

The Andersons played a key role

K mart to display Grasscycling logo; millions to learn of PLCAA program

NASHVILLE, TN—The Professional Lawn Care Association of America has been discovered by one of America's largest retailers.

The K mart Corp. announced its support for PLCAA's Grasscycling—Today's Turf, Tomorrow's Earth campaign. The huge, Michigan-based retailer will be using PLCAA's logo, slogan and environmental message on pack-

age labeling for K mart's line of Super K-Gro Lawn and Garden products.

The new labeling will be included on all packaged items (bottles, cans, boxes and bags) of K mart household plant products, liquid and granular fertilizers and insecticides, said Rick Steinau, out-going PLCAA president, at a press conference at the Green Industry Expo here in Novem-

ber. Millions of Americans will now become aware of the PLCAA symbol.

The announcement added fuel to the most successful environmental (and public relations) campaign every attempted by PLCAA. Since beginning the Grasscycling last spring, PLCAA officials in Marietta, GA, have been besieged for information from

See PLCAA on page 16



Robert Parmley (r.) thanked by '90 PLCAA president Rick Steinau. Parmley, '89 PLCAA president, said goodbye to Association

LAWN CARE INDUSTRY

Serving the needs of the professional lawn care operator

DECEMBER 1990

VOLUME 14 NUMBER 12



Find out how Bruce Balfour makes his Maine clients happy with less product on page 8.

PLCAA chief dedicates award to industry

LCI names Brooks as its 7th Person of the Year

NASHVILLE, TN—James R. Brooks, the most visible spokesman for the professional lawn care industry in the 1980s, is shifting gears.

As the last crated display rolled onto a truck at the end of the Green Industry Expo Trade Show in Nashville last month, Brooks said goodbye to a 7½ year relationship with the Professional Lawn Care Association of America (PLCAA). His involvement with the GIE Show apparently is his last official duty with PLCAA.

"I'm taken back and flattered," said Brooks when informed of his choice as *Lawn Care Industry* magazine's 1990 "Person of the Year".

And when LCI Publisher Jon Miducki presented the plaque to Brooks in the auditorium of the Nashville Convention Center, with hundreds of LCOs looking on, the usually unflappable Brooks, his voice breaking slightly, said, "I would like to dedicate this 'Man of the Year' award to all of you for making this a great industry."

Brooks' selection is well deserved, considering his 17 years in the turf industry.

He became a member of the staff of the Golf Course Superintendents Association of America, Lawrence, KS, in 1974 (he's a graduate of the University of Kansas) and managed the GCSAA Trade Show for five years.

In 1979 he, his wife Marilyn and two sons moved to Atlanta when Brooks accepted the



*I've had a love affair with the turf industry—
James R. Brooks*

position of national sales manager and assistant publisher of *Golf Business* magazine, a Harvest publication.

Three years later when that magazine's circulation was folded into the broader-based *Weeds, Trees & Turf* magazine (now *Landscape Management*), he switched too and represented both WTT and *Lawn Care Industry* magazines as national sales manager.

"That (his association with LCI) is how I was introduced to the lawn care people," said Brooks.

See LCI on page 6

Goal of RISE: issues management

NASHVILLE, TN—Associations representing specialty chemical users struggle to manage the growing issues

surrounding chemical use.

Some in the specialty chemical industry—specifically basic manufacturers,

formulators and distributors—feel the associations are too fragmented to address chemical issues raised by government and the public. Nor, probably, do they have the finances to educate either lawmakers or the public.

Many of these same manufacturers and formulators announced the formation of an

See RISE on page 12

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Most of the educational sessions filled on opening morning of PLCAA Conference.

We threw a big party!

NASHVILLE, TN— "What if nobody shows up," Jon Miducki, *Lawn Care Industry* magazine publisher fretted

unnecessarily.

He was serious, honest.

Then about 6:15 p.m. on Monday opening the Green

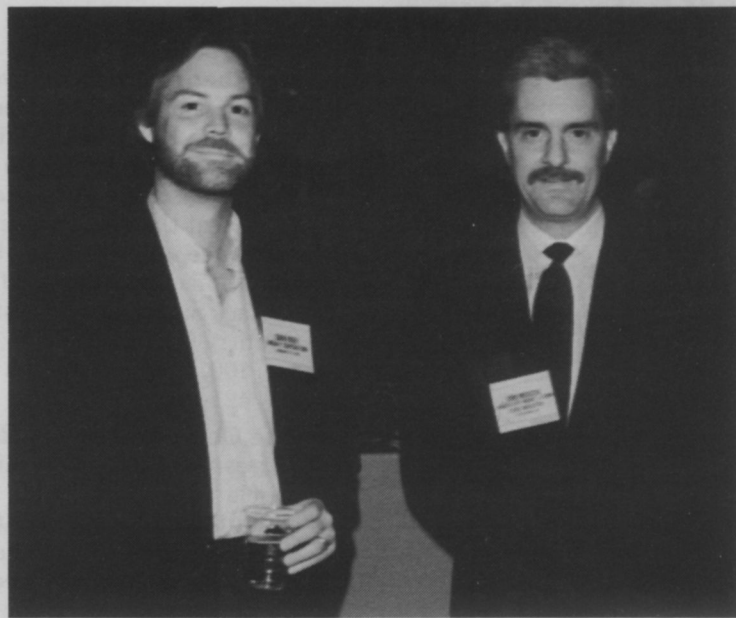
Industry Expo, people started showing up for the get-acquainted reception hosted by sister magazines *Lawn Care Industry* and *Landscape Management*.

First in pairs they came. Then in groups. Within an hour the floor of the Nashville Convention Center was filled with friends and new acquaintances.

We invited everybody at the GIE. Somebody heard us. More than 2,000 people showed up.

We had a grand time.

Better yet, that same enthusiastic spirit flowed into the educational sessions the following morning, and the exhibitors on the trade show floor said traffic in front of their booths was brisk throughout the week. LCI



Dan Meek, Mobay, (left) and LCI Publisher Jon Miducki.



IPM specialist Sheila Darr found a receptive audience.



Author Michael LeBoeuf preached the value of service.



Patti Ottley (left) and Laura Adams of One Step Lawncare, North Chili, NY, sampled refreshments at reception.



Richard Steinau and his wife Valerie at LCI party. Steinau, PLCAA '90 president, operates Greenlon, Cincinnati.



PLCAA board of directors introduced to a full house at annual business meeting.



Paul DeAngelo (left) with wife Lisa, Lawn Specialties, with Tim Doppel of Atwood Lawncare.

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

ABP BPA

MEMOS

Help badly needed. A young male employee of Eastlake Greens Country Club, San Diego, died while helping a young woman fight off an attacker. The deceased employee had not worked at the club long enough for its insurance to provide any benefits. Donations for the man's family, contact Sandy Clark, Eastlake Greens Country Club, 900 Lane Avenue, Ste. 100, Chula Vista, CA 92013. 619/421-0127.

The October issue of Readers Digest magazine contains the article "The Great Apple Scare" about the Alar scare. Writes author Robert J. Bidinotto: "The fear crusade against Alar succeeded. But we should not cave in to the next campaign based on manipulated data and slick P.R. techniques. It is this threat—to common sense—that poses the most intolerable risk."

The Seaboard Seed Company donated almost 1,000 pounds of turf seed—800 pounds of a bluegrass-ryegrass mixture and 174 pounds of shade mixture—to upgrade the Little League World Series Field in Williamsport, PA. ChemLawn Supply Corporation donated 100 pounds of primed bluegrass seed for the main field. ChemLawn's Williamsport franchise, owned and operated by Richard Thoma, has

donated lawn care service to the facility since 1984.

Larry Scovotto left as executive vice president of the American Association of Nurserymen (AAN) Oct. 7.

Attacked by Big Mac? A McDonalds fast-food outlet in Waterloo, Iowa, and a local television station took some shots at professional lawn care in a promotion called "The 7 Seven Things You Can Do to Help the Environment". The self-serving promotion apparently wasn't too accurate. PLCAA offered more accurate information, but nobody at the food company with any clout wanted to hear it.

"Nitrogen is the hot item on the environmentalists' agenda, even more than pesticides for some people," said Dave Buckman, Buckman & Associates, at The Fertilizer Institute's Outlook '91 Conference.

Green industry consultant (and LCI contributor) Duane Moll is a resourceful individual. A deer jumped in front of his small car as he was driving through Missouri on his way to the Green Industry Expo. The car was demolished but Duane was uninjured. He hopped a bus to the Nashville event and caught a ride back to his home in Denver with an exhibitor after the GIE Show.

Want to know how Buffalograss got it's name? Says Dr. Bill Knoop of Texas A&M—"Out in West Texas the only water this grass ever got was a passing buffalo herd. And that's the only fertilizer it ever got too!"

Wanda and Louie's honky tonk sits adjacent to the original Grand Ole Opry in downtown Nashville. Both have seen better days, but on the opening Sunday night of the GIE show, Sandy Hardyman, wife of ChemLawn's Steve Hardyman, put some life back into the old place with help from local guitar pickers (who doesn't in Nashville?) Harlen and Bob (says he played with Marty Robbins). Sandy, who has a marvelous singing voice, traded tunes with a former Hee Haw gal. Patrons of Wanda and Louie's, including several PLCAA guests and officials, enjoyed the singing of the two talented women immensely.

Connecticut Turf & Landscape Conference. Feb. 14, Hartford Civic Center, Hartford, CT. Contact: Elizabeth Maisano, P.O. Box 876, Bethel, CT 06801. 203-791-8615.

Higher insurance rates in '91? For those of you thinking you're already paying too much for insurance, here's some bad news. Sources say the cyclical insurance market will harden in '91.

How to toot your own horn

LCOs can gain valuable public relations and establish their companies as responsible members of the local business community by working with the press.

Question. What is one of the most economical and profitable ways to advertise your lawn care business?

Answer. Write effective press releases and send them to the right media. This requires only a minimum investment in time and cash for a potentially high return.

If you've been getting more yawns and blank stares than sales when you try to interest prospects in your lawn care business consider building it with free publicity.

