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# LAWN CARE INDUSTRY

Serving lawn maintenance and chemical lawn care professionals

## State of the Industry

# Lawn care/landscape receipts vault to more than \$2 billion

Gross sales of the nation's leading lawn care and landscape management companies in 1983 was a record-setting \$2.22 billion, an increase of 20.0 percent over the 1982 figure.

According to LAWN CARE INDUSTRY's annual "State of the Industry" survey, sales to customers of landscape managers totaled \$1.17 billion, and sales to chemical lawn care customers totaled \$1.05 billion. Those figures represent a substantial increase over the \$1.85 billion industry total of 1982.

Three months ago, the "State of the Industry" questionnaire was mailed to a random sample of 500 readers. Response rate was 26 percent, nine percent better than last year's survey. Industry-wide figures for this report were obtained by multiplying survey averages by the magazine's total readership: 6,901 in the landscape management market and 3,899 in the chemical lawn care market, according to the Business Publications Audit of Circulations, Inc.

Though the 1983 gross sales increase was 20 percent over 1982, this particular sample reported an increase of 24.6 percent. In addition, the respondents predict a 25.7 percent increase this year.

Judging by survey results, the typical LCI reader had 611 chemical lawn care customers who accounted for gross sales of



\$97,370 in 1983, and 39 landscape management-type clients who accounted for \$108,446. So the average LCI reader, who grossed \$205,816 last year, expects that to climb to \$247,000 this summer.

Respondents indicated that an average of 90.8 percent of their accounts were residential, which means that LCI readers serviced about 6.4 million home lawns in 1983. Overall, more than 7.0 million accounts were serviced.

The survey further shows that about seven out of 10 LCOs are

involved in disease control, aeration and/or renovation. Of the three add-on services, disease control is slightly more popular with 73.6 percent of the respondents answering positively. Aeration tasks are undertaken by 71.9 percent of the respondents, and renovation by 69.4 percent.

Just 5.8 percent of the people who answered the questionnaire indicated that they are involved in a full-blown telemarketing program, though 21.1 percent said they use telephone solicitation as part of their advertising plans.

Referrals and rebates—used by 78.9 percent of the sample—were the most popular means of advertising. In addition, advertisements in the Bell Yellow Pages were second with 71.1 percent responding

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## Someone 'woke up the giant'

The March, 1977 issue of WEEDS, TREES & TURF magazine carried the headline, "Sleeping giant on the verge of awakening," a reference to the then-infant lawn care industry.

The giant is now awake, healthy, and growing by leaps and bounds.

WT&T's initial estimate of the lawn care industry seven years ago was \$668 million. Today, LAWN CARE INDUSTRY reveals its annual State of the Industry report with the news that the industry has reached at least \$2.2 billion in gross annual sales. That is an average yearly growth of 22 percent—a phenomenal rate.

That story about the sleeping giant proclaimed: "Less than five percent of some eight million acres in home lawns in the United States have been touched by lawn care businesses, now in a dramatic upward growth spiral." Today, by contrast, experts estimate a 25 to 30 percent market penetration.

With much of the available market remaining untapped, the industry's growth rate will probably remain in the 20 percent range for a least a few more years.

## Next month:

# Marking the Columbus







# Look beyond spring. Use DURSBAN to stop fall bugs, too!

Nothing tops DURSBAN\* Insecticide for stopping spring-emerging insects in turf. But unless you spray it again in late summer, you could be heading for a fall, come autumn. Because even the long-lasting residual action of DURSBAN won't last quite that long. So you could miss sod webworms and other tardy types.

To protect your customers' lawns from spring through fall, apply DURSBAN Insecticide twice a year—on your first round to control the early risers, and again later in summer to stop the late arrivals.

The cost is reasonable: as little as 46¢ per 1000 sq. ft. application. That makes a double treatment a sound investment for your customers. They get year-long protection against insects. And you avoid the

awesome costs of call-backs and weakened customer relations.

DURSBAN will get just about every bug you want it to...chinch bugs, sod webworms, bill bugs, turfgrass weevils, armyworms, cutworms, ants and more. So look beyond spring. Apply DURSBAN Insecticide twice this year and get the fall bugs, too.

DURSBAN insecticide. In familiar 2E and concentrated 4E liquid formulations, and now 50W wettable powder. See your Dow distributor. And ask about our new "DURSBAN Delivers The Goods" incentive program. Be sure to read and follow all label directions and precautions. Agricultural Products Department, Midland, Michigan 48640.

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**Keeps you looking good all year.**



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4901

Circle No. 102 on Reader Inquiry Card



## INDUSTRY NEWS

# Stanley Steemer in lawn care

Stanley Steemer, a nationwide franchising company for carpet cleaning services, will franchise lawn care services beginning next spring.

Stanley Steemer officials say that more than 100 of its carpet cleaning franchisees have expressed interest in opening lawn care operations, and that most will have the equipment to begin in the spring of 1985.

"Our people are beating the doors down to get into lawn care," says Wes Bates, president of Stanley Steemer's lawn care division. "We're surprised with the way things are going; so far, there haven't been any negatives. We will be ready to start franchising next winter."

No name has been chosen for the company's lawn care services yet, though a decision was near at presstime. Stanley Steemer owns a lawn care service called "Forever Green" in Columbus, Ohio (location of its corporate headquarters), but that name will not be used on the national level.

Stanley Steemer will provide equipment to franchisees, including lawn care trucks, which it manufactures itself.

The new lawn care division will offer virtually every lawn care service under the sun, including chemical controls, fertilization, dethatching, mowing, mulching and seeding.



Joe Gordon, John Hassey and Wes Bates of Stanley Steemer

"Our company will be built on quality," says John Hassey, vice-president of operations. "We're going to be different, but nobody's going to do lawn care better than us."

Joe Gordon, vice-president of production, estimates that total gross sales for the new lawn care franchises "could be as much as \$40 or \$50 million within five or six years."

The new division hopes to attract skilled lawn care personnel from its competitors.

"If you want an opportunity, this is the place to come, from an agronomist on down," notes Hassey.

"Our problem won't be getting the people," adds Bates, "it'll be doing a good job. We'll go after the entrepreneurial person. Our goal will be to give these people the opportunity to be successful

on their own.

"There's no doubt we'll go like hell in this thing, because there's no way an employer can compete against an owner/operator."

Stanley Steemer has more than 230 carpet cleaning franchises.

## Brochure is a cooperative effort

The Chemical Specialties Manufacturers Association, the National Agricultural Chemicals Association and the National Pest Control Association have combined to produce a pesticide-oriented brochure for the general public.

Called "Pesticides: A Better Life for All," the two-color brochure answers 12 commonly-asked questions about pesticides and their application, including pesticide storage and disposal.

The free brochure, which is targeted to the homeowner, can be obtained through any of the three sponsoring organizations:

NACA, 1155 Fifteenth St. NW, Washington, DC, 20005; CSMA, 1001 Connecticut Ave. NW, Suite 1120, Washington, DC, 20036; or NPCA, 8100 Oak St., Dunn Loring, VA, 22027.

## Arsenal herbicide available from American Cyanamid

A versatile new systemic industrial herbicide that shows what American Cyanamid calls "one of the broadest spectrums of control" will be available this spring.

Called Arsenal, a single application controls most undesirable target vegetation for six months or longer at reasonable cost, says American Cyanamid. It works as both a contact and

residual herbicide, and treated plants stop growing a few hours after spray application.

The imidazolinone is effective against Johnsongrass, trumpet-vine, kudzu, greenbriar, phragmites, broomsedge, dogbane, milkweed and various perennial grasses.

It is easily soluble and stable in spray solutions.

## MEMOS

**THANK YOU**, readers. One of our measures for determining whether you are reading us is the number of Reader Inquiry Cards returned each month. We've just received word that 1983 brought 16,901 product inquiries from 4,446 readers, a huge 51 percent increase over 1982 figures. Again, thanks readers—and keep them cards and letters rollin' in.

**ORKIN EXTERMINATING** took issue with a statement made in the March issue of LCI. Terry Allen, lawn care manager for Orkin's southeast region, in a memo to LCI's editorial offices, said: "You stated Orkin Exterminating started a lawn care division a few years ago. Well, that is true for the non-Florida market. Lawn care was started in Florida in 1952—32 years ago!" Thanks for the correction.

**DR. HARRY NIEMCZYK**, speaking on Long Island recently, bemoaned the fact that—with the retirement of Dr. Haruo Tashiro of Cornell—he is the only one left on the continent studying turfgrass insects fulltime. He also said that, pending EPA's approval, Ciba-Geigy would be releasing isazophos under the name Triumph, which would aid in grub control. Rhone-Poulenc has petitioned EPA for a label for ethoproph 5G or Mocap, which should come within the year.

**CUTLESS**, or EL500 plant growth regulator being marketed by Elanco, is a highly effective chemical with action similar to pp333, according to L.D. Tukey of Penn State University. Research has shown Cutless's effectiveness on trees and woody ornamentals. Like pp333, Cutless interferes with gibberellin biosynthesis in plants; its half-life in the soil, however, is

approximately 50 percent that of pp333, which probably will not be available in this country until 1988.

**MIKE RYAN** of Creative Lawn Care, Fox Lake, Ill. is following the success formula of another, more established Chicago-area firm when it comes to the materials he uses. "I use strictly dry fertilizer," Ryan says. "I have a fetish like McDonald's—they sell hamburgers for 50 cents and it's worth millions of dollars: if it works, don't sell cheeseburgers."

**PUBLISHING IS** one of the top reasons people join professional organizations, according to a Gallup poll. The survey said that the most important way an association can serve its members is through publishing journals, newsletters and other periodicals. Second most important was developing contacts and meeting others in the field.

**JOHN DEERE & CO.** has dropped out of the snowmobile manufacturing business. Polaris Industries Inc. of Minneapolis, Minn. and Deere have reached an agreement under which Polaris will buy Deere's patents and some of its snowmobile manufacturing equipment. "Essentially, we see our future in lawn care," said Deere spokesman Robert Shoup in the Des Moines (Ia.) Register.

**FINALLY**, Estech Inc. has launched a quarterly newsletter called "Fertilizer Profits" to its independent dealers; and housing starts dropped eight percent in January, though the construction industry sees a strong market this year. Single-family housing "will do well," according to the Kiplinger Report.



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## ALCA offers insurance info to membership

The Associated Landscape Contractors of America (ALCA), through the CNA Insurance Co., is offering a free booklet to its membership entitled "Insurance for Contractors."

