides and aids where we can help the small lawn care businessman on some of the agronomic issues. If you were to buy these slide sets and pamphlets and do them on your own, they are time-consuming and expensive. So certainly you're get-

ting in on some collective money sort of benefit: where, if we pool some resources, we can do more with these dollars and hopefully turn them back.

LCI: Marty Erbaugh said the PLCAA logo has to stand for something first before the organization can prosper. What do you think the PLCAA logo stands for?

BROOKS: The general public, which the lawn care businessman is serving, basically knows about organizations and associations; most of them probably belong to one type of organization or another themselves. I think the logo is saying to that general public that we too are professionals, and that we have joined together in a professional association to better

ourselves, and to give you better and more professional service.

LCI: What's the significance behind moving the PLCAA convention and trade show to Tampa?

BROOKS: There are two reasons. One, we're a national organization and there was a feeling that we should move into some of the market areas that are growing—namely the southeast—where our association is not particularly strong.

And it's a pretty well-known fact among people in association work that, when you move a national convention into an area where you are experiencing growth in your industry, you are going to find more interest, more

exposure and more members. So we definitely see this as a way to attract more people.

We've had lots of people in the South say they didn't want to come to the Midwest, because of weather or a misconception that we'd only talk about cool-season grasses. But the show's educational mission is more geared toward management than it is agronomics.

I might point out, however, that Dr. James Beard of Texas A&M has agreed to come this year. This will be Jim's first time before the group, and he certainly is well-known throughout the turf industry.

Two, we've had a lot Midwestern people asking us when we were going to move the conference out of the Midwest to give them a break to go somewhere else. So we're also talking about combining some business with pleasure.

LCI: John Kenney has said he favors an offensive, as opposed to a defensive approach to the issue of pesticide legislation. How do you view PLCAA's role in this effort?

BROOKS: I think one of my first duties, when news of anti-pesticide legislation reaches my desk, is to immediately inform 3PF. The second thing, which we are trying to do in cooperation with 3PF, is to organize ourselves and other urban pesticide users into local organizations, to where we have an opportunity to come together and discuss these issues, and ways in which they are going to be approached.

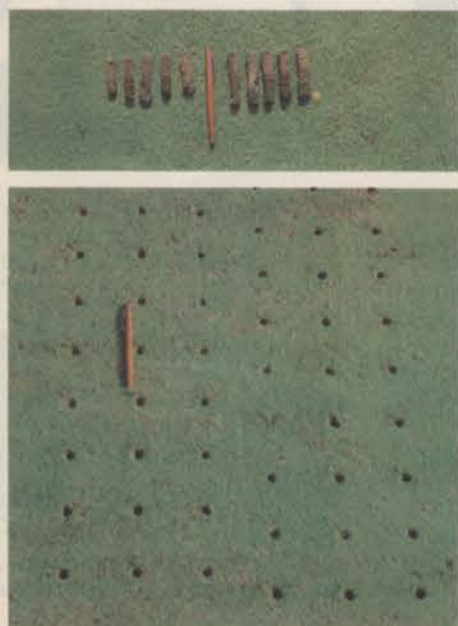
We don't have state chapters or local chapters, but the pesticide issues may be the best rallying point we have in order to bring local groups together to talk about these things. We want to head some stuff off at the pass, and I agree with John Kenney; we definitely have got to take a more aggressive and positive role.

Nobody's ever really bothered us; basically, we're quiet, easygoing guys, and we never really had to defend ourselves before. But the environmentalists—who are well organized and well-financed—are changing that for us. We've moved from a position of relying upon scientific data on such issues as pesticides, into the political realm. These decisions are now being made in the political arena, not in the scientific community. It's a different ballgame now.

Being informed and keeping the people informed is our first line of defense—and certainly our first line in taking aggressive action. We will have some Alamos; but I certainly think that this association and this industry is ready to stand in some Alamo situations and take them on.

LCI: So you see PLCAA's role as getting the information out and helping facilitate the local groups' getting together and working on these issues, rather than having PLCAA go in itself and try to lead the charge.

BROOKS: That's exactly right, and that's really the role of the



decreases surface runoff and irrigation frequency. It also breaks up thatch and compaction and brings up soil particles to reinoculate thatch with soil and microbes to enhance thatch decomposition. The Ride-Aire breathes new life into thick lawns and helps prevent the "5-year slump" in turf quality that causes customer dissatisfaction and turn-over. Whether regular turf maintenance or renovation, the new Ride-Aire adds a new dimension to the lawn care service industry.



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Pesticide Public Policy Foundation as well. We know full well that if we've got a chance of winning, then we're going to have to win at the local level.

What we want desperately to do is get the local lawn care businessman and urban pesticide user to understand that he is going to be the battle line: he pays taxes in that community, sends his kids to the schools, supports the local business community, goes to the churches. And therefore, he's the one that's going to have the biggest voice in saying, "These regulations are not in my best interest and they are not in your best interest."

The other thing we are trying desperately to do is to express our concern that the states should be the ones to do the regulation. The lawn care businessman is not opposed to regulation: he's opposed to restrictive regulation at a local level which supercedes or is duplicating those regulations that are already placed upon us as an industry at both the state and federal level.

LCI: So you're seeking consistency.

BROOKS: You bet. You know and I know that most of the chemical abuse in this country is done by John Q. Public, in the unmarked containers that are out in his garage—"and if two ounces will kill them, four ounces will kill them better." So, we see ourselves as not only somebody who's trying to make a living, but we also feel that we are providing a service to the environment. We probably know more about the environment, and our effects on the environment, than do those people who are on the other side. And we have to convey that to the public and to the agencies that control pesticides.

Another point about the Public Issues Alert Committee is that that committee is not concerned just with pesticide regulation. For instance, in Ohio, the state proposed taxing certain service companies. So we're talking taxation problems, we're talking workmen's compensation, right-to-know, warranties, contracts. We're talking about lots of issues that don't necessarily apply just to pesticides.

One of the allies we're trying to become better acquainted with is the state Small Business Administration groups. We also want to contact state Chambers of Commerce. So there's a lot of avenues we would pursue with what we see as detrimental legislation—and it's not necessarily all in the pesticide arena. ■

For complete list of
PLCAA regional
seminars, see
"Dates," page 22.

TOOLS, TIPS, TECHNIQUES

Blade-sharpening tricks

Sharpening the blades on rotary mowers usually mean a tricky job and/or cut fingers while trying to keep a grip on those steel blades. But the folks at Brickman Industries, Long Grove, Ill., came up with an answer that cuts down on the company's band-aid fund.

Bob Brickman, executive vice president, says one of his staff members suggested a simple solution: a piece of old firehose commonly found on standpipes, which serves as a handy

sharpening guard.

"Just slip a piece of triple-jacketed firehose over the blade like a sleeve," Brickman says. "It lets the guys get a good grip for sharpening, and it sure cuts down on our band-aid budget."

Brickman Industries is one of the largest landscape management companies in the northern Illinois area. For more details on this and other tips from Chicago, see the "marketplace" beginning on Page 11.

CRABGRASS OR GOOSEGRASS?

CONTROL BOTH

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

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

darker green. And it always grows in tufts. Crabgrass doesn't.

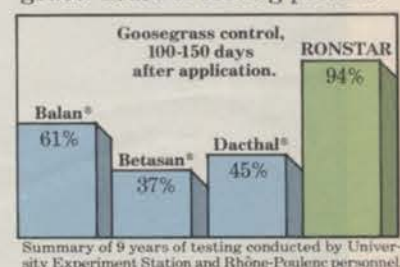
There's another important difference: goosegrass is much harder to control. Unless you use RONSTAR.

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RONSTAR is the only herbicide you can count on for effective preemergent control of both crabgrass and goosegrass.

While other products will give you satisfactory performance on

crabgrass, they don't even come close to RONSTAR on goosegrass. Years of testing prove it:



So you have two choices. Use an ordinary crabgrass herbicide

A booth, a few brews and a good buddy



I pulled into the gravel parking lot of the roadhouse 30 miles out of town and looked for Scorch's '61 Plymouth.

I thought it odd that he wasn't there yet, because whenever he called me to meet him for lunch he usually was waiting for me in our corner booth. He'd start talking and wouldn't let up until he finished his last beer.

But today he was late.

I eased into the booth and ordered my usual Bud. In a way, I'd gotten tired of driving the 15 miles just to have lunch with Scorch. I'd

become pretty partial to the Beef & Brau that was near the office I had leased after I left Scorch's company a few years back.