Publicity is the dissemination of information with news value issued as a means of gaining public attention or support. Or, as one lawn professional explains, "Publicity is nothing more than news events or other items of general interest concerning a company delivered to the attention of the public through the media."

It can boost your sales by establishing you as a lawn care expert, inform the public about your services, and project a desirable image of you and your company to the public. This is because editorial stories take time to read (or listen to or watch) and the more time a reader spends with your story the more likely

this person is to remember you and your lawn care business when in a buying mood.

An article in a respected media is also more believable than an advertisement because an editorial appears in a publication only if it meets the high standards of the editor. News stories also enjoy a high readership because they appear in periodicals which are usually purchased, listened to or watched because of their editorial content. If a newspaper is bought to be read, the purchaser, obviously, will read it.

And, such articles make excellent reprints for flyers, direct mail pieces, display posters and giveaways by salespeople. You and your employees, through such publicity, begin to be recognized as local experts in lawn care work.

Remember, however, news releases aren't used by publications for the benefit of your lawn care company. They're published for the benefit of their readership.

If your message is unusual, timely and/or particularly news worthy you can place it with many publications including local papers, nearby city papers, national dailies,

local and national radio and even local and national TV. Although radio and TV stations use less of this type of material than newspapers, when there is a slow news day you may find yourself getting some fantastic free publicity for your business.

Where can you find material for good public relations stories?

In your lawn care business. Good releases can include information about seasonal open houses, business expansion, new product lines, new services, relocation, business anniversaries, employee promotions, new employees and retirements, awards received by the company and its workers, important visitors, financial and sales reports, donations to worthy community causes, social activities, speeches given by company officials to others in the industry and to the general public. And a whole lot more.

For instance, if the point of your release is "local boy who made good" in your lawn care business, the release may find a receptive editor in a weekly paper published in this worker's home town. Keep in mind the meaning of news—recent events and happenings, especially if they're unusual, notable and previously unknown.

How can you write a good news release about your lawn care business? Follow these

guidelines:

- List of all the facts you want to describe.

- Write them in clear, simple language. The first sentence should describe the most important fact. The story should end with the least important. Include who, what, when, why, where and how information. If the story concerns a new product for lawns, tell what it is, who offers it, why it's needed, and why it's new.

- Avoid technical jargon. You can always enclose background material concerning concise data, features, options, and factory product literature which the editor can use if a decision is made to expand your story.

- Avoid long rambling sentences. Use no more than six sentences to a paragraph.

- Avoid superlatives and exaggerated claims.

- Restrict the use of your company's name to a maximum of three times in a two-page news release. The shorter the story, the fewer times the name should be mentioned. No editor wants a story which primarily promotes a company's products or services.

- Be brief. Write what you have to write and quit. Good news releases tell their story in a minimum amount of space. Two typewritten, double spaced pages is average.

- When you're finished, read carefully. Check all details. Don't expect the editor to

See **TOOT** on page 17

Newspaper advertisements didn't do industry any favors

With friends like this who needs enemies?

In a short and mostly forgettable career as a sports editor of a small daily newspaper I learned two lessons, the hard way:

- Never criticize the local high school football team which—I heard as I was being drop-kicked out of a locker room—is a lot like biting the hand that feeds you.

- Never badmouth the competition. The competition remembers a long, long time and paybacks are never pleasant. They can hurt.

Fifteen years later, these maxims still (sometimes) flash into my mind when I'm about to say or write something incredibly self destructive.

The franchisee for a certain "natural" lawn care company early this past growing season, in an effort to attract customers, a) bit the hand that feeds it, b) caused competitors to think some rather unkind things about it.

The affair involved a pair of newspaper ads the "natural" lawn care operator ran in a metropolitan New England newspaper.

One displayed an illustration of a skull and cross bones and linked it to what the "natural" LCO implied to be traditional lawn care with its attendant chemical fertilizers and control products. The other was an illustration of a family wearing gas masks apparently in its yard, again linking chemical lawn applications with turning a home lawn into a toxic waste site.

Only the franchisee knows if the ads scared up many, or any, customers. If they did, it's a good bet most of the customers came from other LCOs in that particular market area.

That, in itself, isn't such a big deal. LCOs have been trading customers for years, and that phenomena may even be accelerating in regions where construction and the local economy have slowed. When a lawn care company develops a better marketing campaign, competitors, finding themselves at a disadvantage, can respond with equally strong campaigns. They'd better.

Sometimes the competitive action gets a bit twisted, perhaps involving a company's customer list, or something as low-tech as cruising neighborhoods and counting flags (in areas requiring posting) of a particular company.

As business people, most of us draw the line of what's ethical and what's not somewhere in the vicinity of our advantage. There's some gray here.

Unfortunately, the newspaper advertisements run by the "natural" company several months ago went beyond what many responsible business people in professional lawn care consider marketing. Or education.

With its negative and mis-

leading illustrations, it further confused the public. (Isn't there enough confusion already?) This type of advertising will shrink the lawn care



RON HALL

EDITOR

market. It'll scare some customers away, and to what purpose?

Obviously, it's better to expand the market and, failing this, to offer newer, more efficient and more profitable services to that market.

This requires that LCOs educate customers and that's a long way from running newspaper advertisements showing

people in gas masks and the skull & crossbones.

In light of the media brushfires arising from LCOs' advertising safety claims this past growing season, the newspaper ads appear even more irresponsible. LCI

Ron Hall

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COVER STORY

LCI

from page 1

When PLCAA's board of directors decided their association should have its own management, they approached Brooks, and on May 1, 1983, he became its first executive vice president. Atlanta became PLCAA's home. (Brooks took over from the Bostrom Corporation, a multi-management firm out of Chicago, that had seen PLCAA through its first 3½ years.)

Brooks, a tall, angularly handsome man with a deep voice and polished manner, immediately hit the road and began selling the association in a series of regional seminars where he met many independent lawn care entrepreneurs who, heretofore, had not seen themselves as part of a recognizable industry—or, had not been convinced of the benefits of belonging to PLCAA.

"I've always seen myself as

a builder. Certainly that was my primary goal, to give the association more visibility and recognition and to help it grow," said Brooks.

In just over four years Brooks helped build PLCAA from less than 250 to almost 1400 members.

Brooks told LCI that the lawn care industry is changing rapidly and, not coincidentally, he felt it was time for him to change too.

"As an industry we've got to look realistically at the issues, and perhaps we have to look at them in a different light," said Brooks. "The industry and its technology will change.

"It's a natural evolution and probably one that's needed. "The controversies have made us focus more on safety and what we weren't doing out there on lawns. Before, we weren't, with a few exceptions, talking about low-volume spraying. Nobody it seemed cared too much about pesticide drift. Most every-

body was doing blanket applications.

"It's definitely forced us to be more thoughtful about our businesses and about safety."

Added Brooks, "I've had a love affair with the turf industry for a good many years and I've become acquainted with many wonderful, wonderful people.

"I doesn't seem like 7½ years that I've been with PLCAA. The time has gone by too quickly," Brooks said.

His future? "There are lots of opportunities in this industry. I'm sure I'll remain involved in some capacity. But, for right now, I'm going to rest a little bit."

James R. Brooks is the seventh individual to be honored as an LCI "Person of the Year". Others receiving the honor were: James I. FitzGibbon (1989), Jim Marria (1988), Bill Fischer (1987), Ron Giffen (1986), Richard Lee Duke (1985), and Jerry Faulring (1984). LCI



LCI Publisher Jon Miducki honors James Brooks (r.) at GIE Show.

PLCAA

from page 1

the public and the media, anxious to learn how to reduce the stream of yard waste in America's landfills. (Solid waste experts claim yard waste accounts for as much as 20 percent of landfill space.)

K marts' desire to use PLCAA's expertise was particularly gratifying for PLCAA public relations specialist Sandy H. Martin and former staffer Dr. Barry Troutman (he's now with Massey Services, Orlando, FL) who put the program together.

Grasscycling is incredibly simple really. Its aim is to get the public to mow their lawns slightly more often and leave the grass clippings on the lawns where they'll decompose and return nutrients to the soil—and not to bag grass clippings and have them hauled to landfills.



Machin

To that aim, PLCAA developed, in-house, the program's logo and supporting educational material which it has made available to lawn care professionals. LCOs, in turn, are being asked to help educate the public.

K mart became aware of PLCAA's campaign through The Andersons, the agri-business headquartered in Maumee, Ohio. The Andersons have been producing product for K mart the past 15 years. The Andersons approached K mart with details about Grasscycling late this summer and the retailer, in the process of redesigning its packaging, was receptive.

"It appeared to be an obvious fit," said Peter A. Machin, manager of sales and marketing, lawn fertilizer division of The Andersons. "It certainly is a compliment to the Grasscycling program and a compliment to PLCAA."

K mart may not be the only retailer to adopt PLCAA's program. Machin said at least three other lawn and garden product suppliers will probably use the material.

"We are happy to have played a small role in this," Machin said of The Andersons' role in boosting the recycling idea.

In a related matter, an official of the U.S. EPA lauded the PLCAA for its program.

Sylvia K. Lowrance, director of the Office of Solid Waste, said: "Reducing and recycling yard waste has the potential for significantly lessening the burden on our landfills and incinerators. We appreciate your Association's efforts to enhance the reduction and recycling of municipal solid waste." LCI



Texas A&M turfer sees bright future for growth regulators Landfill crisis gave boost to Knoop's 10-year-old "Don't Bag It" campaign

Ten years. That's how long it takes one of his ideas to take off, quips Dr. William Knoop, turfgrass specialist at Texas A&M University.

It was Knoop, 10 years ago, who began advising homeowners to leave grass clippings on lawns, and not put them into bags to be hauled to landfills.

Of course, there were more landfills then. And they weren't as full as they are today. Ten years ago, for instance, in Plano, TX, homeowners generated 700 tons of grass clippings every week, 38,000 bags every seven days.

Knoop's message slowly attracted a following and evolved into the *Don't Bag It* campaign upon which much of PLCAA's Grasscycling program is based.

In recent years, Knoop has criss-crossed Texas and found receptive audiences at just about every stop. In fact, it's likely the Texas state legislature may formally recognize the program sometime early this year.