The \$7.50 value was written by Walter T. Derk. Subjects covered include: the changing insurance marketplace, liability coverage changes, coordinated insurance programs, association safety groups, professional liability, understanding risk management and others.

ALCA members wishing a free copy should write to CNA Insurance Companies; (attention ALCA program manager); CNA Plaza, 36S; Chicago, IL, 60685.

## Nor-Am forms new sales group

Nor-Am Chemical Co. has announced the formation of a new specialty chemicals sales group, to be responsible for the sales, market development and growth of Nor-Am's professional pest control, turf and ornamental, specialty chemical and animal health care markets.

Jim Widman of Kansas City, Mo. has been named group sales manager.

Turf and ornamental chemicals produced by Nor-Am are Nitroform, Prograss, Turcam and Deltic.

## O.M. Scott has new formulation

Pro Turf Nitrogen Fertilizer, a 41-0-0 methylene urea suitable for use as suspension in liquid fertilization, is now being sold by O.M. Scott & Sons, Marysville, Ohio.

The fine-particle milled nitrogen hit the market in January, 1984, on a limited basis.

According to Dr. John Long of the Scott research department, "Most of it will pass through a 40 mesh screen, which—based on our research—makes it applicable to most lawn care companies which use liquid fertilizers." Long said the new product will not clog spray nozzles.



For  
Disease Control



For  
Insect Control

# DOUBLE DUTY DUO

## on turf, trees and shrubs

**Duosan is** Mallinckrodt's double-action broad spectrum fungicide. It goes to work instantly as a contact fungicide, then remains active as a systemic fungicide.

Duosan effectively controls 8 turf diseases — including Leaf Spot, Red Thread, Dollar Spot and Brown Patch — and it's now also approved for control of 9 tree and shrub problems including Apple Scab, Anthracnose, Rust, Powdery and Downy Mildews, and others.

With just one fungicide — DUOSAN — you can control 17 disease problems on turf, trees, and shrubs!

**Dymet is** Mallinckrodt's double-action insecticide. It delivers a quick kill upon contact, then provides long-lasting residual control.

Dymet is effective against surface insects such as Cutworms, Chinchbugs, and Sod Webworms, and can also be mixed for use on sub-surface pests. In addition, it controls a wide variety of insects on trees, shrubs, and ornamentals.

With just one insecticide — DYMET — you can control 25 insects on turf, trees, and shrubs!

**Mallinckrodt**

P.O. Box 5439  
St. Louis, MO 63147  
(800) 325-7155

For more information on Duosan, or Dymet, or both, call Mallinckrodt toll-free. Or, contact your Mallinckrodt distributor. You might eliminate a long list of problems all at one time!



## UPFRONT



## Real 'state of the industry'?

As you've probably noted by now, you're reading our annual State of the Industry issue. This year, we've included results from our yearly survey, plus observations from a wide range of lawn care operators from coast to coast.

Is this the real "state of the industry" though? Do these statistics really mean anything?

The answer to each of those questions is both yes and no.

Yes, this is the definitive "state of the industry" report, because no one else in the country does such a complete job (though there are more thorough studies done on individual aspects of the industry by special interest groups). And yes, the statistics really do mean

something: they are a measure of exactly what kind of readership LCI has, of its readers' concerns, and of the businesses run by its readers.

On the negative side of the coin, however, this is not a true measure of the entire industry.

Our magazine takes pride in having most of the "upscale" LCO market covered. But there are hundreds and hundreds of small operators who never receive the magazine, and whose businesses are not covered by the annual survey.

The foremost reason for not trying to reach each and every little operator? Because it is virtually impossible. New companies pop up like weeds (as you know better than we do), and just as many bite the dust every year.

One of our competitors recently claimed a mailing list of more than 20,000 lawn care and landscape maintenance businesses, yet our magazine circulates to only about 11,000. So if you're reading this, you may consider yourself the "cream of the crop," simply because—as a reader—you're a member of our target audience, the upscale LCO.

Two years ago, more than 60 percent of our readership grossed less than \$50,000 per year and only 1.5 percent grossed more than \$500,000. According to this year's State of the Industry results, 12.9 percent of our readers grossed more than \$500,000 in 1983 while just 32.4 percent grossed \$50,000 or less.

Our survey shows that your sales were \$2.22 billion dollars last year. The industry, however, may have grossed \$2.8 or \$3.0 or even \$3.2 billion. Nobody really knows because the extra one-half to one billion is unmeasurable—by anyone.

So the results of our annual survey may not be a completely accurate measure of the entire industry. But it's close enough for us, and it'll suffice until we can figure out a better way to judge the businesses and buying power of the entire industry.

Our hopes then, as you continue to leaf through the magazine this month, rest with you having as much fun reading this valuable (we hope) information as we had compiling it.

*Jerry Roche*

Jerry Roche  
Editor

## NORTHROP KING PRESENTS

**THE HEAVY TRAFFIC,  
CLEAN MOWING,  
SALT TOLERANT,  
DISEASE FIGHTING,  
SUN-TO-SHADE  
GRASS SEED.**

*No one grass seed combines every characteristic for every type of turf. That's why Northrup King research has developed a complete line of Medalist Turf Products to meet specialized professional needs.*

MEDALIST TURF PRODUCT	MAJOR AREAS OF USE	SPECIAL FEATURES
Athletic Pro Mix	High maintenance athletic turf	Both are well suited for new seeding or overseeding. Fast establishing, excellent traffic tolerance, and rapid recovery. Provides good footing.
Athletic Pro II Mix	Low to moderate maintenance athletic turf.	
Boulevard Mix	Any area with high pH (roadsides, sidewalks, boulevards, beachfronts, etc.)	Contains both "Fults" <i>Puccinellia distans</i> and Dawson red fescue which thrive on high saline or alkaline soils. Performs at low to high fertility levels.
Landscape Pro Mix	School grounds, cemeteries, golf course roughs, lawns	Fast establishing. Adapts to broad range of conditions and management levels. Low to moderate fertility requirements.
Overseeder II Mix	Fairways, tees, athletic fields	Fast establishing, traffic tolerant, disease resistant, penetrates compacted soil.
Medalist North Mix	Fairways, tees, cart paths, wear areas	Long term quality in high traffic areas. Clean mowing and disease tolerant.
Premium Sod Blend	Commercial sod producers	Fast establishing, exceptional dark green color, shade tolerant, superior disease resistance.
Special Park Mix	Parks, commercial developments, lawns	Low fertility tolerance, shade tolerant, adapts to wide range of soil types.

Ask your Northrup King distributor about the Medalist Turf Products for your needs. Or write Northrup King Medalist Turf Products, P.O. Box 959, Minneapolis, MN 55440.





## NEWS

### Tests determine Oftanol's efficacy

Oftanol, a commonly-used turfgrass insecticide, was recently determined to offer good control of grubs in a series of tests conducted by Paul B. Baker and Haruo Tashiro of the New York State Agricultural Experiment Station.

In a report published by the New York State Turfgrass Association, the pair said, "Scarabaeid or white grubs continue to be the most urgent insect problem...especially in light of recent reported failures of the preferred material Oftanol on Long Island."

Baker and Tashiro noted that Oftanol was not at fault in the above instances.

"We are convinced that resistance to Oftanol is not the reason for performance failures," their summary noted. "The problem appears associated with a combination of factors: thatch, lack of rainfall, not getting the material to the target zone...and timing."

"It is imperative that the grubs are actively feeding before or shortly after you apply your insecticides."

### Pesticides make Maryland air

In a Jan. 21 commentary on Hagerstown (Md.) Broadcasting Co. radio stations, president-general manager John T. Staub took the side of pesticide applicators.

Staub, in "Common Sense and Nonsense," said:

"Researchers conclude that the health danger posed by dioxin does not rate 'an exceptionally high public policy priority.' As one scientist put it, 'the science simply does not support the hysteria.'"

"Nobody in government seems to be asking whether money could be better spent on more obvious health hazards," Staub said. "Dioxin scare-stories make good headlines, which is probably why a Michigan State scientific symposium got virtually no coverage in the national media."

### Daniel, Indyk formulate lawns

Dr. William H. Daniel of Purdue University and Dr. Henry Indyk of Rutgers University are offering a new service to homeowners, in cooperation with regional turf experts.

Daniel and Indyk will peruse lawn questionnaires obtained from homeowners which cover basic growing and maintenance factors. They will then prescribe the correct seed mixture for each particular instance.

The service, Prescription Lawn Seed, is being made through Greenview home and garden dealers.

Circle No. 114 on Reader Inquiry Card→

## Get a better handle on leafspot, dollar spot and brown patch control

Get Daconil 2787® fungicide, and you've got yourself the most effective control money can buy.

Because nothing matches Daconil 2787 performance when it comes to fighting leafspot, dollar spot and brown patch. Plus seven other destructive turf diseases including red thread and stem rust.

The fact of the matter is, Daconil 2787 gives you the broadest spectrum of disease control on the market today.

What's more, Daconil 2787 resists wash-off. So it keeps on working during heavy rains or watering for maximum disease protection.