I knew the waitress, tipped her well, and I could always count on the third or fourth Bud being free. Besides, in the summer she wore a halter top to work, and she definitely had something to halt.

But I never could get Scorch to come have lunch at my place. It wasn't the 15-mile drive, just something about not wanting to have lunch where they "served strawberry daiquiris and quiche, and hamburgers cost \$3.75—\$4.25 for a cheeseburger."

Nope, it sure wasn't the drive. One day, after I had been working with him about five years, he had driven 150 miles to let me know that my wife had been in an accident.

That was when he had decided to expand his lawn care business to keep up with the "en-tro-pre-noors," right after he had read about a guy who had expanded his Pizza Palace into 26 cities and was grossing \$35 million a year.

At the time, Scorch's lawn care business was grossing about \$400,000 a year. He asked me to spend three days a week in this college town 150 miles away spraying and spreading lawns, but that I wasn't to worry about it. "We'll pay your motel costs: I know a real nice place down there where you can stay for \$8 a night."

He planned to get the branch established, and then hire somebody full-time to run it. But I was the only one he would trust to get the ball rolling. The cut-rate motel where I was staying didn't have any phones, and Scorch did the 150 miles in about an hour-and-a-half to let me know about Pam's accident.

No, it definitely was not the drive.

I was halfway into my second Bud when the door swung open and in walked Scorch. He seemed in a hurry, and he waved to Molly for his beer with one hand as he started talking:

"Wayne, we got some real problems in this lawn care industry and I'm here to tell you about them. The reason I'm late has a lot to say about this whole damn problem of what this business is coming to."

"So I'm getting ready to leave the office to meet you, right? I get a call from Mrs. Taylor, the third customer I ever signed up— and that was even before you started working with me."

"Ol' Scorch has been treating this lady's lawn for 20 years—I think sometimes she was wishing I'd treat her too, but that's a whole 'nother story—and no big problems. Today, after 20 years, she's changing to that new company that's advertising on television and offering free house plants."

to page 20

GOOSEGRASS OR CRABGRASS?

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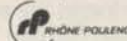
nial bluegrass, perennial ryegrass and bermudagrass, no harm to ornamental plantings or trees.

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Scorch and me

from page 19

"I'm going out to see her after lunch, but I'll be darned if it doesn't sound like she's serious.

"Order me another beer while I tap a kidney."

I ordered his beer—Rolling Rock—and another Bud for myself.

He came back, took a long draw on his Double-R and started in again.

"Wayne, I'm thinking about getting out of the business."

"C'mon Scorch. You've said that before, and haven't done it yet."

"Yeah, Wayne, but this time I'm serious.

"It wasn't so bad when those hose jockeys started spraying 15 years ago or so. They seemed a little clean-cut for my taste at the time, but they knew what they were doing, and their newspaper advertising and door hangers gave Ol' Scorch's business a shot in the arm to boot.

"I always thought you fit more into their operation with your college degree and all, and I was surprised when you didn't leave me for that job offer from them. You know, I never told you this Wayne, but I really don't have a degree.

"Oh, I lived down in the university town all right, but what I mostly did was deliver pizza at night and hit on those sorority girls during the day. All the frat rats were too busy snorting beer through their noses to notice all those young lovelies. I had a field day."

"Scorch, you know more about turf than anybody in town, and now you're telling me that you didn't take all of those classes that you told me to take?"

"Oh, I took classes all right. Night classes and short courses. Plus, I spent a lot of time with Burt Sugar—you know, Burt's Nursery—just askin' and listenin'. And I spent a hell of a lot of time down on my hands and knees observin' lawns. That's the best way to do it—you know that."

"Yeah, yeah, yeah Scorch. So what are these big problems facing the lawn care industry?"

"Okay, Wayne. Number one: we're getting too specialized. Like I said, the hose jockeys had a good idea and it helped all of us. But it takes more than just fertilizer and pesticides to do the job. I go to the same state turf conferences you do, and I hear the same praises of this or that chemical. And we hear the same people say that we don't need extra pesticides if we put lawns on a good solid fertility program in the first place.

"But if more companies don't start offering aeration of lawns like I do in my regular program, this industry is going to take a nose dive faster than I can order another Rolling Rock. Molly, you hear me?"

"Okay, Scorch, more companies

are going to aeration, and some never will. But is that any reason to leave the lawn care business?"

"No Wayne, it's not. But I'll tell you what is. I'm getting sick and tired of losing customers to these companies run by blow-dried former accountants and marketing executives, companies that sweep into town each spring, hack prices down to the bone, get a bunch of sweet-talking girls on the phone calling everybody in the Haines directory, and quoting prices without measuring the lawns."

"Well Scorch, all's fair in love and war and business. You know it's a jungle out there."

"Yeah, Wayne, but it is not good for the industry. Now I like LAWN CARE INDUSTRY. And you know I was one of the first companies to join the PLCAA. And I know that Marty Erbaugh was a PLCAA president."

"So what does that have to do with anything Scorch?"

"I'll tell you what it has to do with anything. A few months ago, he was quoted in LAWN CARE INDUSTRY saying that telemarketing is the wave of the future in our industry."

"Well maybe it is Scorch."

"Well, it might be, and I'm not one to be afraid of competition,

but to hear all of these new company presidents talk, our business has become all marketing, and damn the product."

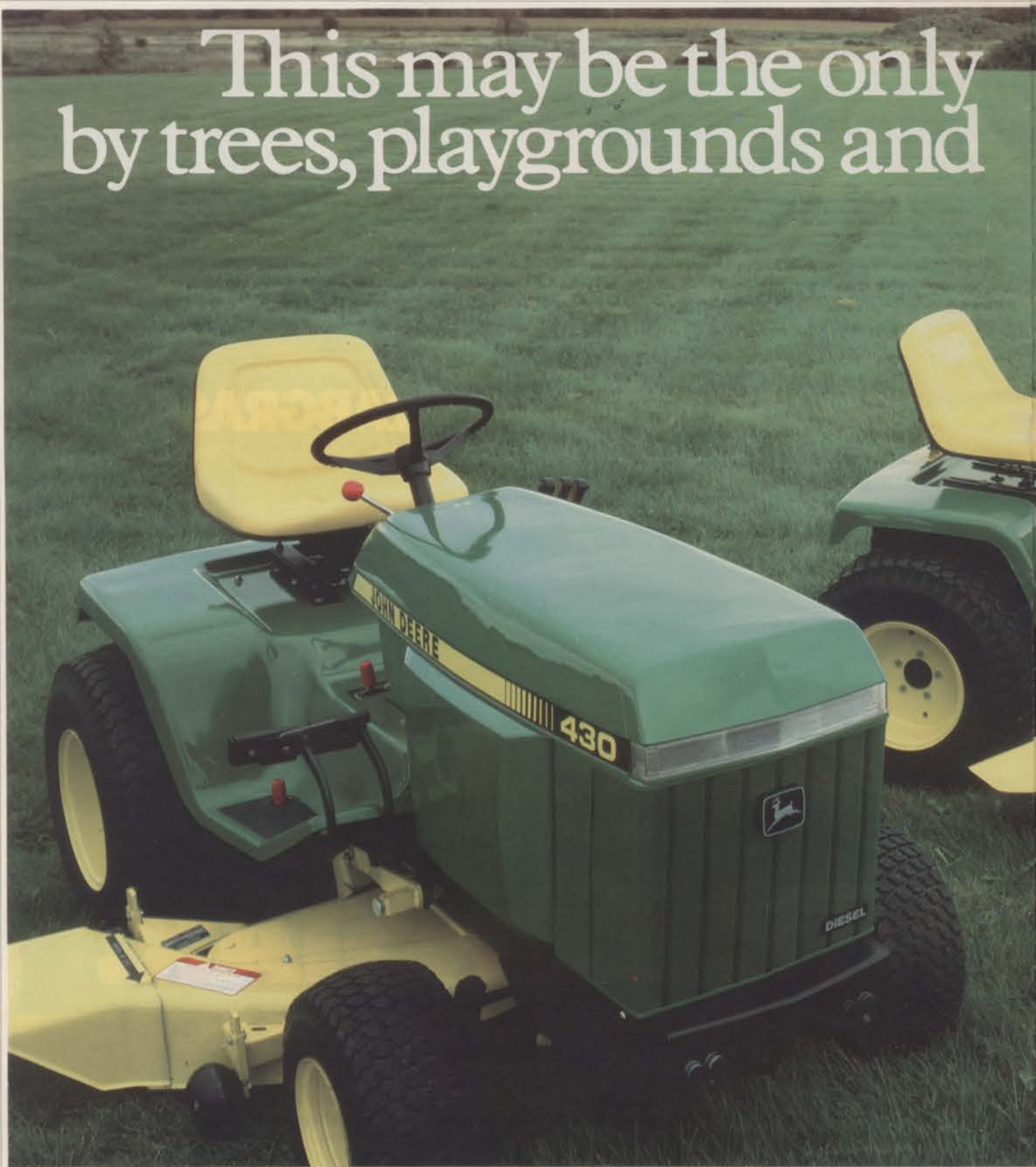
"Nobody is saying that Scorch."