"This spring from January to April I will stand in front of thousands of Texans. We're going to practice *Don't Bag It* in every major Texas city, even as far as (the city of) Mule Shoot in the Panhandle," says Knoop.

"Little cities and counties don't have the money to meet the criteria that government is saying must exist for maintenance of landfills. Texas is in

trouble. In a few months half of its landfills are going to close."

But, city and county governments don't get a blank check with the *Don't Bag It* program. Instead, Knoop insists on complete cooperation from them including resolutions adopting the program and the distribution of material explaining the program and why it's needed. There is also plenty of "how-to" material including proper watering, mowing and fertilizing information.

"At our public meetings there is almost a sigh of relief when the public learns they

don't have to bag," says Knoop who believes the landfill crisis could have an even larger impact on the lawn care industry, including:

- reducing sales of bagging mowers and increasing sales of mulching mowers.

- boosting the popularity of plant growth regulators. ("You can say to a customer, 'If we apply this product you only have to mow twice a month.' Do you think you would get a stampede? I do," says Knoop.)

- increasing sales of fertilizers containing larger percentages of slow-release nitrogen. LCI



Dr. Bill Knoop brought *Don't Bag It* details to PLCAA Show

TOOT

from page 4

worry about addresses, titles, spelling and industry nomenclature.

Type the release, double spaced, on either company stationery or plain white standard 8 X 11 paper. Use two-inch margins on each side and the bottom, triple that amount at the top for editing your copy. Type your company's name, address and phone number in the upper left hand corner if you aren't using business stationery. Be sure that the words "NEWS RELEASE" or "NEWS" in capital letters appear near the top of the first page. Write on only one side of the paper. Add a line reading "For further information" or "Contact" fol-

lowed by the name and phone number of the person to contact if necessary.

Precede the start of your story with the name of your city and the date to assure the editor that your message is local and current.

A clear and interesting photograph makes a news release more valuable to an editor. Identify anyone in the photograph (left to right) on a separate sheet of paper pasted to the bottom margin or on the photo's back.

Don't write on the photo; it may show through. When mailing photos protect them with cardboard to prevent cracking or bending. The size

of the photograph isn't as important as its clarity and news value. Publications will usually reduce or enlarge photographs to fit their news "holes" anyway.

Make sure your information gets to the right editor. If your piece is business-oriented, send it to the business editor by name. If it's more of a how-to piece, introduce yourself to the home and garden editor. Learn their names and spell them correctly.

And don't get discouraged if not all of your pieces don't immediately gain the attention of the media. Many news re-

leases are never used. You're competing against all the other releases the editor must read and the limited space devoted to such material.

Consequently only the first sentence is usually read before the decision is made to either use, rewrite or discard the piece. Also, many are sent to the wrong person, or by targeting the wrong audience.

Don't write the release for your own gratification or that of your business or your boss. The more your information resembles an advertisement, the less likely it will be published. Be sure to address the publication's audience. A release concerning your lawn

and garden business which is written for a consumer audience will probably be discarded by the editor of a trade publication.

Now a few "don'ts":

- Don't believe any advertising salesman who promises you "free publicity" if you'll sign up for an ad schedule.

- Don't try to pressure an editor into running your story because you already placed paid advertising in the paper.

- Don't call an editor to ask if your release has been received.

- Don't send a postcard to find out whether and when your story will be used and how.

LCI

2 new studies to eye 2,4-D

The Industry task Force II on 2,4-D Research Data authorized funding for two new studies.

They are to be conducted by independent researchers at the University of Minnesota and the Canadian Centre for Toxicology. Total funding for the two studies will exceed \$460,000. Results of both should be available by mid-1991.

One study, conducted by Dr. Jack Mandel of the University of Minnesota School of Public Health, will explore how well people can remember exposures to pesticides over an extended period of time.

Both of the National Cancer Institute (NCI) studies in Kansas and Nebraska rely solely on the memories of herbicide users or their next of kin to estimate exposures.

The other study, conducted by Dr. Ian Munro, director of the Canadian Centre for Toxicology, will document 2,4-D handling and spraying practices in Kansas, Nebraska, and Saskatchewan.

These data will be gathered in five-year increments through the use of spray manuals and other records.

Dr. Munro's study will then call an expert group of internationally recognized specialists in epidemiology and farm extension work to reanalyze recent studies in light of documented exposure patterns of 2,4-D.

LCI

G'cycling week is set in April

MARIETTA, GA—The Professional Lawn Care Association of America (PLCAA) says April 21-27 will be National Grasscycling Week.

LCOs are encouraged to plan community events and educational programs.

LCI



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And healthy turf is the bottom line in terms of satisfying customers and minimizing callbacks.

What's more, Dacthal has a proven record of performance on more than 20 annual grass and broadleaf weeds. Including the tough ones like crabgrass, spurge, annual chickweed, foxtail and *Poa annua*.

Given recent problems with crabgrass control and damaged root systems, it's no wonder lawn care professionals are making the Dacthal choice this season.

Remember, Dacthal is not water soluble, so it won't leach during wet conditions. And Dacthal is biodegradable, so accumulation in the soil has never been observed.

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Circle No. 104 on Reader Inquiry Card



In Bruce Balfour's small operation, the owner often applies products too, but selectively.

When less means more

Maine PCO Bruce Balfour cut his pesticide use with a dual-hose system, and he says his customers are pleased.

BY RON HALL
editor

In the front yard of a tidy, frame farmhouse just outside Portland, Maine, are two signs, maybe three-feet across each: "Sprayed" reads one, "Unsprayed" the other.

They reside over rectangular patches of turf that's supposed to show passerbys on this quiet, two-lawn road in coastal Cape Elizabeth the advantages of professional lawn applications.

Only, sometimes, some joker pokes the "Sprayed" sign on the weedy, brown patch of turf and the "Unsprayed" on the healthy plot. Or, as was the case this season, the rains are abundant and pest problems light, and both areas of turf look just fine.

The office of Bruce Balfour of Spray 'N Grow Lawn Care is located in this smallish farmhouse (its rugged construction hints that it's well over a century old) and, judging from the smile lines that turn up from his blue eyes, Balfour appreciates a little fun, even if it's at his expense.

When it comes to pesticide safety issues, however, the 34-year-old businessman doesn't play games, one reason why he redesigned his application program. This recently past season he switched from a routine of pre-programmed broadcast spraying to targeted treatments. He and his technicians (his is a four-truck operation) apply control products

only when needed.

"Customers are clearly concerned about chemicals and how we use them, so I made a decision to minimize pesticide usage," he says.

Balfour spent \$1,000 on each of his four spray trucks to install a dual-hose application system, one hose exclusively for fertilizer and the other for pesticides. Applicators can spot treat problem areas as they fertilize lawns.

"Sure, the hose is a little bit harder to pull," admits Balfour, "but if an applicator starts with this system they really don't notice."

"The on-off control lets you spot problems as you go, zapping weeds if you see them," he explains. "There's no need to return to the truck for another hose or to broadcast spray unnecessarily."

Balfour has used less than half the amount of Trimec and Dursban Spray 'N Grow ap-

plied during the 1989 application season. These savings in product costs alone helped offset the few extra minutes he and his applicators spend on each property.

And his lawns looked excellent this year.

"If customers ask why we don't cut our prices because we're putting down less pesticides, my answer is that's costing us more in labor and training. We want our applicators to be able to get down and diagnose their problems. That's a lot different than just getting out of the truck and dragging the hose over the lawn, and not knowing one weed from another."

Balfour feels his approach to professional lawn care addresses many of his customers' concerns over pesticides, reduces chemical costs and lessens his liability, particularly in the event of a road accident.

LCI

Maintained turf and landscape increase a property's worth

homeowners can protect investment by calling on green industry pros

BY STEVEN DAY

Healthy and attractive trees, shrubs and turf are truly a capital investment in one's property.

They also provide real as well as perceived benefits to the environment and society.

Every year lawn care professionals are becoming more aware of how they and their clients can benefit from this understanding.

And they're educating clients about these benefits.

Landscape plants and healthy turf have a monetary value separate and apart from the real estate they are on; fortunately, many more realtors and real estate appraisers are realizing this.

In a 1986 Gallup Organization Landscaping survey commissioned by the Weyerhaeuser Company, new and previously owned home buyers estimated that landscaping adds 15 percent, on average, to the value or selling price of their home. Over 60 percent of all homeowners feel that landscaping is as good—or better—an investment than the investment in other types of home improvements such as remodeling the bathroom or kitchen.

Value remains high

Also, most homeowners surveyed feel that landscaping maintains its value and that an investment in good landscaping pays a very healthy return.

Green industry professionals should be prepared to take advantage of the tremendous opportunities which will result

in increased sales of landscape related products and services.

They need to help educate homeowners, the real estate market, mortgage lenders, and insurers as to the real and perceived values of quality landscaping.

Equally important, they need to be aware of the proper steps to follow in the event that landscape plants are damaged or destroyed from storms, vandalism, accidents, chemical injury and the like. The property owner may have a legitimate claim to compensation from an insurance policy or as a deduction from their federal income tax.

The Council of Tree and Landscape Appraisers (CTLA) in Washington, D.C. has a wealth of information on this subject, but for starters, inform your client that a green industry professional can help them with the design, installation and maintenance of their trees, shrubs and turf so that all plants will be worth more than if done by a layman.

Suggest a pro

You may even suggest that clients have their landscape plants evaluated and/or appraised by qualified landscape professionals. The guidelines these professionals use have been widely adopted in the industry and are recognized by many insurance companies, the courts and in many cases the Internal Revenue Service.

There are four factors in professional plant appraisal:

- **Species.** The kind of plant in question. For example, tree values vary according to the region, the plant hardiness zone, and even state and local conditions. If the client has a question, they should consult with knowledgeable experts.

- Plants which are hardy, durable, adaptable and free of objectionable attributes are the most valuable. They generally have sturdy, well-shaped branches and don't require extensive maintenance.

- **Size.** Often the size and age of plants are such that they cannot be replaced. A specific formula, prepared by the CTLA is used in determining the value of these types of plants.