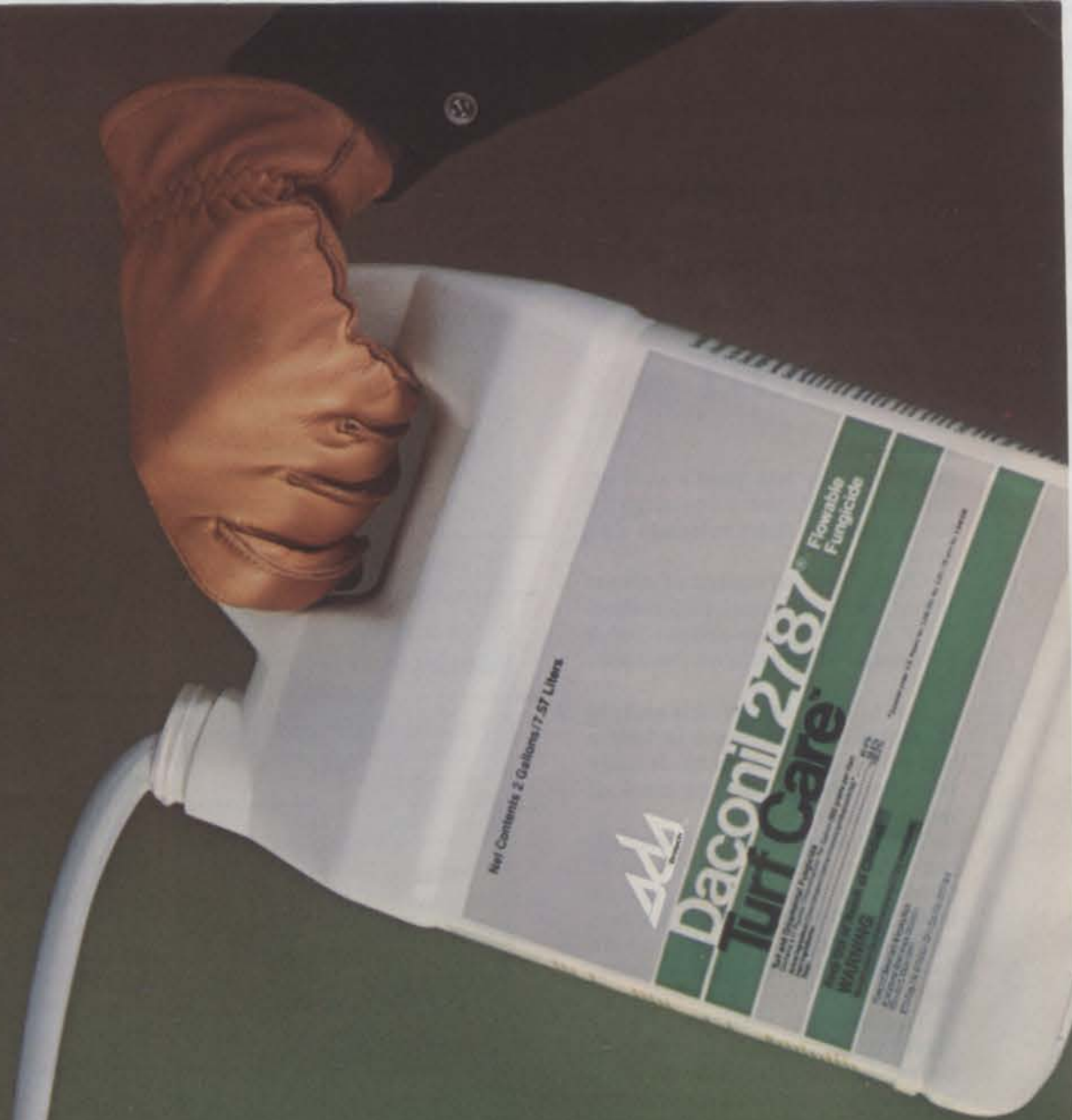
And it's just as effective against common diseases on 45 ornamentals.

So this season, get a better grip on disease control. Get Daconil 2787 from SDS Biotech. Also available in wettable powder.



Agricultural Chemicals Business  
SDS Biotech Corporation  
7528 Auburn Road, P.O. Box 348  
Painesville, Ohio 44077

Always follow label directions carefully when using turf chemicals.





# Industry tops \$2 billion

from page 1

positively. In last year's survey, the Yellow Pages were slightly more popular than referrals and rebates.

Other popular means of advertising were personal solicitation (57.0 percent), newspaper (46.5 percent) and direct mail (36.0 percent).

Just 17.4 percent of this sample indicated that they have in-house computer systems, considerably less than the 25 percent mark of last year's sample.

The typical LCI reader, according to the survey, spends 29.93 percent of his gross receipts on labor; 15.70 percent on fertilizers and pesticides; 7.94 percent on fuel and 4.02 percent on advertising.


The average reader's pre-tax profit is 20.53 percent. Overall, the predominantly chemical lawn care business scored higher in this category than the predominantly landscape management business, 22.19 percent to 19.58 percent.

Projected over the entire readership of the magazine, those figures mean that pre-tax profits of lawn care businessmen in 1983 were \$456.3 million. They dumped \$665.3 million into the labor market, spent \$176.5 million on fuel for their vehicles and paid \$89.4 million for advertising.

The survey also indicated that readers plan to spend \$81.40 million on granular fertilizers, \$41.53 million on pre-emergence herbicides and \$39.63 million on liquid fertilizers in 1984.

According to the survey, the typical LCI reader derives 35.5 percent of his total receipts from chemical lawn care, 41.1 percent from landscape management and 23.4 percent from allied work. Approximately 15 percent of the magazine's readers claim that their entire business is in chemical lawn care. Another 7 percent claim to do exclusively landscape management accounts. That leaves 77 percent of LCI's readers involved in both chemical lawn care and landscape management.

One interesting note is that individual firms receiving LCI on a monthly basis seem to be booming. According to the magazine's 1982 "State of the Industry" report, 64.7 percent of its readers grossed less than \$50,000 per year. By the 1984 survey, that percentage had shrunk to 32.4. In 1981, 19.4 percent of LCI's readership grossed more than \$100,000; last year, 43.3 percent grossed more than \$100,000.

While this study may not be a precise evaluation of the entire market, it does indicate to some extent the averages for the magazine's readership. 

## IN 1984, WHAT DO YOU PREDICT YOUR EXPENDITURES WILL BE ON:

<u>Chemicals, supplies</u>	<u>% sample purchasing</u>	<u>average per purchaser</u>	<u>projection to LCI readership</u>
Granular fertilizer	93.3	\$8080.93	\$81.40 million
Pre-emergence herbicides	87.5	\$4394.56	\$41.53 million
Liquid fertilizer	50.0	\$7339.42	\$39.63 million
Insecticides	90.4	\$2454.95	\$23.96 million
Post-emergence herbicides	82.7	\$2658.84	\$23.74 million
Grass seed	78.8	\$1909.33	\$16.26 million
Fungicides	76.9	\$1296.63	\$10.77 million
Soil amendments	40.4	\$1251.19	\$5.45 million
<u>Equipment</u>			
Tractors	24.0	\$7444.00	\$30.13 million
Walk-behind mowers	55.8	\$2763.49	\$16.64 million
Riding mowers	25.0	\$4705.77	\$12.71 million
Irrigation equipment	26.0	\$4284.26	\$12.02 million
Sprayers, pumps, nozzles, etc.	72.1	\$1376.87	\$10.72 million
Spray tanks	46.2	\$1674.17	\$8.34 million
Aeration equipment	37.5	\$1741.54	\$7.05 million
String trimmers	47.1	\$632.96	\$3.22 million
Tree care equipment	31.7	\$835.30	\$2.87 million

### State of the Industry

## Most LCOs are 'independents'

Three out of every four businesses in the tree/lawn care industries do not belong to either a state or regional professional organization, according to the National Urban Pesticide Applicators Survey.

The survey, undertaken by Frederick W. Immerman of the Center for Survey Statistics, found that 74.37 percent of all tree/lawn care firms did not belong to a regional or professional organization. Just 18.73 percent of the 3208 companies said that

they did, compared to 41.14 percent of 5496 structural pest control operators.

According to the survey, dubbed "NUPAS," most of the companies involved in tree or lawn care fell into a bracket of less-than-\$25,000 gross sales per year (30.55 percent). Here are breakdowns by size of tree/lawn care companies:

<b>Less than \$25,000</b>	<b>30.55%</b>
<b>\$25,000-49,999</b>	<b>11.85%</b>
<b>\$50,000-99,999</b>	<b>16.20%</b>
<b>\$100,000-199,999</b>	<b>14.62%</b>

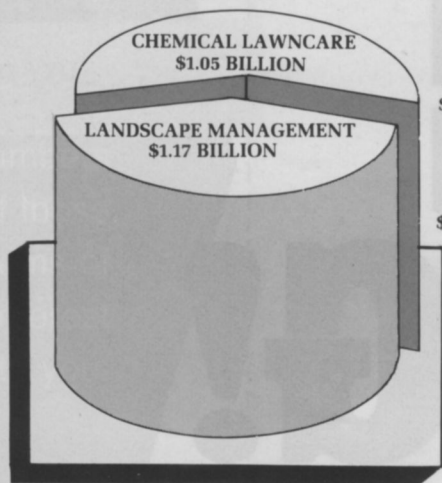
<b>\$200,000-499,999</b>	<b>9.55%</b>
<b>\$500,000-999,999</b>	<b>3.10%</b>
<b>More than \$1,000,000</b>	<b>2.86%</b>

NUPAS also studied chemical use among the country's urban pesticide applicators. Among common lawn care chemicals, Betasan ranked highest with 1,092,868 estimated pounds having been used in 1981. Here are some of the chemicals surveyed, followed by their estimated annual use for the 1981 calendar year.

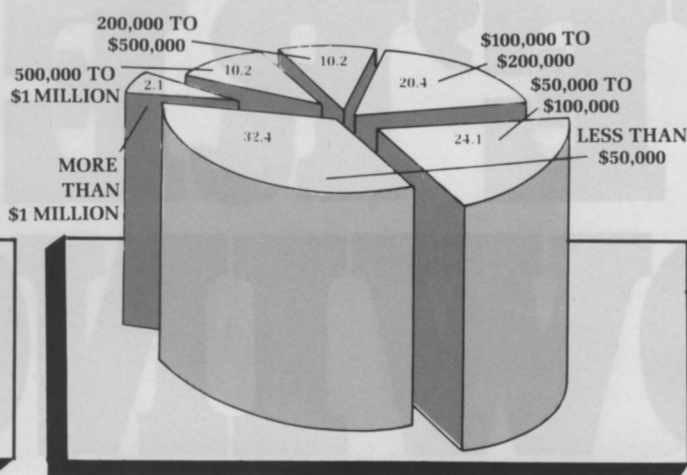
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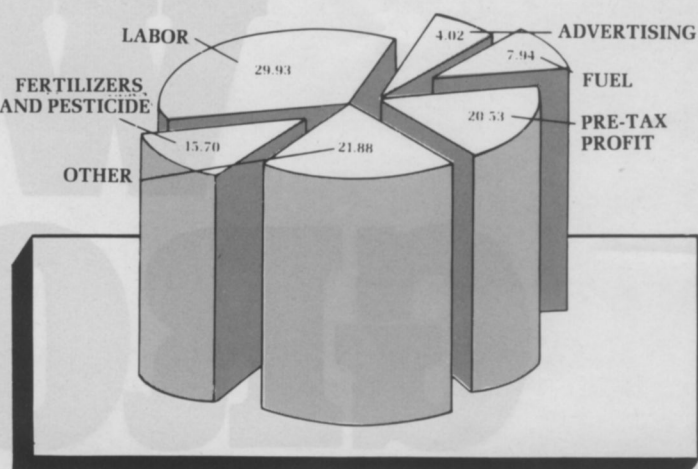
## PROJECTED SIZE OF THE LAWN CARE INDUSTRY \$2.2 BILLION TOTAL



## HOW MUCH GROSS SALES DID YOU REGISTER IN 1983?



## WHAT PERCENTAGE OF YOUR 1983 GROSS RECEIPTS WENT TOWARD THE FOLLOWING



from page 8

Betasan	1,092,868
Dacthal	898,245
Diazinon	542,808
Dursban	502,014
2,4-D	397,248

### Power equipment

According to Warner C. Frazier, president of the Outdoor Power Equipment Institute, that industry was expected to come out of its trough this year. Frazier, president of Simplicity Manufacturing, said that shipments of walk-behind mowers are expected to increase by 8 to 10 percent to approximately five million units.