"The hell they aren't Wayne! It has become a numbers game to these new companies. Make so many phone calls, get so many customers. Cut your price by 20 percent, get so many customers. Send out a bunch of young kids whose only work experience is frying hamburgers at McDonald's to sell lawn care, get so many customers."

"If it works, Scorch, why fight it?"

"Why fight it! Wayne, I thought I taught you better than that. I'm

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not against using telemarketing or "phone power" or whatever they call it, to get leads and make sales, but if that is all these new companies have to offer, then we as an industry are in big trouble."

"Scorch, I haven't told you yet, but I'm using telemarketing this year."

"Well, I'm not worried about guys like you using the phone, Wayne—you've got the agronomic program to back it up."

"So do a lot of these new companies."

"Yeah, I guess so. And I guess the companies that just have sales with no turf knowledge to back it up will be out of business next year, and my customers will come back to me in the end."

"Hey, wait a minute Scorch, I thought you were getting out of the industry?"

"Getting out of the industry? Did I say that Wayne? How can I get out of the business? I've got a sales call to make on good old Mrs. Taylor. Might have to offer her some add-on services."

As he scooped up the check and walked out the door, I had the feeling that he wasn't going to have any problems at all keeping Mrs. Taylor's business. ■

ED. NOTE: The preceding story is a work of fiction, based in part on fact. "Scorch" and Wayne will make periodic appearances in LAWN CARE INDUSTRY.

New pesticide laws

New York Staters remain perplexed

Pesticide applicators as well as chief agents of the Department of Environmental Conservation in New York State remain perplexed over provisions of the new pesticide law.

Long Island applicators express particular confusion over statements in the law concerning certification and notification. These provisions most likely will have a

major impact on their work this year.

One provision states that any applicator of restricted use pesticides shall be certified. It is uncertain whether this will be strictly enforced in 1984, but "you can expect more will need to be certified," says Cynthia Harmon, chief of New York's Bureau of Pesticide Management. The new law, passed in the last legislative session, should be available for public hearings and comment by early fall.

A provision of the law that will immediately affect applicators requires that prior notice be given to dwelling occupants of any pesticide being applied. Notification must include all information on the label, including any warnings. Legislation is pending on notification of adjacent land owners, which is not required but "may be good business," says Harmon. The new law also increases penalties for violations of up to \$5,000 for the first offense and \$10,000 for subsequent offenses.

Harmon and another officer of the DEC fielded questions from some of the 2,000 people attending the 16th annual Professional Turf and Plant Conference sponsored by the Nassau/Suffolk Landscape Gardeners Association recently. Pesticide talk at the day-long conference was common, especially from Long Islanders feeling a backlash from the local alarm over chlordane contamination found last year.

15,000 calls

The DEC's office was inundated with 15,000 calls at that time, and is woefully staffed now to handle its enforcement duties. These facts were admitted to one questioner who asked why his call for a check on unlicensed operators went unheeded.

The DEC could not answer another question pertaining to where people could legally wash application equipment, another concern to Long Islanders who are finding contamination in their groundwater. For disposal of pesticides—another touchy issue because of decreasing landfill space—the DEC recommended that the industry pool its resources with the community and hire a waste hauler for a designated cleanup day.

Possibly because of these concerns, the conference's largest attendance, including 200 exhibitors, made it the largest one-day turf event in the nation. Another draw was the selection of a group of national experts for the program. John Jagschitz and Drs. Harry Niemczyk, Henry Indyk and John Ahrens all came from out of state, as did equipment expert Paul Des Champs and landscaper Andre Viette. ■

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BUILT TOUGH

DATES

Arizona Turf and Landscape Conference and Trade Exhibit, May 3-5, Ramada Inn-McDowell Road, Phoenix, AZ. Contact: Dr. W.R. Kneebone, Department of Plant Sciences, University of Arizona, Tucson, AZ, 85721. (602) 621-5323.

ALCA Landscape Supervisors Training Workshop, May 10-11, Orlando Hyatt, Kissimmee, FL. Contact: ALCA, 1750 Old Meadow Rd., McLean, VA, 22101. (703) 821-8611.

PLCAA Regional Seminar, May 16, Gainesville (FL) Hilton; contact Nick Dennis, Pro Lawn. (904) 737-8873.

Florida Turf Update and Field Day, May 17, University of Florida, Gainesville, FL. Contact: Dr. Charles H. Peacock, 1523 HS/PP Bldg., University of Florida, Gainesville, FL, 32611. (904) 392-1832.

North Carolina Turfgrass and Landscape Field Day, May 23, NCSU field plots, Raleigh, NC. Contact: J.M. DiPaola, 1126 Williams Hall, NCSU, Raleigh, NC, 27650. (919) 737-2657.

Tennessee Turfgrass Management Research Field Day and Equipment Show, May 29, University of Tennessee, Knoxville, TN. Contact: Dr. L.M. Callahan, Ornamental Horticulture and Landscape Design, University of Tennessee, Knoxville, TN, 37901. (615) 974-7324.

Southern California Turfgrass Council Annual Meeting, June 18, Michael's Restaurant, City of Commerce, CA. Contact: Ed McNeill, 1000 Concha St., Altadena, CA, 91001. (213) 798-1715.

PLCAA Regional Seminar, June 19, Omaha (NE) Old Mill Holiday Inn; contact Chip Dolittle, Northern Lawns. (402) 493-2252.

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

PLCAA Regional Seminar, June 26, Denver (CO) Holiday Inn—I-70 East; contact Dick Miller, Ever-Green Lawns. (303) 442-7415.

University of Massachusetts Turfgrass Field Day, June 27, South Deerfield Turfgrass Research Station, South Deerfield, MA. Contact: Dr. Joseph Troll, Dept. of Plant and Soil Sciences, Stockbridge Hall, University of Massachusetts, Amherst, MA, 01003. (413) 545-2353.

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

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

PLCAA Regional Seminar, July 17, Cincinnati, OH; contact Paul Jacqueman, Chem-Lawn. (614) 888-3572.

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

PLCAA Regional Seminar, July 26, Rochester (NY) Hilton; contact David Sek, Monroe Tree and Landscape. (716) 438-2900.

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

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

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

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

Professional Lawn Care Association of America Conference and Trade Show, Nov. 12-15, Curtis Hixson Hall, Tampa, FL. Contact: Jim Brooks, PLCAA, P.O. Box 70455, Marietta, GA, 30007. (404) 977-5222.

Ohio Turfgrass Conference and Show, Dec. 3-6, Columbus, OH. Contact: Dr. John Street, Ohio Turfgrass Foundation, 2021 Coffey Rd., Columbus, OH, 43210. (614) 422-2601.



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Officers and directors of the New York State Turfgrass Association were elected at the recent annual meeting. The slate for 1984 is: **Janet Worthington Dudones**, The Ed Worthington Corp., Saranac Lake (president); **Jack Sloane**, Oakwood Morningside Cemetery, Syracuse (vice-president); **William Stark III**, Cortland Country Club, Cortland (secretary-treasurer). Newly-elected directors are: **Gene Bowler**, Green Gene's, Port Washington; **Ted Horton**, Westchester Country Club, Rye; and **Richard Canale**, Cortland Youth Bureau, Cortland.

Bernard R. Ford has been named director of marketing for O.M. Scott & Sons Co. The former director of marketing development will have overall market responsibility for Scott Retail, ProTurf and Burpee product lines. He is a graduate of New York University.

James C. Jones, Jr. of Skandia Landscaping in Livonia, Mich. recently won first place in the landscape architecture category of the Metropolitan Detroit Landscape Association contest. Winning project was the Eugene Kasapis residence in Bloomfield. Jones is a graduate of Michigan State University.