- **Location.** There are many functional and aesthetic considerations that are affected by a plant's location in the landscape. A plant in the middle of your client's yard is generally worth more than the same one growing in a crowded



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105	120	135	150	165	180	195	210	225	240	255	270	285	300	315	330	345
106	121	136	151	166	181	196	211	226	241	256	271	286	301	316	331	346
107	122	137	152	167	182	197	212	227	242	257	272	287	302	317	332	347
108	123	138	153	168	183	198	213	228	243	258	273	288	303	318	333	348
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110	125	140	155	170	185	200	215	230	245	260	275	290	305	320	335	350
111	126	141	156	171	186	201	216	231	246	261	276	291	306	321	336	351
112	127	142	157	172	187	202	217	232	247	262	277	292	307	322	337	352
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115	130	145	160	175	190	205	220	235	250	265	280	295	310	325	340	355

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DECEMBER 1990

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A. LAWN CARE COMPANY: Read each choice before answering.

- 10** ☐ Chemical lawn care company
25 ☐ Both chemical lawn care company and mowing/management lawn care company

B. SUPPLIER

- 70** ☐ Chemical and equipment dealer and/or distributor

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Green industry professionals often add more resale value to a home than their cost.

street location. A tree growing by itself with plenty of room will often be worth more than one in a crowded spot. A large tree or shrub crowding a foundation will be worth less than the same plant in a well designed landscape.

• **Condition.** A healthy, vigorous and well-maintained plant will certainly have a higher monetary value than a similar plant that is given inconsistent or unprofessional care. A professional plant appraiser will consider numerous factors associated with soils, roots, trunks or main stems, branches, twigs and leaves than can and are affecting the plant's overall condition.

These four factors can add to or detract from the dollar value of the plants on your client's property. Properly determining how they all fit together can help for insurance purposes, tax deductions, the sale of property, or for court testimony in a lawsuit.

Help your clients

But, what should you do if client's landscape plants are damaged or destroyed? A casualty loss of up to 100 percent can result from such things as condemnation, vandalism, a storm, an auto accident, chemical injury, lightning, fire or other causes. When a casualty occurs, whether it is major or not, communicate with the appropriate insurance claim agent and, if possible, the party responsible for the casualty.

Receive authorization to have an appraisal performed by a qualified professional. Most appraisers can estimate the costs of cure or restoration in addition to the monetary value of the affected landscape plants. Be sure the appraisal is performed as soon after the casualty as possible.

An appraisal report will include a description of the casualty and its cause(s), the monetary value associated with the casualty, estimates of restoration costs, and a reasonable judgment as to the

likelihood of recovery as opposed to recommended removal of the entire plant.

Landscape plants are a real investment that can pay real dividends if they are properly located and well maintained. Take advantage of the many opportunities your clients create with their desire for

landscaping, and take the time to become a qualified appraiser of such plants through experience and education. LCI

About the Author

Steven J. Day is a consultant to the green industry. He operates LANDSCAPES plus, Wheat Ridge, CO 80033.

FMC to market chlorpyrifos

PRINCETON, NJ—FMC's Pest Control Specialties Operations will develop, market and sell chlorpyrifos for the non-crop markets in the United States.

P. David Simcox, business director for the FMC Operations, said an agreement has been reached with Makhteshim Agan (America) to distribute chlorpyrifos-based products for structural pest control and other specialty uses. Customers can expect the first in a line of FMC products containing chlorpyrifos in 1991. LCI

Family business dates set

PHILADELPHIA, PA—The family business and how to build and manage it is the topic of a series of three-day conferences.

The conferences are sponsored by Laventhol & Horwath and Shearson Lehman Brothers, a securities and investment banking firm, and American Express Group and Incentive Services. The conferences feature Dr. Peter Davis, director of Family Business Studies at the University of Pennsylvania's

Wharton School.

• Jan. 10-12, 1991, Tucson, AZ, Loews Ventana Canyon Resort.

• Feb. 21-23, Duck Key, FL, Hawk's Cay Resort & Marina.

• March 21-23, Pebble Beach, CA, The Lodge.

• April 25-27, Dorado, Puerto Rico, Hyatt Dorado Beach.

Contact: Robin DeWees, Laventhol & Horwath, 1845 Walnut St., 25th Floor, Philadelphia, PA 19103. 800/521-1818. LCI

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Circle No. 101 on Reader Inquiry Card

ALMA looking for the top "Lawnman" again in '91

HOLLYWOOD, FL—The American Landscape Maintenance Association announces the following co-sponsors for the ALMA '91 Lawnman Competition:

- Snapper Power Equipment will provide the mowers from their Pro Series line;
- Stihl Southeast is bringing the line trimmers;
- HMC, Green Machine is supplying the blowers and edgers.

The event will take place at the ALMA '91 Expo, Feb. 23, 9 a.m.

The winner of the competi-

tion receives a 5-foot trophy and one years use of a Snapper mower.

Contestants must be 18 years of age or older. For more information contact the ALMA Expo Office 305/925-7996. LCI



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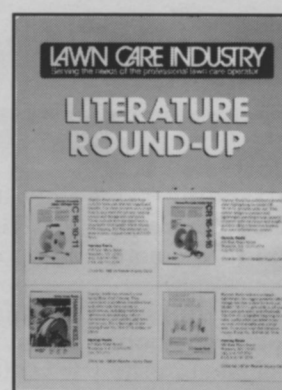


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The July issue of **LAWN CARE INDUSTRY** features the annual **Literature Round-up**. This section offers you the opportunity to spotlight your company brochures, catalogs, sales literature, videos and training films. For more information circle the reader service number or contact:

LCI-Literature Round-up
7500 Old Oak Blvd.
Cleveland, OH 44130
(216) 891-2658
FAX (216) 826-2855
(800) 225-4569 Ext. 658

Circle No. 112 on the Reader Service Card

The section provides a high impact at low cost.

For more information on Marketplace, or to reserve space, call:

Cynthia Gladfelter
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1-800-225-4569 Ext. 658

LCI's December Prime Turf Performers (PTP'ers).

Harris and Cox provide steady service for Jack Robertson LC

SPRINGFIELD, IL—Jack Robertson Lawn Care counts not one key employee, but two, Service Manager Mike Harris and Operations Manager Brian Cox.

The two have a lot in common in addition to the 10 years each has been with JR Lawn Care.

Both men are originally from the hilly farmland of western Illinois (near Quincy),

both are married with two children apiece, and both enjoy the outdoor life, hunting and fishing.

But, most importantly to JR Lawn Care customers, both men reflect the friendly, personalized service that's helped build JR Lawn Care into one of the most respected small lawn care companies in Illinois.

"When our customers are

home and they want to talk about their lawns, we'll talk to them," says Mike who, on the average, treats 20 to 25 homes a day. "They appreciate that because everybody wants to know what's going on with their lawns. If they want to talk about something else, that's ok too, although I've had some lawns for years and I've never seen the people there."

Mike says the past season was a pretty good one for JR Lawn Care. "We had the rains when we needed them," he says. "We had some weed problems, but that was expected with all the rainfall."

Mike's hobbies: fishing and watching his sons Brandon, 13, and Jordon, 6, play ball.

Brian Cox, besides treating lawns, also oversees the company warehouse and helps sell.

"We try to get the same technician on the same lawn each time," he says. "You can tell the progress of the lawn. You know the history of the lawn, and it's good for customer relations. You get to know people by their first names."

Cox says this is one reason why JR Lawn Care keeps customers. "Most of the people we lose are either moving out of town or moving into an apartment or condo or something," he says.

JR Lawn Care uses mostly granular products except for weed control, and this year callbacks were low, says Cox. Selling? JR Lawn Care uses no telemarketing but won't hesitate about going out and knocking on doors. "The re-



Mike Harris: "We always have time to talk with customers."



Brian Cox says weather this season helped lawns.

sponse is usually very good," says Brian.

Brian and his wife have a son, Jason, 10, and a daughter, Amy, 7. Brian loves to hunt.

Does your company have a PTP'er? Contact Ron Hall, LCI, 7500 Old Oak Boulevard, Cleveland, Ohio 44130. LCI

RISE

from page 1

umbrella organization to support the \$1.3 billion special chemical industry, RISE, short for Responsible Industry for a Sound Environment. The announcement came at a press conference at the Green Industry Expo in November here.

"We are constantly bombarded by federal, state and local issues, regulations, legislation and misinformation," said Bill Liles of Ciba-Geigy. "This constant attack on our industry has cost us all valuable resources. In most cases, our defense has been weak and poorly focused due to a lack of a central, coordinated effort."

Added Charles Nash, ICI Americas: "We're not going to replace anybody. We want to amplify and focus the effort."

RISE is an autonomous standing committee within the National Agricultural Chemicals Association (NACA).

"Our efforts will support the position that judicious use of pesticides can prove positive in the care, maintenance and protection of public health and property," said Allen Haws of Mobay Specialty Products Group. "It's our mission to be responsible to the public and support the industry."

RISE will reportedly serve as a clearinghouse of information on specialty markets, and will dispense information to promote and expand opportunities for the industry.

RISE will also:

- lobby at all levels of government,



- develop an intensive education effort aimed at the public,
- and develop end-user programs on proper pesticide use.

The proposed RISE budget for 1991 is \$440,000 (\$220,000 for operations, \$10,000 for membership acquisition, and \$210,000 for projects).

"We're not trying to create a war chest of \$2 million or anything like that," said Bill Culpepper of DowElanco.

Ciba-Geigy's Liles added that the presence of RISE "will allow associations to focus on their member needs...and not be running around stomping out fires."

Peter Machin of The Andersons said associations representing users of specialty chemicals will be the "arms and legs of RISE."

Sometime early in 1991 RISE hopes to hire an executive director who will answer directly to the RISE governing board.

Membership in RISE is open to basic manufacturers, formulators, distributors, end users, associations, media and equipment manufacturers. Those joining before Jan. 31, 1991, become charter members.

LCI

Sandoz poll at GIE indicates LCOs want manufacturers to try harder

NASHVILLE, TN—LCOs attending the Green Industry Expo here in November said manufacturers should do more to promote product safety, training and education.