Lawn tractors and riding mower shipments are expected to grow to about 750,000 units, a 12 percent increase over 1983, reaching that number for only the sixth time since 1946. Garden tractors are expected to share in the recovery with a 15 to 20 percent gain.

Individual equipment companies are sharing in the optimism. Frazier is projecting a 12 to 15 percent increase at Simplicity. Briggs & Stratton officials predict a 17.5 percent increase in sales this year. Bolens hopes to equal last year's 20 percent growth. And The Toro Co. is projecting a 21 percent increase this year.

### Homeowners

Dr. David Martin of the Chem-Lawn Corp., speaking at the Midwest Turf Conference at Purdue University, issued these statistics on homeowner attitudes toward lawn care:

- Six percent of 45 million owner-occupied single-family homes with lawns in this country contract for professional lawn care. That percentage jumps to 13 for homes with incomes over \$20,000 per year.

- Fifty-two percent of homeowners surveyed believe mowing and watering are the most important practices in lawn care. Twenty-six percent said fertilization.

- Of all lawns contracted for professional lawn care, 34 percent

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- **Annual Convention and Show**—The annual PLCAA Convention and Show keeps members abreast of the latest ideas, operating know-how, and industry developments. The national meeting encourages the exchange of new ideas and gives industry suppliers the opportunity to demonstrate products and equipment.

- **Newsletter**—To help members keep up with the latest ideas, trends, and activities of the association and industry, PLCAA publishes "Turf Talks". Included are articles covering current technical, management, economic, legislative and association news.

- **Awareness Program**—Developed to increase the visibility of PLCAA and your participation as a member, the program promotes professionalism and increases the confidence of the public in the integrity of the lawn care industry.

- **Property and Casualty Insurance**—A comprehensive business protection program that protects your company from the dangers of underinsurance and the waste of overinsurance.

- **Soon to be Offered: Major Medical and Group Life Insurance**—Programs designed to serve members with quality insurance at a competitive cost.

- **Technical Resource Manual**—This publication provides members with technical information vital to operating their businesses on a professional and agronomically sound basis.

- **Seminars**—Regional seminars are offered to members at a reduced registration fee. Sessions are aimed at providing agronomic and management information tailored to today's business climate and the lawn care profession.

- **Credit Association**—The Professional Lawn Care Credit Association is designed to meet the collection of delinquent account needs of members. The PLCCA is the only collection service sanctioned by PLCAA, and is open only to members.

- **Legislation Update**—A significant factor in today's business climate is the constant presence of proposed changes in local, state and national legislation and directives by regulatory agencies—changes that could seriously affect the successful operation of your lawn care company. Through PLCAA's Pesticide and Environmental Issues Alert Committee and the Pesticide Public Policy Foundation, Inc., you'll be kept informed of issues and legislation affecting the profession and industry.

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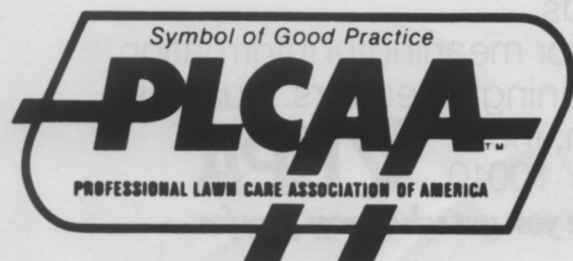
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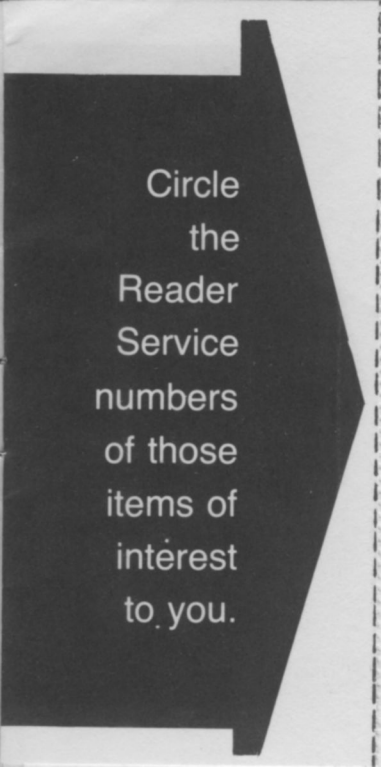
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# Lawn care owners speak out...

As part of its annual "State of the Industry" report, Lawn Care Industry contacted 14 lawn care owners/operators to see how things are going in their part of the country. Here is what they had to say:

\* \* \* \* \*

## Mark Chevrier Colonial Lawn Care Prospect, Connecticut

Mark Chevrier has Colonial Lawn Care in a high growth mode. The company, which has been in business for four years, predicts a growth rate of 70 to 80 percent this season, duplicating last season. But he feels especially threatened by pesticide legislation.

"If pesticide regulation is allowed to continue," he says, "the business could pretty much become a thing of the past. I know in Massachusetts, they've pushed through some very, very negative legislation toward lawn care companies pertaining to pre-notification and so forth."

He likes the job being done by the PLCAA with the annual convention and its interest in helping members deal with environmentalist-sponsored legislation.

## J. Landon Reeve III Chapel Valley Landscapes Woodbine, Maryland

Chapel Valley Landscapes has experienced "fairly dramatic growth," in the past two years, says J. Landon Reeve III. Last year the company racked up a 50 percent increase, and early into the current season, Reeve reports an additional 40 percent.

"It's not unusual for a firm that's less than five years old to experience such growth," reports the owner of the full-service maintenance company. "We're doing several thousands of dollars of business, but we're still small. If we were two to three times the size we are now, it would be much more difficult to penetrate the market that much."

He anticipates growth in the range of 30 to 40 percent a year over the next four years for the maintenance area. "After that it will slow down to 20-25 percent."

Noting that chemicals introduced to the industry during the past five years "are much more environmentally sensitive," than the post-war compounds in use for many years, Reeve says the industry has a role in telling consumers the whole story about responsible pesticide use in the '80s.

"That's not to say they're absolutely wrong," he notes. "We just haven't explained it to the public."

## Joe Stout III Complete Lawn Service Arlington, Virginia

Joe Stout III is looking forward to the PLCAA Tampa convention this November.

"We learned a lot from the conventions that we've been able to implement on the job," he intones. "We also send out the PLCAA creed with every estimate, and endeavor to follow that creed. That seems to really impress the customer."

Stout says that his business increased 25 percent last year, and will continue this year. "We have almost total control over our increase, being in business as long as we have (13 years). We have a good reputation, and pretty much manipulate how much business we have. Washington is a good area for lawn care services, but you've got to be good to stick around."

Stout also notes that "they're getting more strict on certification in Virginia. When I took the certification test it was open-book, and it was a joke. Now, apparently it's not an open book test."

"I think that area is cause for concern. People who get out and fool around with chemicals and don't know what they are doing are going to have problems."

## Tim Drake University Lawn & Shrub Spartanburg, South Carolina

Tim Drake doesn't like the term "professional lawn care."

"Why?" he says. "Because there are so many of those turkeys with a spray pack who go out and oversell it. We call ourselves contract applicators."

Drake has been in business since 1966, as basically a lawn/grounds maintenance company. "As we saw the need arise for services, we just added them," he notes. When mention of last year's growth is made, he jokingly reacts, "47 percent—I can't stand it!" This year, Drake hopes growth approaches 18 to 20 percent.

Drake does not put major emphasis on all his pesticide applicators being certified. "They are qualified," he explains. "There's a big difference between being certified and qualified. I can take a manual and sit down and learn to fly an airplane, but you wouldn't want to ride with me."

He doesn't believe, either, that



any more pesticide legislation is needed. "At this point, it's a liveable situation. I would not want to see it get any stricter, though," Drake says. "What we've got now is adequate, and I don't think we need to supercede it. Abuse over the years has been from homeowners more than anyone else. The industry has pretty well policed itself to this point."

## Ed Lancaster Lancaster Landscapes Leesburg, Va.

Lancaster Landscapes is leveling off its volume of business as the Washington D.C. market becomes saturated.

Owner Ed Lancaster reports a 20 percent increase in gross receipts last year, and forecasts a maximum 10 percent increase in receipts for the 1984 season. "We just picked up three big contracts, and we've pretty much saturated this market," Lancaster says.

His company has been offering disease control, renovation, dethatching and aeration services for several years, and Lancaster foresees "slow expansion" for his company over the next several years. "We already have 90 percent of the market," he explains.

Five of his 450 employees have their state certification in pesticide application, and Lancaster says of the pesticide controversy, "I don't think there's a problem. It's just environmentalist rhetoric clouding the facts of urban pesticide use."

## Charles Baird Green Thumb Lawns Austell, Georgia

PLCAA member Charles Baird would like that group to police chemical applicators whose ethics aren't up to snuff.

"If I'm going to be paying dues to the PLCAA, I'm going to expect them to do something about policing the industry," he notes. "A branch of a major company just moved into town, and of all the unprofessional companies I've known, they take the cake."

Baird has seen Green Thumb grow at an annual average of 16.3 percent during the last five years. "We expect about that same rate this year," he says.

Baird would like to see the test for pesticide applicators get more

difficult, though "things are getting better in Georgia."

"I also think it should be a requirement that all applicators are certified, maybe within 12 months of when they're going to be out on a job."

What impact will pesticide legislation have on the industry in the future? "A big impact, if some of the people—guys like me—don't get their heads out of the sand and do something."

Baird has been in business since 1974. He offers all types of chemical lawn care, including disease control, but no mechanically-oriented services like aeration, and no renovation.

## Joe Williams Lawn Master Pensacola, Florida

"We had about a 40 percent growth last year, and we're expecting about a 35 percent growth this year," sums up Joe Williams. "We're fairly new; we've only been in business about four years. But we're predicting to continue to grow in our area, and possibly expand."

He lists pesticide regulation among the things that could have a profound effect on the future of the industry.

"It could be very damaging if it got out of hand," he says. "If we don't monitor it ourselves and get control of it—misuse of pesticides, that is—we've got enough of it that environmental groups will definitely take advantage of our mistakes and hurt us all in the long run."