Jacobsen Division of Textron has a new vice president for sales, **Ned Brinkman**, who will be responsible for all sales activities, including domestic, international and service parts. Brinkman, who joined Jacobsen in 1966, began his turf industry career at Tiffin (Ohio) Lawn Equipment Co. where he was general manager.

W. Leo Ekins is the president of



Brinkman



Ekins

the new Nor-Am Chemical Co., formerly Nor-Am Agricultural Products and BFC Chemicals. Be-

fore being named Nor-Am president, Ekins was director of research and development at BFC. He has a master's degree in




McPherson



Schaefer

weed science from Oregon State University.

Richard L. McPherson has been awarded a \$500 scholarship by Weather-Matic. The scholarship goes annually to a student in the park administration and landscape architecture department at Texas Tech University.

Mike Schaefer, who has been with F.D. Kees for 14 years, has been named national sales manager of the company, which manufactures commercial turf and lawn equipment. 



Powerful new medicine for turf diseases

VORLAN™ is Mallinckrodt's newest, toughest turf fungicide.

Enough experience has been gained with Vorlan by now — on golf courses and in university trials — to confirm that it establishes new standards of performance. Against Leaf Spot, Red Thread, Dollar Spot (even resistant strains!), and Pink Snow Mold, Vorlan delivers more effective control than any other fungicide available.

Vorlan's effectiveness — because it takes so little and lasts so long — also makes it economical, too.

If you haven't yet tried Vorlan, you should. Call Mallinckrodt toll-free, or contact your Mallinckrodt Turf Products distributor. No prescription is needed!

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Circle No. 126 on Reader Inquiry Card

Task force


from page 1

This course of action was chosen after Beliczky had taken the floor.

"We should consider changing the state pesticide law to pre-empt the authority of political subdivisions," said Beliczky, Chem-Lawn's governmental affairs specialist. "It's something we should shoot at...but we must find a good base of friendly legislators."

Though the group was originally formed of lawn care applicators, it will expand to include other pesticide applicator groups.

Named to the ad hoc committee were Marty Erbaugh of Lawnmark Associates (chairman); Page Mays of Barefoot Grass; Henry Gilbertson; Larsen; Beliczky; Halterman; Bill Burdick, president of the Ohio Turfgrass Foundation; Hofacre and Steinau.

"I think it's commendable that a group like this can meet when there's not a crisis," said Dr. Miller, who is also chairman of the Coalition for a Reasonable 2,4-D Policy. "Generally, these kinds of groups meet on a reactive basis rather than a proactive one." 

Getting customers no major problem in Chesapeake/Norfolk, Virginia area

Getting customers is the easiest part of running a chemical lawn care business in the Norfolk, Va. area.

And making their lawns look nice is the hardest part, according to Mark Nuzum of Turf Wiz, Chesapeake.

"In some areas during the spring, potential customers will chase you down the street waving money at you, saying, 'Spray me!'," Nuzum observes. "But you can really take some lessons in agronomy here."

The Norfolk area is borderline warm-season, where bermudagrass is native. Homeowners, however, are adamant about getting rid of the bermuda—and most have.

"Eighty percent of the people here have cool-season grasses," Nuzum relates. "But we're in a warm-season area and they're forcing K-31 to grow here."

Nuzum began at Turf Wiz in May, 1982 after working for Rollins Lawn Care for five years. He has the suburban Norfolk company in a high growth mode.

"ChemLawn and Tru-Green are the largest chemical lawn care companies in the area," he says. "Turf Wiz will be third by the end of 1984."

Planned growth

"We had 70 clients last spring and 550 by the end of last year. I would like to have 1200 clients by this June 30. I've been associated with branch operations that have put on 1500 in a spring, so it's not unbelievable. We plan on doubling our size for the next three years."

Turf Wiz services clients from the coast area, including Virginia Beach, to Suffolk, about 35 miles from the ocean. Many of the areas serviced by the company are in the formative or midway stages of progress—and that encompasses some high-income developments.

"There's plenty of business here now, but the market share is getting eaten up quickly," Nuzum notes. "We also have a high turnover rate because of the military population."

For the first time ever, the company will incorporate some dry applications with liquid, mainly because of the different types of grass it services. Besides common K-31 and hybrid bermuda, zoysiagrass and improved fescues are also abundant in the Norfolk area.

"We're using dry to customize what we already have in the truck. We have it arranged so that one truck can service both warm- and cool-season grasses," Nuzum notes.

This summer, Turf Wiz will continue a project begun last year.

"I had a little experiment with seeding, aeration and renovation

last year," Nuzum relates. "We ended up renovating 90 lawns and turned away a lot more. It's a lot of headaches, though."

"I thought I knew a lot about grass one-on-one, but when I got that dethatcher, I couldn't believe some of the lawns I saw!"

"Aeration, in this area, would be a great benefit; I know now that people need it. But there's got to

be an easier way to do it. And we're looking for a lot of renovations in the Virginia Beach area this summer, replacing bermudagrass with fescue."

One of the most successful sales programs Nuzum has instituted is the neighborhood "blitz." On a Friday afternoon, he has technicians leave notices at each door in a particular neighborhood. The first

thing next morning, everyone jumps into their trucks and heads out to that neighborhood for a "mini-parade." With their trucks criss-crossing each street in the area, they quickly make their presence known.

"It embarrasses the heck out of all the technicians at first," Nuzum says, smiling. "But when they see how good it works, they're okay."



Introducing a mower that won't break down every few yards.

The problem with most mowers is they spend too much time in the shop and not enough time on the job.

You won't find that with Toro's new 36" and 52" commercial walk rotary mowers. Because we build them with the same durability we build

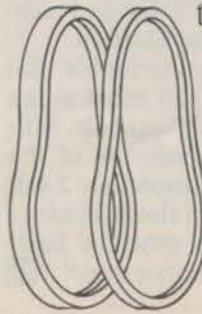
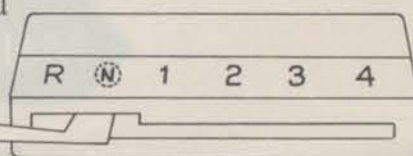
in our commercial riding mowers.

For instance, we gave them an actual 4-speed transmission with neutral and reverse. So they won't lock into a single speed like some variable speed pulley systems.

And, knowing the continual

problems you have with belts breaking, we added a much wider traction belt that's designed to last the life of the machine. We also eliminated an idler pulley on the deck drive belt, to make it last longer, too.

Even the





Mark Nuzum (right) and Mike O'Brien pose in front of Turf Wiz offices in Chesapeake, Va., not far from Norfolk. The pair expects to handle a greatly increased customer load this summer.

"One day, we had to call for reinforcements. We sold from 10 a.m. until dark, and we closed 90 percent of the contacts."

Turf Wiz uses two Ford F-250s and one Chevy ¾-ton truck. A 600-gallon main tank and a 100-gallon drop tank are mounted on one F-250. The other two trucks each have 300-gallon skid-mounted tanks.

Growth in the area is southeastward where new homes are sprouting up every day.

"The newer areas are better, because they've all been planted in fescue and you don't have to worry about native grass," Nuzum says. "My preference is new homes, because I can make their fescue look good."

Not long ago, Turf Wiz was the new kid on the block. No more, thanks to the advances made by Nuzum.

Our main goal is for people to say Turf Wiz is the best company in town—maybe not the biggest or the most profitable, but the best," Nuzum concludes. "And there's no place I'd rather be for lawn care than here."

—Jerry Roche

NEWS

Chemical gains posted in '83

The chemical industry, pulled down by several years of sagging national economy, posted healthy business gains during a much-improved 1983, according to a report by the Chemical Manufacturers Association.

The CMA, in its annual economic survey, said industry sales rose 9.6 percent during 1983 over the year before, to \$189 billion. The sales gain, CMA noted, was the result of an increase in the volume of products sold, and not the upward movement of prices.

"1984 looks like a boom year," says Myron Foveaux, a CMA assistant director who predicts sales to increase 13 percent over 1983 marks.

UAP division opens warehouse

The Special Products Division of United Agri Products recently combined its administrative and warehouse operations in a new complex located in Omaha, Neb.

The new 20,000-square-foot complex offers the tree and turf industries a centralized location for order-processing and distribution. A full staff of professionals is available for consultation about Clean Crop and other major brand pesticides by calling (800) 228-0096—(800) 642-8873 in Nebraska.

cutting spindles are engineered and protected to better withstand the shocks and jolts of everyday cutting.