That was the most significant finding in a poll conducted by Sandoz Crop Protection. A total of 342 attendees participated in the survey (109 business owners, 61 owner/applicators, 51 applicators and 55 others).

Sandoz asked: "Should manufacturers conduct more applicator education and training programs?"

Overwhelmingly—94 percent—the attendees answered "yes" while 96 percent said that manufacturers should provide more printed materials about product safety/efficacy for applicators.

Professional users of lawn care products look to manufacturers to shoulder more of the load when it comes to environmental concerns as well.

Just over 46 percent (easily the highest percentage) of those responding said it's the manufacturers' job to take the lead role in explaining the safety of lawn care products.

Only 18 percent felt it was the applicators' responsibility to be the number one spokesman for product safety.

Another 56 percent said they didn't think manufacturers "have adequately responded to environmental concerns". Just slightly fewer (53 percent) indicated they don't have enough information to adequately inform their customers on environment-related issues.

In related questions:

- slightly over half of those polled felt the recent surge in environmental publicity has had a "slightly negative" effect on their businesses,

- 35 percent of the respondents said they'd upgraded their education and training programs,

- and 26 percent claimed they have improved their customer education efforts.

LCOs reported that, beyond effectiveness and cost of treatment, their primary concerns center on human/animal exposure (39 percent) and environmental safety (23 percent).

LCI

U.S. EPA releases report on first national drinking well water survey

Pesticides no problem in 'vast majority' of wells

WASHINGTON D.C.—The "vast majority" of wells in the United States don't have levels of pesticides or nitrates that would pose a risk to public health.

That was the conclusion of the first-ever national survey of drinking water wells by the U.S. Environmental Protection Agency. The EPA released its preliminary report in mid November.

"Where pesticides were detected, they were usually found at low levels—below levels of health concern," reported Henry Habicht, EPA deputy administrator.

"At the same time, the findings underscore the need to be ever vigilant to avoid more serious problems in the future," added Habicht. "The Agency is more determined than ever to push ahead aggressively to prevent further contamination of drinking water."

In the survey, EPA tested 1347 well water samples for pesticides and nitrates. These included 564 community and 783 rural wells. Samples were taken in every state. Testing began in 1988 and cost about \$12 million.

EPA estimates there are about 38,300 community water systems with operating wells nationally, and that

there are about 10,500,000 rural domestic wells in the United States.

The water samples were analyzed for 101 pesticides, 25 pesticide degradates and nitrate.

Using data from the survey, EPA estimates about 9,850 (10 percent) of the nation's community wells and about 446,000 of the nation's rural domestic wells contain at least one pesticide above minimum reporting limits.

The most commonly found

chemicals (other than nitrate) are the acid metabolites of the pesticide DCPA or dacthal, a broadleaf weed killer used primarily on turf, and atrazine, a weed control chemical used mostly on corn.

Even so, the levels of pesticides and pesticide degradates found in wells were usually lower than levels of drinking water health concern.

EPA also says over half of both community and rural wells contain nitrate above the

minimum reporting limit, including 1.2 percent of community wells and 2.4 percent rural domestic wells containing nitrates exceeding EPA's Maximum Contaminant Level of 10 parts per million.

The National Survey of Pesticides in Drinking Water Wells was the first such survey ever conducted in the United States.

"Our association has been supportive of a need for a national perspective," Tom Gilding of the National Agri-

cultural Chemicals Association (NACA) told *Lawn Care Industry* magazine.

"The response to the survey has, so far, been quite low key," said Gilding. "We're naturally pleased with the low numbers of pesticides and the low frequency of detection."

Gilding says NACA views the preliminary report as a benchmark. "It's a management data bank. It shows us where we're at and we can use the data to prevent further occurrences." LCI

NC Conference slated Jan. 9-11

CHARLOTTE, NC—Downtown Charlotte is the site of the 29th Annual North Carolina Turfgrass Conference & Trade Show, Jan. 9-11, 1991.

LCOs may want to attend the educational sessions which begin Thursday, Jan. 10, with Dr. Tom Watschke, Penn State University, speaking on Weed Control Strategies for Lawn Care. Other topics covered that afternoon include Fertilization of Centipedegrass, Winter Injury of Warm Season Grasses, and Management Practices to Prevent Turf Diseases.

There are also sessions for golf and for parks and athletic turf.

Trade show hours are 4-8 p.m. Wednesday, 11 a.m.-1:30 p.m. Thursday and again 4:30-8 p.m. Thursday.

The Conference is sponsored by North Carolina State University and The Turfgrass Council of North Carolina.

Contact Gene Maples, Turfgrass Council of NC, P.O. Box 289, Southern Pines, NC 28388. LCI

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Circle No. 103 on Reader Inquiry Card



Anthony (Tony) and Patricia (Pat) Raffaele keep Pittsburgh-area clients informed about the latest in turf care.

PA firm keeps clients up-to-date

Raffaeles feel informed customers make the best customers

BY DAVID FRASE

Lawn care professionals expect—perhaps they're even resigned to—the "inquisitive customer". This is the client who calls about once a week to shower the LCO with a barrage of questions that, even in the best of circumstances, can be annoying.

It's obvious this customer doesn't know much about a lawn, doesn't know that those brown patches are dollar spot or that core aeration allows air, water and nutrients to reach grass roots. So, the lawn pro suffers the ignorance of his clients and answers all the questions always wishing for an easier and more time-efficient way to handle customer queries.

Well, there's a solution and an LCO with a small company in southwestern Pennsylvania has it. The company, Lawn Management, Inc., in Venetia, a suburb of Pittsburgh, is owned and operated by Anthony and Patricia (Tony and Pat) Raffaele. They've been providing a full line of lawn care services to the South Hills area of Pittsburgh since 1984. The Raffaeles split the duties. Tony wears the hats of chief troubleshooter and public relations specialist, while Pat, the company treasurer, attends to routing and scheduling.

But, when it comes to attending to the "inquisitive customer", they both have a hand in building LMI's practical customer education program. LMI seeks to give its customers information answering just about any question a client may have—before the customer even has a chance to ask it.

"We began our customer education program in 1985 and within a few months we noticed an appreciable reduction in the number of phone calls we received and the number of service calls we made," explained Tony.

Lawn Management, Inc.'s program begins from the first moment Tony and Pat get a call from a potential client. (Almost all new customers come from word-of-mouth since LMI does very little advertising. Tony and Pat do, however, participate in charity functions and this probably generates some calls although it's not the reason they participate.)

The first step after receiving a call is a lawn and soil analysis and a thorough survey focusing on predominant turfgrasses, weed species, and any insect or disease problems. The property is then sketched and measured.

LMI technicians rarely prepare on-site lawn program proposals. "While we do offer general information regarding lawn care, we inform the homeowner that specific recommendations based on the conditions observed will be prepared and forwarded to them within a day or so," said Tony.

LMI's correspondence stresses its "personalized approach to lawn management," a two-fold level approach: the individual needs of the lawn and the client's priorities.

Pat commented that LMI's proposal "must catch the homeowner's attention and it must be warm and friendly." LMI thanks the prospective client for the opportunity to review the lawn and to make specific lawn management recommendations based on the property's needs. The price for each service is included.

Usually the letter goes into some detail about Lawn Management Inc. and about its plans for the particular lawn. All recommendations are backed with valid, detailed explanations.

"Any and all reasons why the client should consider LMI's program and what the program entails is made clear upfront," said Pat. The letter closes with an invitation to call with any questions which, thanks to the thoroughness of their education process, is rarely necessary.

Once regular service begins, LMI includes informative pamphlets with each invoice which describe, in detail, the service just completed, including how the service was done and why. LMI also regularly distributes newsletters that are prepared in-house. These newsletters contain helpful lawn and ornamental tree and shrub hints, as well as any lawn care news that may be of interest to the homeowner.

LMI also mails a pre-season *Lawn Review* to all previous-season customers which outlines any winter damage and the steps necessary to correct the damage. The *Lawn Review* is one of several components of a package mailing that also includes lawn care recommendations for the upcoming year.

To some LCOs, this customer education program may seem more of a bother than it's worth, but its benefits are great, say the Raffaeles.

Customers obviously appreciate the honesty and candor of the Raffaeles' communications.

"An on-going customer education program takes the voodoo out of lawn care. There should be no secrets," said Tony. "Education should be a perpetual process. The more our clients know about their lawns and why problems occur, the greater is our challenge to become ever more knowledgeable and proficient in meeting their needs."

Besides operating Lawn Management Inc., Tony and Pat played a significant role in the formation of the Lawn Care Association of Pennsylvania (LCAP) this past year. Pat serves as the organization's secretary/treasurer and finance committee chairperson. More than 80 LCOs have already joined the LCAP.

Lawn Management, Inc. is also a member of the Professional Lawn Care Association of America and the Pennsylvania Turfgrass Council.

Newsletters a good tool in retaining key clients

BY ALAN CARUBA

These days everyone is looking long and hard at their advertising and promotion budget. Business people realize in these economic conditions that every customer is worth their weight in gold.

How do you let them know they're appreciated? How do you gently remind them they need you?

One excellent way is a personalized newsletter.

Newsletters come with some built-in advantages.

- You probably have a customer/client mailing list.

- You've secured the goodwill of your existing customers.

- A newsletter lets you reach out to new customers in an informative, non-intrusive way.

- Generally speaking, newsletters are not costly to produce and, depending on their size, can even be sent in a standard #10 envelope or as third class mail.

Good news welcome

Everybody enjoys receiving news of value. Everyone needs seasonal reminders. Everyone wants to feel they're appreciated. A newsletter achieves this because it's targeted at your existing customer base and, at the same time, can establish a rapport with identifiable, potential, new customers as well.

The purpose of goods and services these days requires more than just a need. As important as that is, people want to be reassured concerning the value of their purchase.

Keeping in touch

A client of mine is in a service industry that's subject to significant seasonal changes, particularly during the winter months. Four times a year, he sends a company newsletter to a far-flung customer base, filled with news, views, and advice of real value. Also, his sales people use the newsletter as a "leave behind" piece when visiting new accounts. Copies are also sent to the local press with permission to quote in whole or in part from the newsletter.