He thinks the PLCAA, of which he is a member, can help in this—and other—areas. "I like what they're doing to help us concerning legislation, because without them we couldn't do it ourselves. They can also help monitor the industry and set the guidelines that we can all go by. I'm looking forward to them offering some things the small businessman in this industry cannot do, like getting insurance and maybe establishing a retirement plan like ALCA's."

## Rick Steinau Greenlon Enterprises Cincinnati, Ohio

Rick Steinau believes that his business will be up 37½ percent this summer, after a 25 percent increase last season. Part of that growth will





come from an expanding maintenance division—and part may come because of the professional reputation Greenlon has. For instance, Steinau makes sure everyone on his payroll is a certified applicator.

"That's not state law, that's my law," he says. "Everybody's licensed, including our sales and clerical staffs. We feel it's worth the fee, and it's worth their time. If they're going to be in this business, they should be able to pass the test, and it gives them some sort of feeling of accomplishment."

Steinau, who is a member of the Ohio Pesticide Task Force, sees some trouble in the future for the industry.

"We really walk a tight line," he notes. "We may be in trouble the day that the public finally opens their eyes and they weigh the pluses and minuses of the industry. Do we only, in fact, create pretty lawns, and are we doing anything environmentally positive? And that's a real question which I don't think the industry has faced yet."

#### Dana Smithlin Foothill Grounds Tucson, Arizona

The Tucson area appears to be quickly recovering from the effects of the recession, observes Dana Smithlin, reporting a 25 percent climb in maintenance business for the first half of 1984.

"When the economy gets rolling," Smithlin says, "Tucson grabs onto it much quicker than the rest of the country, because the southwest economy is pretty much separated from the rest of the world," owing to the region's fast-growing population and service-based economy.

"If the interest rates don't go up too much, to, say, 15 or 16 percent, by the year 2000 we'll have double our current population," Smithlin says.

Replacing in-house maintenance departments with contracted services also is gaining wider acceptance.

The popularity of the southwest has alleviated a once-crucial concern: manpower. "We're just starting to get the better-skilled workers who want to stay with you," Smithlin notes. "A few years ago the labor force was so tight, I had to beg for workers to come and apply."

When it comes to the pesticide regulation controversy, Smithlin believes in "very strong laws on pest control—only people who know what they're doing should ever play around with chemicals." She insists on full protective clothing for her crews, and spray jobs are started at 5:30 or 6 a.m. so the job's finished before the summer winds kick up the pesticides and the heat bears down on her workers.

In addition to strict regulations, Smithlin advocates more and more

education regarding all aspects of the industry in addition to information on chemical use. But she acknowledges that the industry has come a long way already.

"Nine years ago people didn't even know how to mow a lawn properly," she recalls.

#### Mark Yahn Ground Control Landscaping Orlando, Florida

Mark Yahn admits he doesn't know the full story surrounding the pesticide-use controversy, because he's too busy making a living to keep close tabs.

"It seems the environ-

mentalists have the time to look into every nook and cranny," he comments.

Yahn's company uses only non-restricted pesticides for ornamental spraying, and subcontracts out all the rest of the pesticide work.

Ground Control consists of design/build and maintenance divisions. It enjoyed an 11 percent increase in gross receipts during the '82 lawn care season, 37 percent last summer, and Yahn is forecasting a 35-40 percent increase this year.

He says the construction industry in Florida had slackened its pace during the recession, but maintenance contracts held up well during that period. Starting

last year the construction industry resumed growing, and Yahn anticipates continued construction for the 1984 season.

Beyond this year, Yahn said his firm's prosperity "depends a lot on South Florida's economic growth, and that depends on the presidential election," because of the government's impact on interest rates. If Reagan is re-elected, local officials anticipate "strong growth" for the next four to five years.

What if interest rates climb again? "We'll beef up the maintenance side and squeeze what we can out of that," Yahn replies. "Maintenance is not inflation-proof, but it's resistant to change."

# How to unload bushels of clippings single-handedly.





**David Schubert**  
**D&J Lawn Company**  
**Clarkston, Michigan**

Although Michigan residents have been among the hardest-hit during the recession, David Schubert says he's beginning to see light at the end of the tunnel.

During the 1982 and 1983 seasons, D&J "took a little nosedive," in gross receipts, Schubert recalls, because his mostly-residential clientele cut back on their household budgets. "People were mostly shopping for price. We're a full service company, so we're not the cheapest," he says.

But Schubert is optimistic this season, partly because the larger

firms in his area are already booked for the summer. "I consider myself a medium-sized firm, and I got squeezed in the middle last year. I have a little more room to work with this year," he admits.

Schubert anticipates continued improvement in the market over the next two to three years, but says he makes it a policy not to plan further than three years at a time. "I'm not planning to make any super long-range plans with expenditures," he says, because too many variables can impact the economy within three or four years.

D&J offers disease control services on request, recently began offering dethatching, and is working on selling aeration and renova-

tion services to more customers. "It's very difficult trying to get people interested in having them done," he reports. "I think you have to have a good customer base and have it done periodically," in addition to the regular maintenance schedule.

While large lawn care firms have helped establish a good image for the industry, Schubert believes smaller companies need to concentrate more on training and supervision of pesticide use to head off problems.

"I hate to say it, but there are some people in this business who have no business being in business," he said. "I think everyone who applies chemicals should have passed a certification test."

**Mike Sobraske**  
**Gardeneer**  
**Minnetonka, Minnesota**

Mike Sobraske is all for higher professional ethics.

"If we can lobby for more professionalism and higher standards throughout the industry, I don't think we'll have any problems with environmentalists," he surmises. "I don't think we're going to have a lot of the incompetence out there throwing a log of chemicals around. As a matter of fact, I'd like to see the PLCAA do a little more public relations work and get the industry a little more professional by lobbying the states for tougher licensing and standards."

Gardeneer, which has been in business since 1971, is one of the few businesses contacted with steady sales. "We really didn't increase at all last year. It'll probably be the same this year, and we may actually do 5 to 10 percent less in landscape maintenance," Sobraske notes. "The competition's a bit tighter this year."

**Steve Elliott**  
**Earth Enterprises**  
**Auburn, Washington**

Aggressive and comprehensive management has made Earth Enterprises profitable, and Steve Elliott isn't about to slacken his pace.



In 1983 his firm increased its gross receipts by 27 percent, and in early April the company had already posted a 75 percent increase for 1984, bringing its total dollar volume to \$6.7 million. Compared to the firm's \$300,000 in receipts for 1977, Earth Enterprises has enjoyed phenomenal growth in less than a decade.

Though Elliott claims the Auburn-area economy "stinks," his secret is that "we're no longer taking our fair share—we're taking everything we can get." To back up that bold objective, the firm developed a 160-page, five-year plan that projects \$15 million in revenues by 1989.

"Everything is planned and managed," Elliott says. "We have a board of directors and we run this thing like a company. Also, we negotiate about 85 percent of our contracts."

Earth Enterprises consists of landscape contractors, a maintenance division, a landscape architecture division, a nursery and an affiliate spray company.

Elliott thinks there is a problem regarding pesticides, "and I think the problem is in the industry. You have a problem when you deal with controversial products—I don't think you can blame it on anybody else, but it's generic to the industry."

"If there's anything we can do to control it, control it," Elliott says, "but it is always going to be there, and I think I'm glad it's there." The more attention paid to

to page 28

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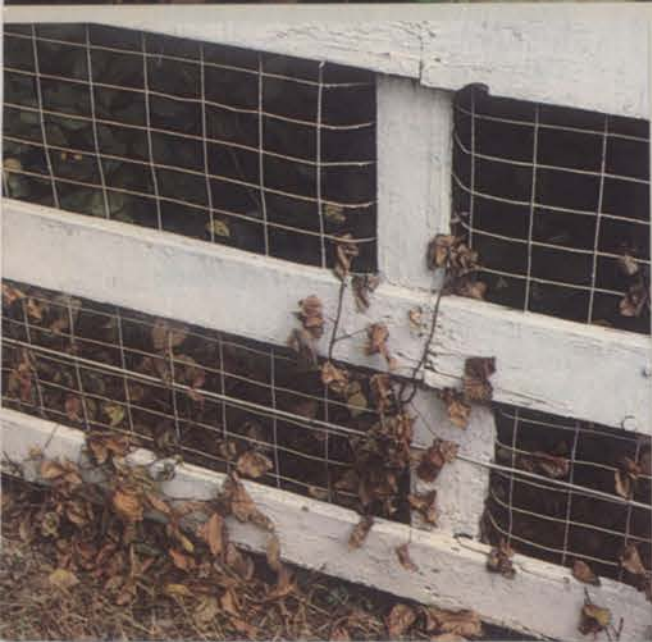
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## LEHR ON LABOR

# Reviewing pay systems

There are quite a few different pay systems which a lawn care employer may consider using. Here are some of the most popular:

**1. Flat hourly rate.** According to this pay plan, a lawn care employee is paid a minimum of \$3.35 an hour (the present minimum wage), and 1½ times that rate for any hours worked over 40 in a given work week.

If an employee misses work or reports late or leaves early, the lawn care employer is not obligated to pay the employee for this time. Furthermore, overtime is based on actual hours worked, so the lawn care employer is not required to include hours for which an employee is compensated, but were not worked, such as holidays, vacations or sick days.

**2. Fixed salary for fluctuating work week.** This is a pay system whereby an employee is paid a fixed salary, regardless of the number of hours worked, up to 40. If an employee works 15 minutes, 40 hours or any number of hours in between, the employee receives his regular salary. Thus, absences due to sickness, vacations or holidays may not be deducted from the salary, unless the absence is for an entire workweek.

In the event an employee is abusing this program through absenteeism or tardiness, the employer's remedy is not necessarily to change the pay system, but to follow a progressive discipline approach and consider terminating the employee.

If an employee, according to the fixed salary for fluctuating workweek program, works more than 40 hours in a week, the employer is required to pay overtime, which is known as a "half-time" calculation. To determine this amount, divide the employee's salary for the week by the total number of hours worked. That figure, known as the regular hourly rate for the week, must at least equal the minimum wage. Then, because the salary is spread out over every hour worked, including the overtime hours, the employer is only required to pay an additional half-time for those hours worked over 40. So, the employer should divide the regular hourly rate by two, and then multiply it times the number of overtime hours worked. This figure will total the amount of half-time owed.

If an employer, for example, pays an employee \$200 a week, and during one week the employee works 50 hours, the total compensation for that week is \$220 according to the

above formula: \$200 base salary plus \$20 half-time compensation.