While we were making our new commercial mowers tougher, we decided to make them more productive, as well.

We gave them a floating deck, same as our Groundsmasters®, so they'll follow the contours of the terrain while minimizing scalping.

We made it possible to change the height of cut in a minute by simply moving four pins.

And we came up with a

new steering design that makes it easier to maneuver around trees, shrubs and other obstacles. You simply push the steering bar to stop.

If our commercial walk rotary

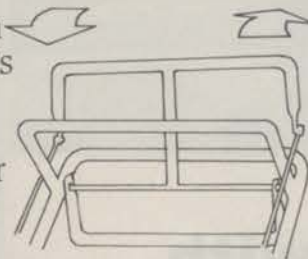
mowers are beginning to sound like no other walk rotary mowers you've

ever seen maybe it's because they are.

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Toro distributor soon. He can fill you in on all the details.

Whichever one you choose, it'll keep you cutting yard after yard, year after year.



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PRODUCTS

Four booklets offer product information

The Mobay Chemical Co. has printed and released four new pamphlet/booklets extolling the virtues and instructions for using Dyrene, Bayleton, Oftanol and Sencor.

Dyrene Turf Fungicide 50% wettable powder provides reliable control of *Drechslera* leafspot; Bayleton, now available as a dust-free water-dispersible granule formulation, is a fungicide for or-

namentals and turf.

Oftanol 5% granular and Oftanol 2 are for control of insects in turf; and Sencor provides goosegrass and broadleaf weed control.

Circle No.201 on Reader Inquiry Card

Turf rake designed to cut through thatch

Exmark Manufacturing Co. offers a new dimension in lawn care products: its power Turf Rake, which features a 20½-inch x 22½-



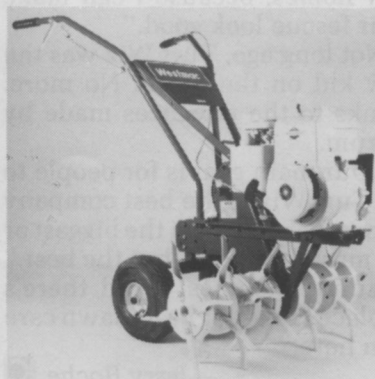
inch raking deck designed to cut through thick thatch and root-bound grass.

Powered by a 5 hp Briggs & Stratton engine, the Turf Rake slices through thick grass and unbinds roots with 28 hardened steel cutting fingers.

It also has an interchangeable slicer assembly to convert to an aerator, a three-quart fuel tank and single-action height adjustment.

Circle No.202 on Reader Inquiry Card

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Circle No. 109 on Reader Inquiry Card

New mowers cater to commercial mowing

Two additions to Jacobsen's line of riding rotary mowers, which cater to commercial landscape management, have been introduced for 1984.

The Turfcut II GW 224 and Turfcut II DW 224 both have four wheels, hydraulic-driven cutter



decks, power steering, foot-operated hydraulic implement lifts and hydrostatic transmissions. The GW 224 is powered by a 23 hp four-cylinder gas engine, while the DW 224 has a 22 hp three-cylinder industrial grade diesel engine.

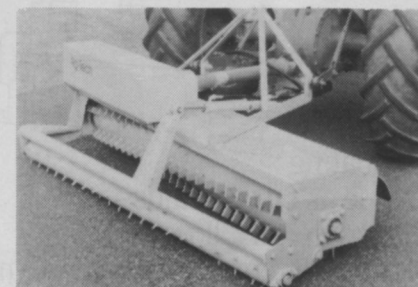
A complete line of accessories is also available through Jacobsen. Circle No.203 on Reader Inquiry Card

Preseeder converts lots into seedbeds

A new preseeders by Ag-Tech Industries quickly transforms rough-graded lots into flat, finished seedbeds.

Its specially-designed rotor and roller work in tandem to prepare soil for lawn seeding. The rotor is angled horizontally to displace rocks and other debris into a windrow.

Rotor depth is adjustable, allowing the machine to do finish grading and to prepare a smooth, even-textured seedbed free of



rocks and debris. The preseeders is operated from a minimum 22 hp tractor with 540 rpm PTO drive. Circle No.204 on Reader Inquiry Card

Ease loading with MELCHER super light FIBERGLASS RAMPS

Melcher's new 726 Super Light ramp weighs only 50 lbs., yet can handle loads up to 1500 lbs. The 7'x26" ramp is for use with trucks having beds up to 28" high. It can easily be carried in a pickup, step van or high-cube van and set in place by a single driver. Call or write for information on Melcher's full line of fiberglass ramps including dual ramps for loading 4-wheel equipment.



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115	130	145	160	175	190	205	220	235	250	265	280	295

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MAY 1984

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☐ Mowing/maintenance lawn care company

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☐ Equipment dealer and/or distributor
☐ Seed broker/dealer

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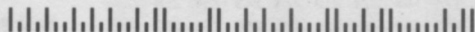
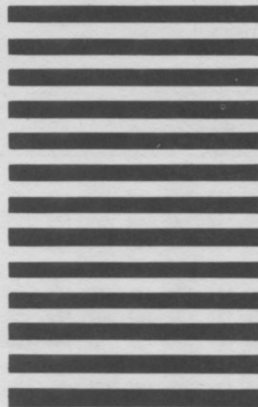
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New trailer line has wide range of sizes

The Donahue Corp., Durham, Kans., recently introduced a new line of utility trailers designed with a range of sizes and features to match individual operator needs.

Both tandem-wheel fixed bed and single-wheel tilt bed models are available with carrying capacities from 3,500-pound gvw single-axle models to 7,000-pound gvw in the tandem model.

Standard features include two-inch ball coupler with safety chain, stake pockets, clearance lights, and combination stop, turn and tail lights.

Circle No.205 on Reader Inquiry Card

Airbroom, trimmer easy and convenient

Stihl Inc. introduces the gasoline-powered BG-60E Airbroom and

the FS-50E trimmer.

The airbroom features easy, one-hand operation, a large fuel tank, and the Stihl anti-vibration system.

The trimmer is equipped with electronic ignition for dependable starting, an all-position diaphragm carburetor with integral fuel pump, a heavy-duty grooved ball bearing for the crankshaft which allows longer engine life, and a flexible steel, double-wound drive shaft with permanently sealed bearings at each end of the housing.

Circle No.206 on Reader Inquiry Card

Grasscatching system increases versatility

The latest innovation in grasscatching systems is now available from The Grasshopper Co., called the "Quik-D-Tatch."

This unit increases the overall versatility of the Grasshopper mower by letting the operator remove or re-attach a vacuum unit



easily, in three quick steps.

"Quik-D-Tatch" lets the operator conveniently go from areas which require a grasscatcher to areas that do not. It will be standard equipment and available for all three Grasshopper mower widths: 44-, 52- and 61-inch.

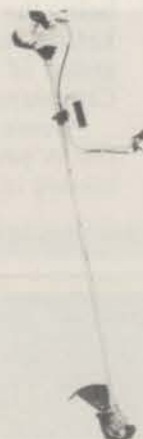
Circle No.207 on Reader Inquiry Card

Trimmer/cutter is an 'all-American' unit

The Hoffco JP-420 trimmer/cutter is an "all-American" unit with all components manufactured by companies in the U.S.

It features an entirely new two-cycle engine, the 32.8 cc Tecumseh T-C200, with needle bearings and a unique muffler design. The JP420 also comes equipped with a two-line monofilament head, an eight-inch Tri-Kut weed blade and an adjustable shoulder strap and hip pad. A nine-inch, 22-tooth brush blade for heavy cutting of shrubs and small trees is optional.

Circle No.208 on Reader Inquiry Card



Perennial ryegrass cultivars score high

Fiesta and Blazer—two perennial ryegrass cultivars—received top marks in turf trial tests in the National Perennial Ryegrass test conducted at the USDA's Agricultural Research Center, Beltsville, Md., last summer.

Fiesta and Blazer are both proprietary varieties of Pickseed West, Inc. Blazer received a mean score of 7 (9 being highest) and Fiesta a score of 6.9. Blazer was tops among 26 commercially-available cultivars for turf quality.

Circle No.209 on Reader Inquiry Card

Spraying herbicides without the drift

It is now possible to spray systemic herbicides within inches of ornamentals without the usual drift problems associated with high pressure sprayers, according to the makers of Wonder Flow.