The newsletter reflects an important "image" for his company even though it's printed in two colors on "coated" paper stock, legal size, back and front. It folds neatly into a standard #10 mailing envelope.

Few people these days have a lot of time to read a lengthy newsletter. This particular format allows him, for pennies

About the Author

David Frase, Alliance, Ohio, is a freelance writer who often writes about green industry events.

per newsletter, to project an on-going message of concern, addressing their problems and needs. He could, of course, print on an 11 by 17 inch sheet with a center fold to create four pages, but the result would be the same. The entire newsletter can be read in less than 10 minutes at most.

Look like a pro

By electing to have it professionally written and printed, he projects a professional image for his business. The paper has a quality feel to it, the printing and illustrative photos demonstrate a serious effort to convey the information. This is important because the "look" of the newsletter says almost as much as the actual content.

There are other hidden advantages to consider as well. Because you control the content, you're able to very specifically call attention to topics that address customer concerns as well as your own business objectives. Finally, the newsletter can be read when the customer wants to and thus receives their full attention.

People want to be reassured concerning the value of their purchase.

There are good reasons for securing professional editorial services and the best one is that your first priority is your business. There are many freelance writers, retired journalists and public relations professionals who can undertake the actual writing of your newsletter once you've determined the topics your experience tells you would be of greatest interest to your customers or clients. Depending on the size of your newsletter and the amount of reference materials you can provide the writer, it should not require an extensive amount of time to prepare a draft text.

Your primary responsibility is to carefully review the text for accuracy. Your newsletter literally represents you and, as such, every word requires your approval. Does this mean you're going to have to re-write the text? No. It means that you will offer your expert guidance to the writer. A re-write, where required, is an expected part of his/her service.

This doesn't, of course, exclude you from doing as much of the writing as you may want! However, respect the professional writer's judgment. That's why you hired him. Good writing requires both talent and experience. It's a very real skill.

After the writer has completed his task, you have two printing options. The first in-

volves the next stage of production, the typesetting and layout of the text prior to its being printed. You should consider using a "graphic designer", many of whom these days have typesetting capability in-house to augment their primary function, the "layout" of the newsletter. (How many columns? How wide? Use of photos? Artwork?) This is a worthwhile investment. In practice, most

hand-picked team of professionals, you

- eliminate time spent writing it yourself,
- time spent implementing its layout and typesetting
- and time spent supervising the printing.

Instead you may spend as little as an hour or less discussing the next issue's content, an hour at most reviewing the draft text and, thereafter, the final text that requires your

more than a morning or afternoon, three or four times a year.

While you will not want to neglect other appropriate advertising and promotion options, your newsletter will actually augment those efforts by adding the dimension or

personal, direct communication. LCI

About the Author

Alan Caruba is a freelance writer/public relations consultant headquartered in Maplewood, New Jersey. 201-763-6392.



The Water Works

Getting The Most From Your Lawn Watering

Summer is when we really enjoy our lawns. But it's the toughest time of year for many types of grass. High temperatures often pull the moisture out of the plants faster than rain replaces it.

Smart watering can help keep your lawn healthy and green all summer. A gallon of prevention is worth ten gallons of cure. In other words, keeping your lawn green is easier than bringing it back once it starts to go into summer dormancy. Here are some tips that will help:

1. Only water in the cool of the day to conserve water.
2. Give special attention to "hot spots" in your lawn that seem to dry out faster (like the strip between curb and sidewalk).
3. Keep mower set higher in hot weather. This slows down evaporation.
4. Water deeply. By soaking the soil to 6" or so you will force the roots to reach for the moisture. This will work much better than frequent shallow sprinklings.

Call us if you have any questions about proper watering. We need to work together!

Summer Insects

The Good, the Bad, and the Ugly

Summer means lots of outdoor fun for everyone. Grills are turning out burgers and franks, flowers are coming into full bloom and pools are getting a lot of use.

But while you're having a great time in the sun, there are thousands of unwanted guests invading your lawn and garden. Summer insects are on the move.

Not all of these little buggers are bad. Some are downright helpful. So how do we get rid of the nasties and hang onto the good guys?

The main friend we have in the soil is the earthworm. He aerates and composts our soil and doesn't hurt a thing. Fortunately, we can eliminate the harmful worms without bothering this guy. Bees are not a lot of fun at a picnic but they're very good for your landscape plants, and praying mantis are strange looking but feed on a lot of pest insects, so they get "good" guy status.

Could be grubs! Pull up on brown spots in the lawn. If the grass is loose, look for these "C" shaped critters...and call us fast!

Bad guys include two main varieties: those that bother people and those that attack plants. Among the lawn pests, sod webworms, chinch bugs and about half a dozen or so other insects are surface feeders. White grubs, from Japanese beetles, bluegrass billbugs or a number of other adults are root feeders and actually live in the soil. We can control either type of lawn insect without harming the "friendlies". Surface feeders can normally be controlled with one or two applications per season while the root-feeders will need one annual treat-

This newsletter put out by Jim Connell's Evergreen Lawn in Belmont, MA, features good graphics and it's easy to read.

graphic designers have long-term relationships with printers on whom they can depend and who, in turn, undertake the work at a reasonable cost.

An alternative is the option of "desktop publishing" and these services are increasingly available nationwide. The use of a computer and laser printer can achieve reasonably good results but is not yet truly comparable to the more standard process described above and which will require coordinating the various elements of writing, design and final production.

Avoiding problems

Obviously, the use of professional writers and graphic designers is intended to help you avoid the problems that are inherent in securing a printer to do the entire job for you. Printers print. If they offer graphic design (layout) it's secondary to their main function. Printers, moreover, don't care how many times you request changes as this just runs up the typography costs.

Remember too, in general you will not publish your newsletter more than four times (quarterly) a year.

Three should be your minimum. Any less and the newsletter ceases to serve the purpose of retaining customer loyalty. By working with your

approval, and a comparable amount of time reviewing the final layout in its typeset form, prior to printing.

This last step is essential because you will be expected to "sign off" on it before it's printed. In all, the time required for each issue is little

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NEWSMAKERS

STMA mourns Gill's passing

He wasn't a part of the lawn care industry, but the work he did as chief groundsman for Milwaukee County Stadium reflected well on anyone involved in turf.

Harry Gill, 69, died Oct. 25. His passing saddens the hundreds of friends he made in the Sports Turf Managers Association (STMA), an association he helped form seven years ago.

He'll also be missed by the thousands of Milwaukee Brewer fans who delighted to the smartness and showmanship of his young grounds crews season after season. The seat he occupied under the phone under the foul pole is going to be difficult to fill.

Gill served as grounds superintendent at County Stadium for 16 years, and he shared his knowledge and experience with anyone who sought it.

The board of directors of H.D. Hudson Manufacturing Company, Chicago, elected **William A. Hudson**, vice president, sales and marketing. He was the company's operations planning manager.

Dave Ferguson became training coordinator for Cushman Inc., Lincoln, NB. He has worked in the experimental division of the Cushman engineering department for five years.

Nancy Lopez, one of the best women golfers in the world, joins Fine Lawn Research, Dublin, Ohio. She was introduced as the company's spokesperson at Fine Lawn's distributor meeting in San Diego.

Christine King was named executive director of the Pennsylvania Turfgrass Council, Inc. She's been with the council for 13 years, serving as its secretary, secretary-treasurer and executive secretary-treasurer.

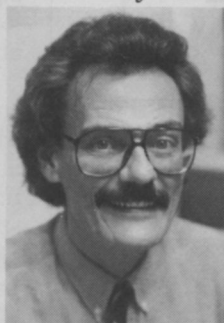
In the newly created position, King will develop and coordinate Council programs and activities and those co-sponsored with The Pennsylvania State University.

Marc Gerig is the new communications specialist for the California Landscape Contractors Association. He produces CLCA's monthly newsletter, new releases and other written materials for CLCA. Formerly he was with the Northern California Chapter March of Dimes Birth Defects Foundation.

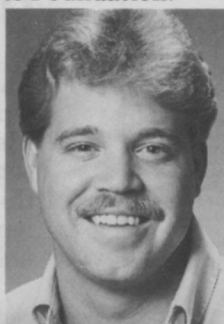
David Flamm became group central manager of All America Termite and Pest Control, Inc. Flamm replaces **Greg Clendenin** who has been promoted to vice president. Flamm joined all



Christine King



Marc Gerig



David Flamm

America four years ago as a technician.

Also, **Della Kennelly** joined All America as director of information systems. She will oversee all data processing and information system management. All America and its sister company, Middleton Pest Control, expects over \$42 million in sales in 1989.

Dennis Niemeyer, a former field representative for Rhone-Poulenc Ag Company, Research Triangle Park, NC, was promoted to northern area sales manager for Chipco/Specialty Products Line. Also, Rhone-Poulenc announced that **Scott Johnson**, previously product manager for Rovral® brands, joined Chipco as Business manager. He replaces **Dan Stahl** who who became Director of Marketing for Rhone-Poulenc Ag Company. **Charles "Chuck" Jongeward**, former director of marketing, was promoted to vice president and general manager of commercial operations for Rhone-Poulenc.

Pickseed West, Inc., hired research agronomist **Donald J. Floyd** to work with research director **Jerry Pepin** in the development of cool-season turfgrass varieties. Floyd is to supervise Pickseed West's Oak Knoll Research Farm. Floyd, 32, is working toward a Ph.D. at Oregon State University.

Tony L. Arnold was appointed product manager, new products in the Vegetation and Pest Control Ventures Department of Cyanamid's Agri-



Della Kennelly

cultural Division. Arnold joined Cyanamid in 1981. He will work out of Wayne, NJ, and reports to Terrence Baker, director new ventures.

Charles O. Brown was promoted to vice president, quality assurance, at Briggs & Stratton Corp., Milwaukee.

Rick Whorf joined New-Way Landscape.

RedMax, Norcross, GA, promoted **John Keeler** to vice president sales and marketing. He was previously the company's national sales manager.

Terrance L. Baker is now the director New Ventures in the Vegetation and Pest Control Ventures Department of American Cyanamid's Agricultural Division.

Baker will work out of Cyanamid's World Headquarters, Wayne, NJ. He formerly worked for BASF Chemicals Corp., Raleigh, NC.