Although this salary plan is called fixed salary for fluctuating workweek, it is not a requirement that the number of hours worked from week to week fluctuate.

**3. Fixed salary for fluctuating workweek, plus incentive.** If a

production or sales incentive is combined with a fixed salary for fluctuating workweek plan, that incentive must be calculated in determining the amount of the half-time owed.

If the incentive is a weekly incentive, simply add the incentive to the employee's base salary, before determining the regular hourly rate. If the



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incentive is on a monthly basis, multiply that incentive times 12, divide by 52, and add that amount to the base salary during those weeks an employee worked over 40 hours, before determining the regular hourly rate.

In the event an employee is paid a flat hourly rate plus an incentive, the same calculation must be made for overtime purposes as in the fixed salary for fluctuating workweek approach. This will increase the hourly rate for overtime

purposes, and it will also increase the regular hourly rate as determined in the fixed salary for fluctuating workweek method.

**4. Belo Plan.** This pay system is generally not preferred by the United States Department of Labor, but nevertheless the Department has not ruled against any lawn care company (to my knowledge) which has used a Belo Plan.

Under this program, the employee's working hours must

fluctuate due to conditions beyond the control of the employee or employer, such as the weather. Additionally, the employer must compensate the employee according to a guaranteed weekly salary, which may not be reduced even if the employee works 15 minutes in the week, and which also may not be mixed with any type of performance or sales incentives. The Department of Labor has ruled that mixing a Belo Plan with sales incentives eliminates

the guaranteed nature of the pay system, thereby converting it, in fact, to a fixed salary for workweek program.

A Belo Plan must include a written agreement, signed by the employee. The agreement must state a regular hourly rate, a rate  $1\frac{1}{2}$  times that hourly rate for any hours worked over 40 and up to 60, and also a rate at  $1\frac{1}{2}$  times that hourly rate for any hours worked over 60.

The Belo salary is the sum total of the hourly rate of those hours up to 40 and a fixed number of hours between 40 and 60. For example, an employer may structure a Belo Plan for a 55-hour week. The first 40 hours of the guaranteed salary are based on a flat hourly rate, specified in the contract. The next 15 hours, which are also part of the guaranteed salary, are based on  $1\frac{1}{2}$  times that hourly rate. Thus, the employee is in fact paid a guaranteed salary for 55 hours that week, regardless of the number of hours below 55 the employee actually works. If the employee works more than 55 hours, he then receives  $1\frac{1}{2}$  times his hourly rate for those hours worked.

There are a number of advantages and disadvantages to any pay system. The lawn care employer, prior to determining which system is best for him, first needs to decide philosophically what he wants a pay system to accomplish.

If he wants to mix an incentive program, then either fixed salary or fluctuating workweek or flat hourly rate plus incentive would be the best approach. If incentives are not important to him, then a flat hourly rate or fixed salary for fluctuating workweek approach is worthwhile.

If the employer wants to ensure the employee receives a stable salary, without the wild fluctuations that would occur during the busy season, then perhaps Belo or fluctuating workweek is an appropriate plan.

Finally, remember that although these plans are specifically permitted by the Department of Labor, Wage and Hour Division, if the pay systems are not followed correctly, the employer does so at his own risk.

*Richard I. Lehr*

Richard I. Lehr  
Attorney-at-Law

#### LAWN FUNNIES



They've moved out, and I'm not sure who handles the property now."



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### OFTANOL STOPS THEM COLD.

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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Circle No. 108 on Reader Inquiry Card



## In Phoenix

# Chemical, customized cart can capably cope

Super high summer temperatures, sandy soils, high water alkalinity and prevalent lawn pests make it tough to maintain the "green, green grass of home" in Phoenix, Ariz.

This summer, in a move to better cope with some of these negative factors, Western Exterminating Company's Phoenix branch built a customized cart and adopted a new wettable powder insecticide to control lawn pests.

Phoenix manager Bob Howard and assistant branch manager Ed Checkley have also patterned an industrial spray cart along the lines of the familiar golf cart for applying the new wettable powder solution. The motorized cart is fully equipped with tank, pump and 200 feet of hose. A piston-type agitator (instead of the rotary-type Oberdorfer pumps used by some Phoenix operators) is used to keep the powder prop-

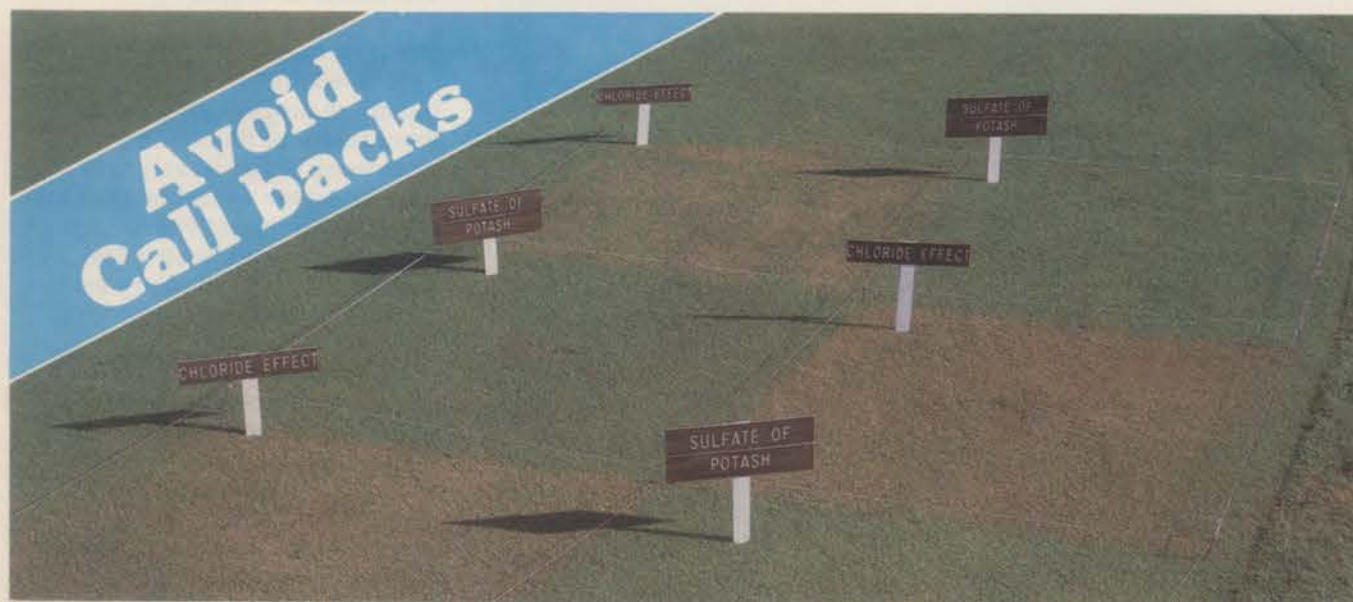


Bob Howard (left), Ed Checkley, cart and chemical



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

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



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

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

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

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

erly mixed in the tank's water solution.

The cart moves easily along the perimeters of large buildings and lawn edges, notes Checkley. "There's no need to keep moving a truck around, and the cart takes about half the time to operate on a job. The system works, and saves significant costs on larger jobs."

The special cart is moved from job to job on a trailer.

The new chemical they're using is Dursban 50W.

"We've found it reduces phytotoxicity, and produces less burning and shock to plants, even when applied during peak 100-plus degree temperatures," says Howard. "You often get a slight odor when a sprinkler is turned on several days after application. That gives customers a feeling the insecticide is continuing to do its job."

Dursban 50W, introduced by Dow Chemical last spring, has worked effectively on pests typical to the southwest. Howard indicates the product is compatible with commonly-recommended insecticides and fungicides, except for alkaline materials.

Western Exterminating applies Dursban 50W as a dilute (with water) or concentrate foliar spray using conventional power-operated ground spray equipment that ensures thorough, complete coverage of foliage.

In treating lawn pests, the insecticide is applied as a coarse, low-pressure spray. Ornamental plants and trees are treated by applying a wetting spray to both upper and lower leaf surfaces, as well as infested limb and trunk surfaces.

## LAWN FUNNIES



"The neighbors are complaining about your weed control program."



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

# LAWN CARE INDUSTRY

JUNE 1984

This card expires August 15, 1984

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**A. CONTRACTOR OR SERVICES:**

- ☐ Chemical lawn care company  
☐ Mowing/maintenance lawn care company

**B. SUPPLIER:**

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☐ Seed broker/dealer

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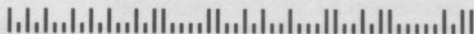
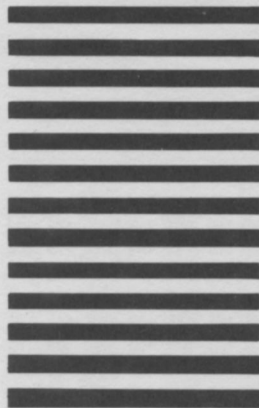
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## YOU'RE BEING WATCHED.

The next time you're at a trade show, seminar, convention, or wherever an important green industry story is breaking, look around. You'll see one or more of these men watching, listening and asking questions.

### WHO ARE THEY?

They're the men who bring you the news, breakthroughs and market conditions of the lawn maintenance and chemical lawn industry. They're the editorial and sales management team of **LAWN CARE INDUSTRY**. Please meet (from left to right) Bob Mierow, Kevin Cooney, Ron Kempner, Bob Earley, Jerry Roche and Joe Kosempa.

Collectively, these men have over 85 years of marketing and green industry experience. Experience that gives them the necessary foresight to spot the trends, analyze market developments and write the information packed stories that have helped the industry grow to a healthy 1.8 billion dollar giant.

But then, you've come to expect that kind of vision from

these professionals. They saw the fledgling industry's need for a news and marketing forum back in 1977, and had the foresight to publish the first magazine targeted exclusively to the lawn maintenance and chemical lawn markets...  
**LAWN CARE INDUSTRY.**

### THEY KNOW THE GRASS REALLY CAN BE GREENER ON THE OTHER SIDE.

Breakthroughs happen frequently in the green industry. The company that first utilizes a new advancement to produce a greener lawn has an edge on the competition. When a new development comes on stream, you can count on the **LAWN CARE INDUSTRY** team to bring you the story fast and first with enough hands-on information for you to decide whether it will work for you. The end result? You improve your service. Your customers get a better lawn for their money, and the industry prospers.

So the next time you're at a lawn industry event, look around. Chances are we'll be looking back at you.

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## Aerator features rear wheel drive

A new core aerator being manufactured by Salsco Inc. features rear wheel drive, making it self-propelled.