The Wonder Flow sprayer features a special nozzle which will deliver an 18-inch adjustable ultra low-drift spray pattern, according to H.R. Krueger Enterprises Inc.

The one gallon plastic tank delivers enough herbicide solution to cover 2,000 square feet.

Circle No.210 on Reader Inquiry Card

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Body Fashions/Intimate Apparel	10,226	Lawn Care Industry	12,662
Candy Industry	3,800	LP/Gas	15,098
Candy Marketer Quarterly	10,224	Neurology	12,917
Dairy Field	23,694	Paperboard Packaging	12,594
Dental Laboratory Review	17,292	Paper Sales	12,752
Dental Management	102,105	Pest Control	14,722
Drug & Cosmetic Industry	10,618	Professional Remodeling	38,768
Flooring	22,042	Quick Frozen Foods	21,135
Food & Drug Packaging	66,359	Roofing/Siding/Insulation	18,316
Food Management	51,498	Snack Food	9,112
Hearing Instruments	17,708	Toys Hobbies & Crafts	13,697
Home & Auto	22,519	Weeds Trees & Turf	46,082

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Circle No. 125 on Reader Inquiry Card

Two insecticide formulations are new

Lebanon Chemical Co. introduces two new products to its extensive line of fertilizers and control chemicals: Oftanol 1.5 Granular and Lebanon pro 32-3-8 25% SCU + Oftanol 1.5.

Oftanol 1.5 Granular is formulated for both surface and subsurface feeding insects. It is granulated to maintain stability even when applied in extremely hot weather.

Oftanol 1.5 Granular has a low solubility and resists leaching when the material is distributed into the soil. It offers season-long grub control when applied at the proper rates.

Pro 32-3-8 25% SCU + Oftanol 1.5 is for turf areas needing control plus fertilizer.

Circle No.211 on Reader Inquiry Card

Weeder designed for long life, dependability

Making short work of unusually tall and thick weeds, grass and brush is the forte of the Weed Eater 1000 commercial trimmer and brushcutter.

Equipped with a full range of powerful trimming and cutting features, the 1000 is designed for reliable performance under the most gruelling cutting conditions. It is light-weight (20½ pounds) yet comes with a heavy-duty 37.7 cc, two-cycle engine and a one-liter fuel tank.

The 1000 has a 19-inch cutting path. A 10-inch sawtooth brush blade and a four-pronged blade are both available accessories.



Circle No.212 on Reader Inquiry Card

Large loads can be lifted easily

Peripheral Systems, Inc., Manchester, N.H., provides a product designed to help in lifting heavy loads, the Magic Mover, an all metal lift arm that can raise the heavy job so that four specially-designed rolling blocks can be placed under it.

Once in place, the object can be moved easily and the pivotal heads on blocks let you turn or twist the object while moving it.

Lifting capacity of the arm is 330 pounds and each of the rolling blocks can support up to 300



pounds, making it possible to move machinery or appliances up 1200 pounds.

Circle No.213 on Reader Inquiry Card

MARKETING IDEA FILE

'A-B-C-D' programs

Your lawn care customers are all different, and maybe you should be tailoring your lawn care programs to fit their different needs.

"We are seeing more and more lawn care companies going to A-B-C-D programs, 'A' being the top of the line," Rhone-Poulenc marketing representative Fred Whitcomb told a group of lawn care businessmen recently in Cleveland.

"Some will spend an extra \$150 and go for the 'A' program," Whitcomb said, "and it can be money in your pocket."

Whitcomb said that one St. Louis company did a mailing offering its 5,000 customers disease control. One out of five customers signed up for the program.

Whitcomb and representatives of Northrup King Co. and Cushman/Ryan hit the interstates recently on a six-city Midwest seminar tour explaining how lawn care businessmen could use their companies' products to generate extra profits. Other stops on the tour were Milwaukee, Detroit, Chicago, Cincinnati and Columbus.

LONG-LASTING OFTANOL HITS GRUBS WHERE THEY LIVE

Grubs. There is one product and only one product that stops them so completely for so long. [®]OFTANOL turf insecticide.

It works.

OFTANOL provides the longest and most cost effective grub control available.

It works so well for so long because its low water solubility helps it resist leaching to keep it in the upper soil profile. Where the grubs feed.

OFTANOL comes in two formulations: OFTANOL 5% Granular and OFTANOL 2 in-

secticide, a liquid. Use recommended rates and follow label directions.

OFTANOL turf insecticide. It hits grubs where they live and then they're dead. See your turf chemicals distributor.

Postage won't rise

According to a top Postal Service official, postal rates will not rise before early 1985, an unexpected windfall for many LCOs who use direct mail sales programs and make other heavy use of the U.S. mails.

Last November, the Postal Service proposed a \$3.5 billion-a-year package of rate increases averaging 15.4 percent for all classes of mail. That proposal would have increased first class mail from 20 to 23 cents for the first ounce.

However, the Postal Service expects \$300-\$400 million extra revenue in 1984 than forecast, partly because of more mail.

The new rates were due to be implemented by October 1, 1984, at the earliest. But the Postal Service's operating surplus of \$616 million for fiscal 1983 and an additional \$400 million surplus from Oct. 1, 1983 to Feb. 17, 1984 could well push the postage increase into 1985—or at least until after the Presidential elections.



Heavy duty sprayer fits garden tractor

The Big John heavy duty spot sprayer, a 37-pound unit, easily attaches to a garden tractor, riding mower, three-wheeled ATV, or a pickup bumper.

Included in the assembly is a 10-gallon poly-tank, chassis, self-priming pump, on/off toggle switch, five-foot battery lead wires with terminal clamps, spray wand, and 10-foot length of hose. An optional spray boom features shut off valve and two floodjet spray tips at 40-inch spacing which provides up to an 80-inch spray pattern with low ground clearance.

Apply herbicide, insecticide, or fertilizer. Specific mounting brackets are available.

Circle No.214 on Reader Inquiry Card

Perennial ryegrass gets certificate

International Seeds Inc. has been granted a Plant Variety Protection Act certificate for Regal turf-type perennial ryegrass.

Regal, according to International, is considered perhaps the darkest green of the modern ryegrasses. It is widely used in northern areas for permanent turf and in southern regions to overseed dormant native grasses in the winter.

In a 1980 trial in Nebraska, Regal was No.1 among 35 other established and experimental varieties in color ratings. It is also low-maintenance.

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AND THEN THEY'RE DEAD.

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Applications of OFTANOL, properly timed, will control existing populations of sod webworm larvae, billbug larvae, chinch bugs, and Hyperodes weevil larvae. It works.



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FROM PAGE ONE

Million dollar lawn care companies

\$1,000,000+

ChemLawn Corp.
Columbus, Ohio

Lawn Doctor Inc.
Matawan, N.J.

Tru-Green Corp.
E. Lansing, Mich.

Ever-Green Lawns
St. Louis, Mo.

Excelawn Inc.
Louisville, Ky.

Davey Lawnscape
Kent, Ohio

Orkin Lawn Care
Atlanta, Ga.

Lawn Medic
Bergen, N.Y.

Spring-Green Lawn Care Corp.
Naperville, Ill.

Leisure Lawn Inc.
Dayton, Ohio

Hydro Lawn Inc.
Gaithersburg, Md.

Perf-A-Lawn Corp.
New Carlisle, Ohio

Barefoot Grass Lawn Service
Worthington, Ohio

R.W. Collins Inc.
Satellite Beach, Fla.

Lawn King Inc.
Fairfield, N.J.

Turf Doctor Inc.
Framingham, Mass.

Pampered Lawns
Houston, Tex.

Perma-Green
Boise, Ida.

Liqui-Green Lawn Care Corp.
Peoria, Ill.

Tempo 21/Lawn Beautiful
Wheeling, Ill.

Super Lawns Inc.
Rockville, Md.

Lawnmark Assoc.
Peninsula, Ohio

Spray-A-Lawn Inc.
Youngstown, Ohio

Spray-A-Lawn Inc.
Pittsburgh, Pa.

Nitro-Green Corp.
Bismarck, N.D.

Shur-Lawn Corp.
Omaha, Neb.

Royal Lawns Inc.
Pine Brook, N.J.

Greenkeeper Inc.
San Antonio, Tex.

Greenlon Environmental Serv.
Cincinnati, Ohio

Lawn Groomer
Normal, Ill.

Keystone Lawn Spray
Wayne, Pa.

Green-A-Lawn
Hillsdale, N.J.