Jerry Wagner, 39, joined Century Raid Aid as a customer financial services manager. He will be working with contractors.

Century Rain Aid also announced **David Hildreth**, 40, as its special projects manager. This is a newly created position. Hildreth will work out of the company's home office in Madison Heights, MI. Hildreth spent 12 years with ChemLawn.

Colorado conference

DENVER, CO—A Prime Time for Pros is the theme for the 1991 Landscape Industry Conference & Trade Show, Feb. 21-22 here.

Contact: Associated Landscape Contractors of Colorado, Wheat Ridge, CO. 303/425-4862 LCI

Uniforms can showcase service company image

Your uniform shows who you are and tells customers about your services.

It's an instant symbol of your company, your skills, and your work habits. It can help create a positive response in customers, leading to a solid, long-term relationship.

Send your customer an immediate message by wearing a uniform displaying your company name or logo. This can be accomplished through either silk-screening or embroidery usually applied when the uniform is ordered.

Companies often further enhance their identities by purchasing uniforms in the company colors or in colors that reflect their particular service (Green, obviously, is a favorite of lawn care.) Some uniform distributors, such as WearGuard Corporation of Norwell, MA, will apply small graphic symbols to uniforms (rakes, spreaders, etc.), reinforcing the wearer's function and identity. The company service is visually confirmed in the customer's mind.

Names important

In addition to logos and colors, companies often add employee names to their uni-

forms. Usually embroidered, the employee name humanizes the company's identity, creates a friendly appearance, and immediately identifies the wearer.

Customers can be suspicious of people who enter their yards or homes—even if it's at the customer's request. By wearing a company uniform for all house calls, and, if necessary, carrying a company I.D., you reassure customers and eliminate doubts.

By establishing a "look" for your company, you create an identity—literally and figuratively—in your customer's mind. This identity serves as a reminder for future calls and as a strong recognition factor for the next visit.

By always wearing your uniform, regardless of the job, you reinforce your company's—and your—professional identity. This distinguishes you from the competition and elevates you to a superior position over non-uniformed "freelancers."

Must be comfortable

Let the uniform act as an assistant. Look for uniforms with many deep pockets for holding clippers, gloves, and

the like. Choose pants with additional loops for carrying tools. And select shirts with pocket slots for pens or pencils; if you send the customer searching for your supplies today, he or she may go looking for another company tomorrow.

A customer's first impression depends, in part, on your uniform. Although customers don't expect Mr. Clean to show up on their doorstep, they also don't expect to be cleaning their doorstep after you leave. Right or wrong, a sloppy uniform often translates as sloppy work habits.

Don't limit your uniform to

shirts and pants. Add jackets, sweaters, and hats with the company logo. And when looking for accessories, such as gloves, select ones that match the function you need and the identity your company has established.

All the crisp, customized uniforms in the world are worthless if they don't feel right. Choose fabrics and styles that communicate your message, but don't suffocate your comfort. (Poly/cotton blends are popular because they're durable and comfortable.) Retain your freedom of movement by avoiding heavy, bulky garments and wearing

lighter layers of clothing. A comfortable worker is a better worker.

Pretty simple stuff, right? Yet, it's so simple, it's often overlooked—except by the customer. The customer is keenly aware of your uniform and its many messages. The work uniform is a virtual billboard. One that you can put to great advantage. It shows who you are, what you do, and how you do it. LCI

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All smiles at GIE Expo

Jim Vetter, left, and Ron Gagne, both of O.M. Scott and Sons Company, Marysville, Ohio, were among the hundreds of exhibitors at the Green Industry Expo in Nashville in mid November. The product suppliers, as evidenced by the smiles here, were pleased with attendance and traffic in the trade show aisles. LCI



Terminology must be defined in coming lawn care industry

BY DUANE MOLL

Horticulture enters an era comparable, in some ways, with the history of the automobile.

For decades automotive technology developed slowly. Nothing radical happened—particularly not in the ways cars were marketed to the public—except for continuing engineering advances and model-year style changes.

Enter the era of emission controls.

In a few short years the engineering and performance of the average sedan leaped forward because of public demand for more fuel-efficient and cleaner-running cars. The new car you're driving today is vastly more efficient than the car you drove 20 years ago. More expensive too!

Similarly, it appears, there will be big changes in horticulture and agriculture. We'll grow food differently. We'll change the way we care for lawns.

Environmental concerns, real or imagined, are changing how we do business and keep lawns healthy. These changes will probably include the materials we use.

It now appears certain we'll hear more about such terms as *biological*, *biorational*, *organic* and *biostimulant*.

Chemicals are chemicals

But, first, a mention of chemicals. The whole world is made up of chemicals. Chemical fertilizers, for example, aren't artificial growth enhancers. Nitrogen, phosphorus and potassium are natural elements of the soil whose use by plants result in growth and development.

Many of the chemicals we use for plant care are isolates of, or analogs of, naturally occurring products. Copper and sulfur are natural elements that have been successfully used in fungicides. These materials took on the chemical nameplate.

To differentiate today's "natural" products from what has come to be understood as "chemical" products we've devised various terms.

Biologicals

Biological controls are those using parasitic and predaceous insects and insect disease organisms. This is a broad term that includes a spectrum of ecological pest controls: not only predatory and beneficial insects but also viruses, bacteria, fungi, and protozoa that may feed upon pests or may secrete toxins that control pests or attract them for trapping purposes.

Parasitic wasps, certain nematode species, predatory mites and pheromones.

Biorationals

Biorational products include pest control agents and chemical analogues of naturally occurring biochemicals. Viruses, bacteria, fungi and protozoa are biorational pesticides. Examples include *Bacillus thuringiensis* (Bt), milky spore, and *Colletotrichum gloeosporioides* (an agricultural fungal weed control) as well as neem extract, rotenone and nicotine.

The terms biorational and biological may often be used interchangeably although biorational refers to types of biological controls.

Organic

Organic is generally defined as a product that contains carbon. Organic fertilizers contain carbon and one or more elements other than hydrogen and oxygen essential for plant growth and may be either synthetically or naturally derived. There is, however, a classification of products that are termed "natural organics". These are products, usually fertilizers, by-products of either plant or animal containing more elements other than hydrogen and oxygen essential for plant growth. These materials cannot be synthetically derived nor mixed with synthetic materials to retain the classification of natural organic.

Botanicals

Insecticides derived from plant materials are called botanicals. Examples: pyrethrins, neem extract and sabadilla. The term botanical clarifies the type of biorational or biological control.

A bio-stimulant is generally defined as a product which improves, accelerates or otherwise has a beneficial effect on plant growth. Its effect is usually to increase the efficiency of nutrient uptake.

Many of these compounds are natural products while others may contain synthetic ingredients. They're receiving a lot of attention as a mechanism to reduce transplant shock of ornamentals and new sod installations. They also have the potential of allowing plants to more efficiently use irrigation water as well as reducing fertilizer usage.

Beneficial insects are receiving more attention in agriculture. They feed on pests or serve other purposes such as pollination. There are great problems with their introduction in the horticultural community for purposes of controlling pests but look for more research on this pest control option.

Plant care measures entailing modification of the planting, growing and cultivating environment which are used to control disorders are called cultural controls. Another term for this is environmental manipulation. They're designed to prevent pest damage rather than the destruction of an existing infestation. In many ways this should be the

first line of defense for controlling insects, diseases and weeds.

Soaps and oils

Soaps and horticultural oils are being considered as alternatives to traditional pesticides. They are, however, neither natural nor biological but are distillates of natural materials. They are receiving considerable research due to their high degree of safety.

Look for some redefinition of these terms in the future. Many of the current definitions are broad and until they become standardized and well defined you can expect them to be thrown around loosely.

For example, a bioactivator is a loosely defined term that almost defies any attempt to pin it down. A manufacturer can call a product a bioactivator without having to ex-

plain what that is.

Often it's a matter of expediency in getting a product to market by calling it a bio-"fill-in-the-blank".

Make no mistake about it, the above terminology will become a part of your vocabulary. Products that fit in these categories aren't going to be cure-alls and will, likely have specific uses. LCI

About the Author

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



Scott's Training Program

Above, Korbin Riley, right, international business manager of Scott's Professional Business Group, presents the first diploma of its international technical training program to David Worrall, center, of Australia. PBG senior training manager Eugene Mayer, left, looks on. The program is designed for both management level and sales personnel of Scott's overseas partners. LCI

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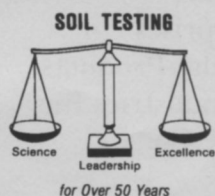
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As the U.S. economy changes, LCOs should reexamine their vehicles and product delivery

BY ED WANDTKE

Economists may battle over their descriptions of the U.S. economy, but LCOs may want to act.

That's because the American consumer will continue to be bombarded with media ac-

counts of how difficult it is to balance the federal budget, and besieged with dire warnings about tax increases. There seems little doubt the consumer will be paying more taxes.

Now's the time for LCOs to focus intensely on the aspects of operating their companies

which they can influence. Two areas stand out: vehicle operating expenses and product delivery choices. Making wise decisions in these areas can help LCOs maintain profitability in 1991.

Operating pressures

The oil crisis of 1990 signals

significantly higher fuel costs for next year. Many companies are projecting total fuel cost increases of between 50 and 75 percent above the 1990 level for the same volume of fuel purchases. Should you be selling off those old trucks for newer, more fuel-efficient vehicles? Perhaps you should examine the possibility of using smaller vehicles. Vans instead of tankers?

Another possibility you should have some understanding of is alternative fuels for your fleet. It might be time to compare costs. The early 1980s saw some fleet managers

switch to diesel vehicles although the savings didn't turn out to be as great as they had hoped since diesel prices rose too. Today, operators of route businesses increasingly look to propane and natural gas as fuel choices. The focus isn't only be on cutting dependency on the oil-rich nations, but on the need to choose a fuel source more abundant in the United States.

Activists, undoubtedly, will



LCOs can expect a fuel cost increase over 50 percent in '91—Ed Wandtke, consultant

continue pushing for clean-air legislation, perhaps accelerating the acceptance of alternative fuels.