The 34-inch wide unit has an aeration path of 28 inches with plug diameter of 3/4-inch and penetration of 2 1/2 inches. It will aerate 30,000 square feet per hour.

The crank shaft method offers straight in-and-out core removal, which removes 1 1/2 cubic yards over 10,000 square feet. It is powered by a 5 hp Briggs & Stratton engine with 6:1 gear reduction ratio.

Circle No. 201 on Reader Inquiry Card

## Brush/weed/grass trimmer is very light

Stihl's new FS-65 AVE/AVRE power trimmer has a weight of only 11.7 pounds. It easily handles brush, weed and grass trimming jobs, and is equipped with an anti-vibration system and electronic ignition.

A tool kit, deflector shield and shoulder harness are standard features of the FS-65. Also, maximum user comfort and convenience are ensured with a dead man throttle and on/off toggle switch at the handle.

Special accessories include nylon line or polycut heads, rotocut, grass or saw blades and a 50-foot line of .095 nylon cutting line.

Circle No. 202 on Reader Inquiry Card

## Applicator truck fits lawn care

Great Northern Equipment Co., a longtime producer of agricultural



chemical application equipment, has introduced the GN600 applicator, designed especially for the professional lawn care market.

The GN600 lawn care applicator features these components:

600-gallon stainless steel tank for 200,000 square foot coverage;

One-ton Ford truck with 6.9-liter IH diesel engine;

PTO driven 2C95 Myers pump;

Stainless steel plumbing, spargue line and full sump;

American Nordic reel with 500 feet of 1/2-inch hose; and

ChemLawn spray gun with extra nozzles.

Other models are available.

Circle No. 203 on Reader Inquiry Card

## Handy lawn unit eliminates troubles

Some of the troubles associated with small pesticide application jobs have been eliminated by the Fimco LG-10 12-volt electric lawn and garden sprayer.

The LG-10 eliminates hand pumping, extension cords, pulling the sprayer to operate equipment, gasoline engines and inconvenient handling.

The 12-gallon polyethylene tank comes with a 12-foot 3/8-inch hose and a 12-volt DC electric diaphragm pump. It pumps at 1.6 gpm maximum through a trigger-type handgun with adjustable nozzle.

Circle No. 204 on Reader Inquiry Card

## Lawn spray tank holds 1200 gallons

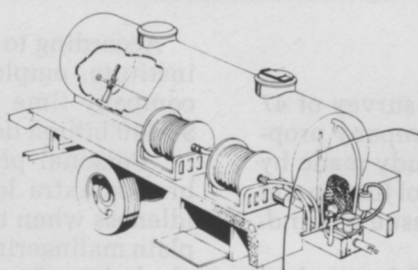
The SprayMaster 1200 lawn service unit holds 1200 gallons of liquid, and is especially adapted for professional lawn care use.

Built by experienced personnel with an eye toward total quality, the main tank features inner support baffle and mechanical agitator to maintain full suspension and complete mixing of product.

Side platforms are designed with stake pockets for versatility. two hose reels with 500 feet of heavy duty nylon hose are mounted on the curb side of the platform, and feature power rewind. One spray gun applicator is provided.

The product is delivered by an industrial type, heavy duty PTO-driven piston pump, and a lockable underbody tool box is provided.

The completed unit (which



also comes in 600, 700 and 880 gallon sizes) will be finish painted to specifications.

Circle No. 205 on Reader Inquiry Card

## Insecticide receives additional labeling

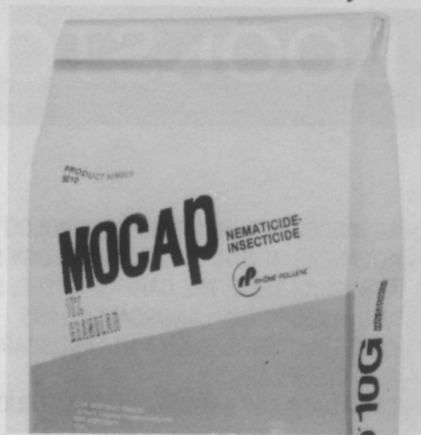
Mocap 10% G nematocide/insecticide has received EPA approval for use on six additional surface and sub-surface turf insects at half the current application rate.

The Rhone-Poulenc product, under the expanded label, is approved for use on chinchbug and the larvae of black turfgrass Ataenius beetle, bluegrass billbug, European chafer, Japanese beetle, sod webworms and chinchbug. It already holds a claim for use on mole crickets and a broad cross-section of nematodes.

The application rate is 1.25 pounds per 1000 square feet, or 50 pounds per acre, on established turf. Application rate for nematode and mole cricket control remains unchanged.

"The lower application rate makes the product more cost-effective to use," says Dan Stahl, turf products manager at Rhone-Poulenc. "In addition, the expanded label shows Mocap's ability to control a broad spectrum of insects, including grubs."

Mocap 10% G is approved only for use by pro turfmen, and is suited to the lawn care industry.



Circle No. 206 on Reader Inquiry Card

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Circle No. 116 on Reader Inquiry Card



# COST CUTTINGS

## Widespread theft

One-third of the employees in a survey of 47 corporations reported stealing company property, according to a three-year study made by the Justice Department's Institute of Justice and reported in the December, 1983 issue of *Landscape Contractor*.

In addition, nearly two-thirds of the employees reported taking extra long lunch breaks, leaving work early when the opportunity presented itself, misusing sick leave or using alcohol or drugs while at work.

According to James Stewart, director of the institute, employee pilferage and misuse of company time is costing American business \$5-\$10 billion dollars a year.

"Personal phone calls, unnecessary work breaks, extra long lunch hours, self-induced idleness when there's work to be done, or just plain malingering after night-before bouts with alcohol or drugs all contribute to a drain in profits and productivity," Stewart claims.

Cutting down on providing employees with such opportunities, when possible, is a good hedge against this type of loss.

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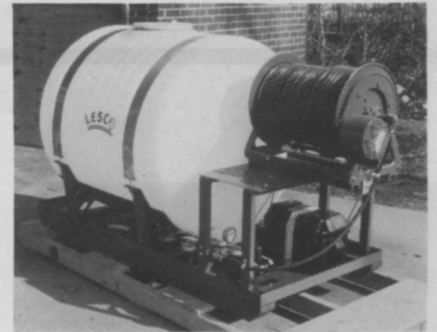
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LCI 6/84



## Electric sprayer for liquid chemicals

A new electric-powered sprayer for liquid chemical application is now being produced by Lesco, Inc.

The 200-gallon sprayer incorporates many of the features of its gasoline-powered sister unit, but the battery pack is recharged directly from the vehicle's alternator.

The sprayer is designed for use by companies involved in granular application of fertilizers, but which need a means of applying liquid control (specifically broad-leaf weed) products.

The electric unit will fit standard or small-sized pickup trucks or rear or side-door vans.

Lesco sprayers feature electric return hose reels and 400 feet of 3/8-inch, 250 psi hose with fittings.

Circle No. 207 on Reader Inquiry Card

## 'Magic' mower has zero turning radius

Magic Circle Corp. has pioneered a new zero turning radius mower with cool running power.

The Dixie Chopper mows grass and cuts it clean at 6 1/2 mph with a 50-inch floating deck that adjusts from one to six inches cutting height.



The mower features an 18 hp industrial/commercial engine and two powerful No.7 Eaton hydrostatic units. The gas tank's capacity is 4 1/2 gallons.

Circle No. 208 on Reader Inquiry Card

## Device fine tunes irrigation timing

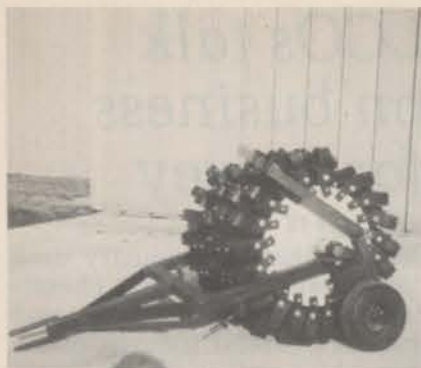
PMS Instrument Co. has introduced the Model 610 self-contained plant moisture-stress measuring device, designed to fine-tune irrigation timing.

The instrument measures plant water stress, which can be a limiting factor in turfgrass plant development. The unit contains a pressure chamber and a built-in 22-cubic foot nitrogen tank.

Circle No. 209 on Reader Inquiry Card



## TOOLS, TIPS, TECHNIQUES



### New aerifier on market next month

The Tiny Terra 140 aerifier from Terracare Products will be on the market next month.

The new aerifier was designed for small areas with the same features as the Terra 200 and 320 models. It has an overall width of 34 inches with an aerating width of 22 inches, and is capable of aerifying 40,000 square feet per hour.

The Tiny Terra 140 has 140 tines, available in either 1/2- or 3/8-inch diameters. Spacing is 3 1/2 to 4 inches.

Circle No. 210 on Reader Inquiry Card

### Plugger/aerator is new smaller version

New for the 1984 season is the Classen Manufacturing Model 200 turf plugger/aerator. It is a smaller version of the Model 400, which features a folding handle for easy portability.

The 200 will collapse to 22x22x36 inches, making for easy transportability from one job to another.

Two stainless steel tines, driven by a 3 hp gasoline engine, can aerate 2400 square feet per hour. The aerator, which can operate within two to three inches of obstructions, weighs just 100 pounds.

Circle No. 211 on Reader Inquiry Card

### Answering machines

Did you ever wonder if that answering machine in your office is doing its job: gaining you some new customers and not losing some old ones? If you have to wonder about those questions, chances are that you have not taken enough care in setting up your answering system, according to the California Landscape Contractors Association.

In its quarterly newsletter, the CLCA outlined steps to assure a functional answering system. Here they are:

- Buy a machine that records messages easily.
- Change the recording every week.
- Make the message short, but make sure to tell callers when you expect to call back.
- Don't apologize for using an answering device; keep the message positive.
- Make sure the machine can be adjusted so the signal for a caller's message sounds as soon as the message is over (don't make the customer wait for a beep).
- Make sure the caller can leave as long a message as he or she desires.

# THE ULTIMATE MOWING MACHINE



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Driven by the conviction that performance is the ultimate justification for owning a mower, Locke makes the best mowers for lawn-care professionals who demand performance, quality, and value. In a time when some manufacturing standards are questionable, Locke has made no cost-cutting changes in the manufacture of its mowing machines since their introduction in 1928. From cast iron Briggs & Stratton engines to forged steel frames and spring-loaded reels, Locke mowers are built to endure.