Lawn-A-Mat Chemical & Eqpt.
Mineola, N.Y.

Lawnrite Corp.
Long Island, N.Y.

Spray-A-Lawn Inc.
Orrville, Ohio

Perf-A-Lawn
New Carlisle, Ohio

Monroe Tree & Landscaping
Rochester, N.Y.

Pro-Grass Inc.
Hubbard, Ore.

Old Fox Lawn Care
E. Providence, R.I.

L&M Lawncare
Cleveland, Ohio

\$750,000-\$1,000,000

Village Green Ltd.
West Chicago, Ill.

LawnLife Corp.
Salt Lake City, Utah

All-American Turf Beauty
Van Meter, Ia.

Four Seasons Lawn Care
Parkville, Mo.

Green Care Lawn Service
Birmingham, Ala.

Easy Lawn Corp.
Piqua, Ohio

Green Stuff Inc.
Minneapolis, Minn.

Fox Valley Pro Lawn Care
Appleton, Wisc.

Jay-Lan Inc.
Sioux City, Ia.

Fertilawn Inc.
Bloomington, Minn.

Kapp's Green Lawn
Munster, Ind.

Metro Lawn Systems Inc.
Vienna, Va.

Highland Park Lawn Co.
Grand Island, Neb.

Grass-Roots Inc.
Olathe, Kans.

Hydro Lawn Spray
Salem, Va.

Hydro-Green Lawn & Leaf
Warminster, Pa.

Pro-Grass Inc.
Baltimore, Md.

Lawn Clinic Inc.
Cupertino, Cal.

Evergreen Lawns
Manchester, Conn.

J.C. Ehrlich Co.
Reading, Pa.

McGinty Brothers
Long Grove, Ill.

The largest companies

from page 1

homes in the Dayton, Ohio area. That meant \$6 million in 1983 business for 180 peak-season and 120 year-round employees.

Hydro-Lawn's seven outlets did \$5.57 million in business last year, serving 27,000 homes. That Gaithersburg, Md. company employed 92 year-round people last year.

Perf-A-Lawn reported sales of more than \$5 million to 155,000 Ohio homes. Its 32 outlets employ 80 year-round personnel and 225 during the peak season.

R.W. Collins Inc. of Satellite Beach, Fla. did \$3.7 million to more than 20,000 lawns last year. Its 15 outlets employ 115 people.

Pampered Lawns was the

southwest's largest independent with \$2.5 million business in 1983. Its one outlet employs 50 year-round and 100 during the peak season.

Perma-Green of Boise, Ida., from five outlets, did \$2.4 million in 1983.

Super Lawns treated 8600 lawns from its Rockville, Md. headquarters and 16 franchises last year. That amounted to more than \$2.3 million gross sales with 15 year-round employees and 38 in the peak season.

Tempo 21 reports 1983 sales of \$2.253 million in 1983 from 17,500 lawns. Its four outlets employed 35 year-round and 70 peak-season.

Nitro-Green of Bismarck, N.D. serviced 17,000 lawns for gross sales of \$1.5 million. Its 20 franchises employs 27 year-round and 75 peak-season personnel.

The Shur-Lawn Company did \$1.42 million business out of just two outlets in 1983. It needed 29 year-round and 47 peak-season employees to service more than 8500 lawns.

Royal Lawns, a New Jersey licensing company, reported 1983 sales of \$1.4 million. It has 14 independent outlets which serviced 4500 lawns. The headquarters employed 15 year-round and added one person in the summer.

Green Keeper, from five branches in the San Antonio, Tex. area, serviced 11,000 lawns last year. That accounted for \$1.3 million gross sales. The company employed 45 year-round and 55 peak-season people.

Greenlon Environmental Services sold \$1.1 million worth of lawn care to 9000 people around Cincinnati, O. Its one outlet employs 20 year-round and four


more during the peak season.

Lawnrite Corp. of Long Island, N.Y. did \$1.075 million on 6000 accounts out of just one outlet. That company employs 10 persons year-round and 20-25 peak-season.

Spray-A-Lawn of Orrville, O. did \$1.06 million business to 6700 lawns. It employed 24 year-round and 30 during the peak season from its one location.

Monroe Tree & Landscape reports \$1.04 million in chemical lawn care for 1983. That Rochester, N.Y. business did 6500 home lawns from its four outlets.

Pro-Grass, Hubbard, Ore., did \$1.02 million in sales to 7000 homes. Its four outlets employ 28 year-round and 35 peak-season.

Green-A-Lawn reports 1983 sales of more than \$1 million. Its five outlets serviced between 4000 and 5000 lawns. 

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Heavy Duty Log Splitter Sale

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13.6 GPM @650 PSI/3600 RPM max.

Item #1013. \$127.00
16 GPM use with 8 Hp+

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Item #902424 2" shaft 4" bore 24" stroke \$115

4-Way Control Valves

Built-in relief valve, 3/4" in-out ports, 1/2" cylinder ports.

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Has pressure sensitive detent, hands free on return stroke.

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10 Hp. Tecumseh cast iron sleeve #6010 \$224

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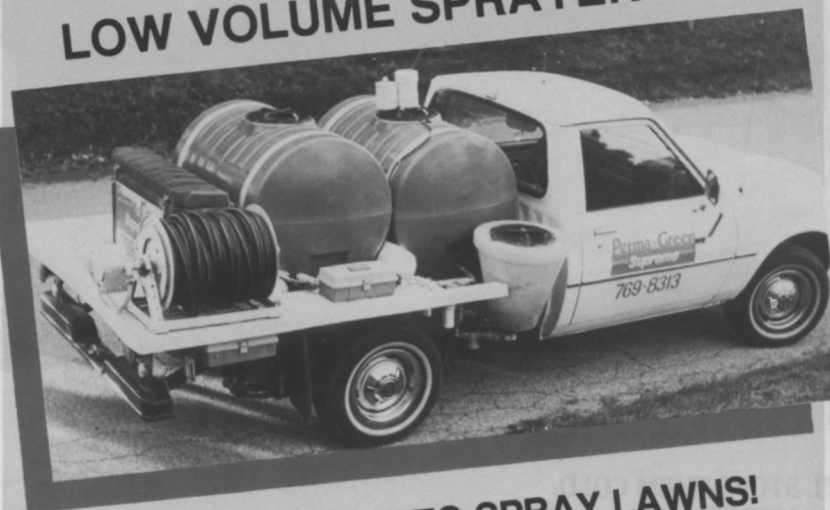
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When Congress considers the likes of H.R. 3818, a proposed amendment to FIFRA that would devastate the pesticide registration process, and the federal courts ban government spraying by relying on National Environmental Policy Act technicalities, you know we're in trouble.

Add in state legislation, local government regulation, EPA's lack of credibility and public hysteria (induced by emotion and fear-pandering anti-chemical interests) and you have the perfect equation to take pesticides off the market.

What can we do about it? Plenty.

And that's why we are asking for your support of 3PF: the Pesticide Public Policy Foundation. In a nutshell, it means organizing amongst our friends, communicating with one another and telling our story far and wide.

The fact is, risk awareness is overwhelming the pesticide debate. And, the risk being talked about isn't being put into perspective. The politics of pesticides is making a mockery of science.

Unless we change the trend, we can expect to lose more 2,4,5-Ts, EDBs and on and on.

We simply must reassert the benefits we all gain from pesticides: sterile hospitals, clean restaurants, an enjoyable environment, disease prevention and high quality food. In other words, our risks from losing pesticides far out-weigh our risks from using pesticides.

To do the job, we need to communicate among ourselves with accurate information, use our facts strategically to save pesticides and network out to our friends with the story.

This process works. 3PF is already providing help in New Jersey, Florida, New York, Washington, Illinois and elsewhere. And, the information, education and assistance we've provided have helped stop some of the senseless legislation and regulation being proposed in its tracks. That's the same result that needs to occur in Congress and elsewhere.

That's why we hope you'll come in, because people make the difference.

Members automatically receive the "Politics of Pesticides Report," a monthly 3PF update on what's happening around the country. And when you know what is going on, you'll be

positioned to help yourself and to help us face the pesticide controversies of today and tomorrow. Armed with facts, we can allay fear and put reason back in the public's perspective.

So please, take a minute to meet 3PF and spend a few "cost of doing business" dollars—to stay in business.

Working together, we can

make the difference in keeping available our prime tools: pesticides.

Dave Dietz

Dave Dietz
PPPF



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

PLCAA '84 Tampa

NOVEMBER 12-15

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

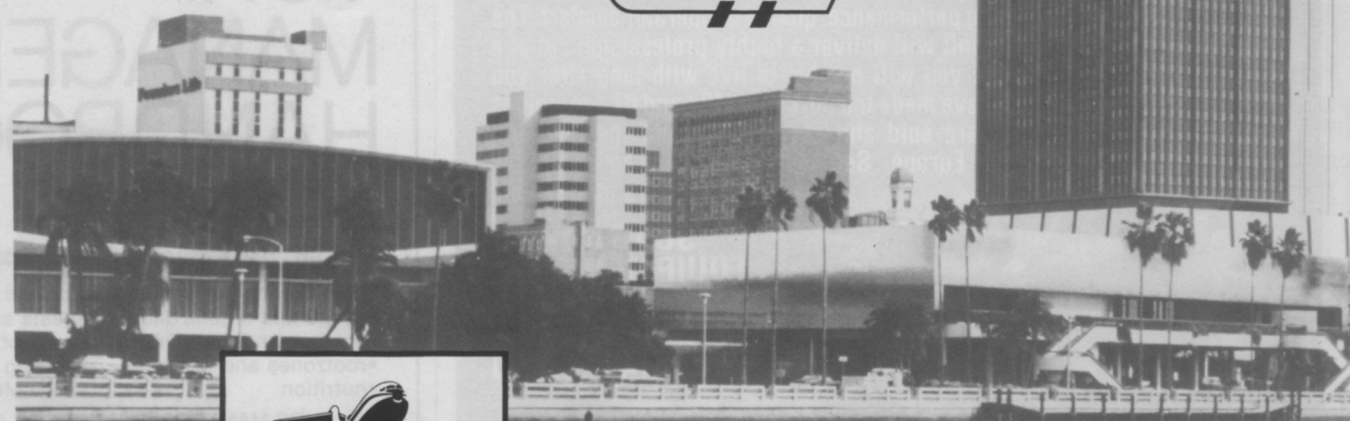
And what a week it will be! PLCAA '84 is shaping up to be the biggest, best gathering of powerhouse speakers and exhibitors in our five-year history. The seminar program has been expanded to offer over 16 hours of educational programming hosted by a new lineup of outstanding speakers, problem solvers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

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

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

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

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



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

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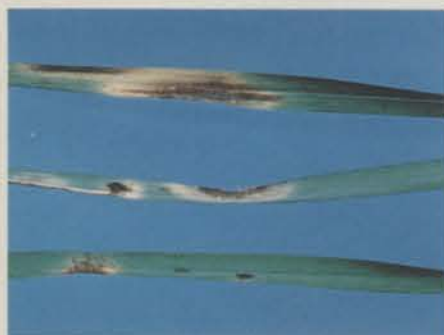
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LCI 5/84



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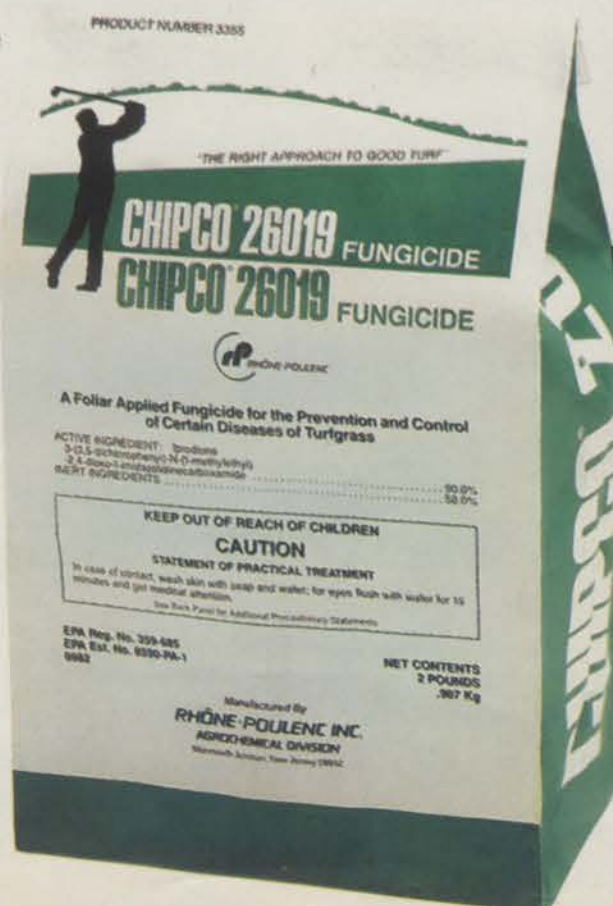
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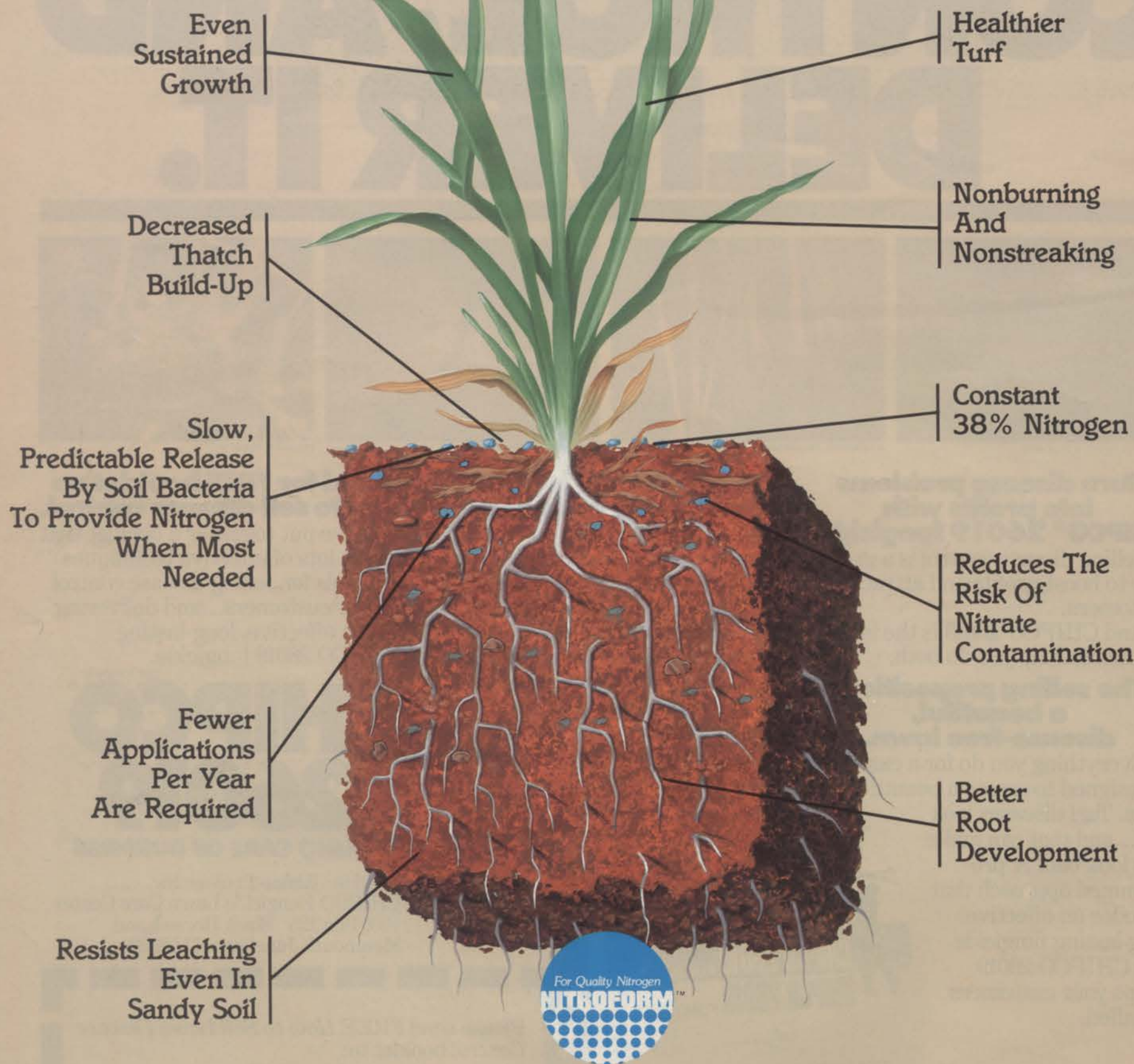
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