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Professional Quality Reel Mowers

Circle No. 106 on Reader Inquiry Card →



In Kent, Ohio

# Davey to build new facilities

The Davey Tree Expert Co. will move into a new \$4.2 million corporate headquarters next spring. The company has bought a 65-acre tract outside of Kent, Ohio, where its current modest national headquarters is located. The new facility is expected to house 160 administrative and research personnel.

Dr. Roger Funk, Davey's nationally-recognized vice-president of research and development, is thrilled with the move. "We will be more than doub-

ling our current building size in the research and development center alone," Funk told LAWN CARE INDUSTRY.

In addition, a story in the Akron (O.) *Beacon-Journal* noted that Funk has been "investigating the possibility of the company's getting into indoor plant care." Though Funk was quoted as saying that 87 percent of all new buildings will have green space, he refused to verify the statements which appeared in the newspaper article.

Davey posted a 24 percent increase in gross sales last year to \$104.6 million, and a 73 percent increase in profits to \$4.6 million. Approximately \$9 million of Davey's sales was in the lawn care market.

According to the *Beacon-Journal* report, company president Jack W. Joy predicts 1988 gross sales of \$177 million by 1988.

Besides lawn care, Davey is involved in tree care, utility service and environmental impact studies.

## LCOs talk on business for survey

from page 15

the fact that the industry uses "potentially dangerous" chemicals, the more conscious, and therefore, careful, industry members are when they use the materials, he explains.

**Jim Chapman**  
Lawn Aid  
Bellevue, Washington

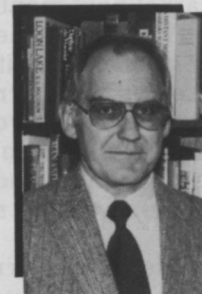
Jim Chapman expects his company to grow 60 percent this year. "I started the business in 1979, after having worked for Scott's for more than 20 years," he says. "This started out as a sideline, but I had to sell my other business when this one took off."

Lawn Aid has been growing at an annual rate of 10 to 15 percent until this year.

Chapman sees the industry growing in two directions. "There will be companies like mine involved in full service, and I also see a need for specialty companies like ChemLawn, which may perhaps become even more specialized," he says. "There's more money in specialization because it's not as labor-intensive, but there's more satisfaction in full service, if you do a good job."

"I think you'll also see the people floating through, operating cheap businesses. Every year, I get complaints about the individuals who tend to downgrade the industry. But you get those in any industry."

Chapman also thinks that aerification will become more important. "The awareness for the need for aerification is just coming around here," he notes. "So we need, in the industry, better quality aerifiers. The rental aerifiers just don't get it."







Model PCR200



Model PCR300



Model PC1200



Model PCR100



Model PC500



Model PC800

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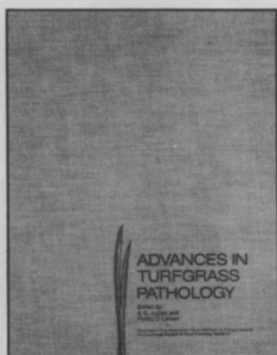
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## Most LCOs independent

from page 9

are under 5000 square feet. Fifty-four percent are under 7500 square feet.

● More than half of the people contracting professional lawn care do so because of concern about weeds.

● Lawn care accounts for 32 percent of the total turfgrass expenditures on fertilizer and pesticides.

● Biggest lawn problems, according to homeowners, are: weeds-summer annual broadleaf; insects-white grubs; disease-Fusarium blight; other-drought injury.



## Are dirtballs on the loose?

You can count on two things about springtime. One is dandelions.

The other is the fact that you can count on every dirtball in the lawn care industry to crawl out from under the rock he apparently stays under the rest of the year.

Little dirtballs and big dirtballs.

And this year, they've added some innovative wrinkles to their marketing plans. Try this one on for size:

Company A solicits a homeowner on the phone and finds out that the homeowner is already a customer of Company B.

No problem. Company A simply carries out a lawn application to that customer the very next day.

The next night, Company A is on the phone to the customer saying something like, "Gee, sir, we're really sorry, but we treated your lawn by accident. We certainly are not going to charge you for it, but we do want to warn you that your lawn could experience problems if you allow Company B to treat it, too. I'll tell ya what: why don't you cancel Company B and just stay on our program for the whole year?"

That is the basic scam. There are many other variations, as there always are.

Some companies don't even bother to call a prospective customer. They just go out and treat a lawn and leave a bill.

When we heard about this type of thing happening, at first we thought they were just isolated incidents. But now we have been hearing more and more about it, and we're not so sure.

The lawn care industry is becoming more competitive every season: what is known as the lawn care "pie" portion of the total market is not growing as fast.

But when these types of tactics are utilized, things have gone too far. One unscrupulous operator can damage the reputations dozens of honest lawn care businessmen have worked years to establish.

It is not uncommon for an average homeowner to discredit all LCOs because of the treatment received from one company.

If you own a lawn care company, or are a branch manager of a larger firm, you'd better check with your sales force and make sure they are not using these tactics.

If you have implemented these tactics and passed them down to your employees, we at

LAWN CARE INDUSTRY have some news for you:

We're going to blow the whistle on you.

Like any industry as competitive as ours, rumors abound. Some are very hard to track down. Most are not true.

But if we at LAWN CARE INDUSTRY uncover concrete evidence of this hanky-panky,

we're going to report on it, and we're going to name names. Promise.

*Bob Earley*

Bob Earley  
Publisher



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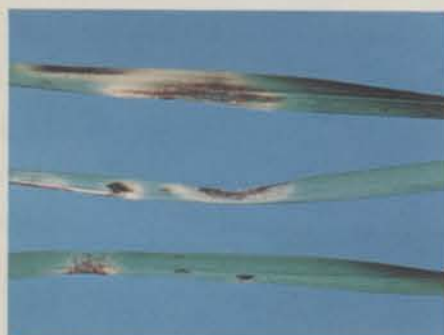
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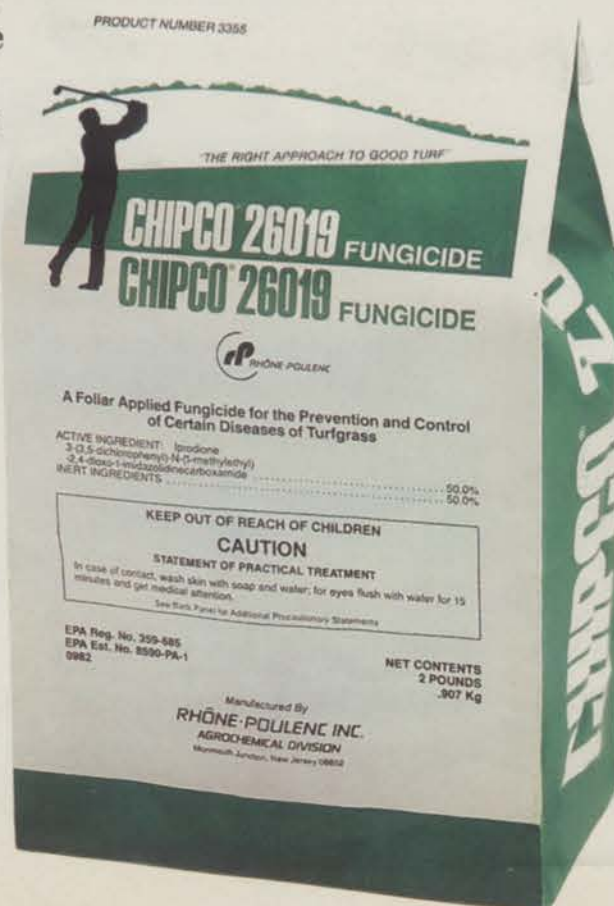
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We've put together a booklet that details lots of effective techniques and tools for selling disease control to your customers...and delivering it with effective, long-lasting CHIPCO 26019 fungicide.

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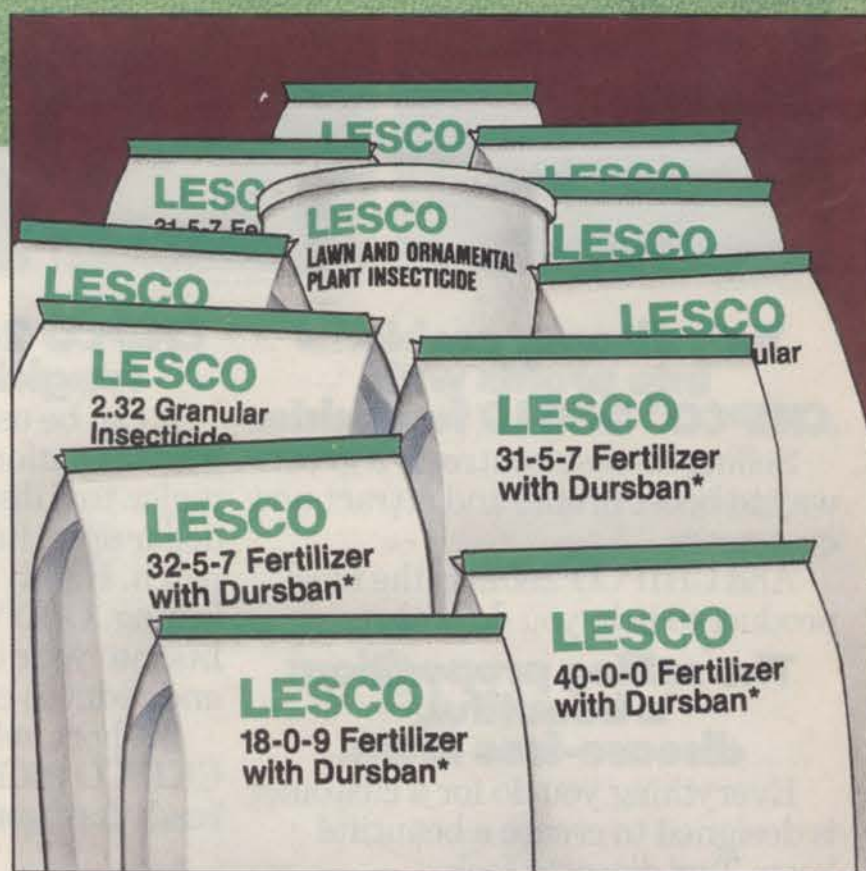
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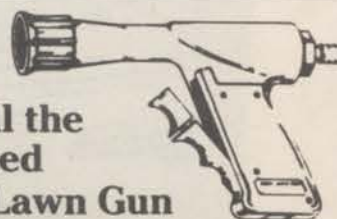
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