Examine costs carefully when considering alternative fuels. Beware of higher initial capital costs of switching versus the fuel saving to be realized over a period of years.

Smaller vehicles

Perhaps it's also time to look at smaller, more cost-efficient service vehicles to decrease the cost in this operating expense for 1991. If you're using a liquid lawn delivery system, can you down-size the tank to one which will fit within a van? Or can you down-size the tank to one that can be refilled on the road. In Florida, some companies have been mixing their materials on the road rather than delivering a completely premixed formulation filled in the shop.

Companies may need to acquire water. Sometimes they can do this from a fire hydrant. Some local water departments allow the use of hydrants if the company acquires and uses a water meter. This may be less expensive than hauling more liquid than is needed for a daily production assignment.

Lighter loads and down-sized vehicles may be ways for LCOs to cut your expenses in two operating expense areas in 1991.

Chemical delivery choices

Many companies now deliver both liquid and dry product, dependent upon effectiveness, cost, and effi-

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103	118	133	148	163	178	193	208	223	238	253	268	283	298	313	328	343
104	119	134	149	164	179	194	209	224	239	254	269	284	299	314	329	344
105	120	135	150	165	180	195	210	225	240	255	270	285	300	315	330	345
106	121	136	151	166	181	196	211	226	241	256	271	286	301	316	331	346
107	122	137	152	167	182	197	212	227	242	257	272	287	302	317	332	347
108	123	138	153	168	183	198	213	228	243	258	273	288	303	318	333	348
109	124	139	154	169	184	199	214	229	244	259	274	289	304	319	334	349
110	125	140	155	170	185	200	215	230	245	260	275	290	305	320	335	350
111	126	141	156	171	186	201	216	231	246	261	276	291	306	321	336	351
112	127	142	157	172	187	202	217	232	247	262	277	292	307	322	337	352
113	128	143	158	173	188	203	218	233	248	263	278	293	308	323	338	353
114	129	144	159	174	189	204	219	234	249	264	279	294	309	324	339	354
115	130	145	160	175	190	205	220	235	250	265	280	295	310	325	340	355

LAWN CARE INDUSTRY

DECEMBER 1990

This card void after Feb. 15, 1991

1. CHECK BELOW YOUR PRIMARY BUSINESS AT THIS LOCATION:

A. LAWN CARE COMPANY: Read each choice before answering.

10 ☐ Chemical lawn care company

25 ☐ Both chemical lawn care company and mowing/management lawn care company

B. SUPPLIER

70 ☐ Chemical and equipment dealer and/or distributor

C. OTHER (specify) _____

2. WHAT IS YOUR TITLE? _____

I would like to receive (continue receiving)

LAWN CARE INDUSTRY each month: Yes ☐ No ☐

Signature: _____ Date _____



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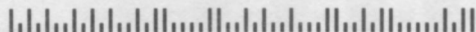
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**GET
MORE
FACTS**

ciency of delivering the material to a property. Examine your we-have-always-done-it-this-way approach to product delivery. New products may be superior to older formulations and allow flexibility to deliver the chemical in a form not used previously.

Another aspect of chemical cost reduction is using products that are more effective. Certainly they may be more expensive to purchase, but weigh this against the cost of service calls. These callbacks are extremely costly to any LCO. Review your service call levels for 1990 and determine if your product choices were best for reducing callbacks over 1989 results.

Summary

Vehicle costs and chemical costs are two areas of operating expense that should be reviewed for 1991. Broaden your analysis of the options available.

Don't let past experiences dictate how you will operate your company in 1991. Keep an open mind about the need to examine alternatives in light of the changing economic conditions.

Profits will be out there for lawn care operators who stay on top of the opportunity and the new approaches necessary to deliver valuable service.

LCI

About the Author

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

UC Davis offers short courses for green pros

DAVIS, CA—University Extension at UC Davis offers courses for the professionals in the green industry:

- Landscape Irrigation System Design, Tuesday, Jan. 22, 9 a.m.-4 p.m., University Extension Center.

- Landscape Water Management, Wednesday, Jan. 23, 9 a.m.-4 p.m., University Extension Center.

- Practical Pruning: A Workshop for Arborists, Tuesday, Feb. 5, 9 a.m.-4 p.m., at Putah Creek Lodge, UC Davis.

- Turfgrass Management for Professionals, Tuesday and Wednesday, March 12-13, from 9 a.m.-4 p.m., University Club, UC Davis.

For more information or to enroll, call 1-800-752-0881. From Davis or Dix, 916/757-8777.

LCI

SR tabs Riordan

CORVALLIS, OR—Seed Research of Oregon awarded Dr. Terry Riordan its "Excellence in Research" award. Riordan was honored for his work in turfgrass at Nebraska. LCI



Mike Bailey, Super Lawns

Good neighbor

Maryland lawn care company "adopts" road; plans assembly at local school

DARNESTOWN, MD—"In the current economic slowdown, we have to fight pretty hard to obtain new business," says James M. Bailey, president of Super Lawns.

That's one reason—along with a genuine desire to be good neighbors in the community—why the folks at Super Lawns "adopted" a road in Montgomery County (just outside of Washington D.C.). Bailey reports that participants are required to clean up the roadside in their designated areas at least four times a year. "The area you are responsible for is marked at each end by permanent signs which state your company name and mention the program," explains Bailey.

Super Lawns also "adopted" the grounds at Jones Lane Elementary School, Gaithersburg, MD.

"I was approached by one of the PTA members and one thing led to another," says Bailey. "As a lawn service we are donating our time and 75 percent of our material cost in at least a year-long program of turf renovation. Also, we're helping with a video produced by students on lawns and lawn care."

Representatives from the company have been invited to meet with students in an assembly to discuss the environment.

Bailey feels these types of community-service activities will boost professional lawn care's image with homeowners as well as help educate students about the value of the industry.

From a business standpoint, the publicity doesn't hurt, feels Bailey.

"We manage only a fraction of the 22,000 marketable properties in this area," he says. "The market here is saturated with competing services. To stay on the forefront, we feel it's important to show that we are willing to give a little extra attention."

LCI

Engineer calls for "total systems approach" to address groundwater issues

Ignorance (not chemicals) the problem

COLUMBUS, OHIO—The biggest agricultural threats to America's water supply are not from pesticide or fertilizer use, or even soil erosion, says Andy Ward, an agricultural engineer at The Ohio State University.

"I think the levels of chemicals that get into our ground or surface water systems in most places are not very serious problems. Our biggest problem is a lack of knowledge and education," Ward says.

"Most environmental problems are caused by inadequate knowledge and poor management. Frequently the knowledge is available and a lack of education is the real problem," Ward says.

Ward studies how farm chemicals affect ground water. He says that trace amounts of a chemical found in water is not a serious problem in itself.

"The real problem is that there is a whole collection of chemicals from all kinds of different places, and if no one takes the trouble to limit those levels, then a cumulative problem develops with increased risks and costs for treatment," Ward says.

More research alone will not benefit the situation, Ward says. "More must also be done with the results of past and present research, and a total systems approach is the key."

"We really need to look at the total system, so we don't just focus on production. We

don't just focus on surface or ground water," he says. "We must focus on the total system and what we're trying to do in that system. If we don't take this perspective, many concerns left by the wayside will eventually come back to haunt us."

Once the research is done, it should be presented to the farming community in a way that gives agricultural concerns equal billing with environmental issues. And it must be presented to the general public in a way that teaches them the true risks from agricultural chemicals, Ward says.

"The environmental information presented to farmers is production-oriented. It's not economics-oriented, but it could be. The information must be presented in a way to first get the farmer to actually read it and second to get the farmer to act upon it," Ward says.

A lack of public information makes the environment the burning issue it is today, he says. "I always tell people that the biggest problem facing our water supply is not high nitrate or pesticide levels, but rather a perception problem."

Most people think of fertilizers as something good because they help things grow, and they think of pesticides as bad because they kill things, Ward says.

In fact, Ward adds, environmental problems caused by

soil erosion and excess fertilizers entering surface water systems are much more serious than those associated with pesticides.

The perception problem, with or without research data, is generally caused by a lack of available information, Ward says.

"How many educational fliers do you receive in the mail? How many educational shows are televised about the natural environment? The shows on

television almost always focus on faraway, grand or exotic places, not on ground and surface water or forestry and the drainage of wetlands," Ward says.

That situation is changing as the public becomes more environmentally conscious, he says. But the risk is that limited data will be presented in a way that draws incorrect conclusions rather than in a way that states the problem clearly for people to understand. LCI

Bio company claims public "troubled" with pesticides

DAVIS, CA—Americans are "troubled" about the use of pesticides on crops, claims a survey commissioned by a biopesticide research and development company.

Entotech, Inc. says the report "American Attitudes Toward Pesticides" shows the depth of American concern over the use of pesticides. The survey was reportedly conducted by Research & Forecasts, Inc., a New York-based public opinion and marketing research firm. The results are based on telephone surveys of 1,200 randomly selected men and women in the United States, says the release from Entotech.

The report claims 89 percent of the respondents said they're "troubled" about the use of pesticides on crops. The figure breaks down to 50 percent claiming they're "very concerned" and 39 percent describing themselves as "somewhat concerned."

Furthermore, the report claims that 76 percent of those polled support the notion that more money and effort should go toward the development of biopesticides.

The most startling conclusion in the report? When asked about their most preferred method of protecting crops from insects, only 3 percent listed "traditional chemical products alone."

Entotech, Inc., is a wholly owned biopesticide R&D subsidiary of Novo Nordisk A/S, Denmark. LCI

Jan.

■ **4-6 Mid Atlantic Nurserymen's Trade Show.**
Baltimore Convention Center.
Contact: Mid-Atlantic Nurserymen's Trade Show, Inc., P.O. Box 314, Perry Hall, Maryland 21128.

■ **7-9 Maryland Turfgrass Council Conference & Tradeshow.**

Baltimore Convention Center.
Contact: Cheryl Gaultney, Maryland Turfgrass Council, 12 Pressie Lane, Churchville, MD 21028.

■ **7-10 Virginia Professional Horticulture Conference.**
The Pavilion, Virginia Beach.
Contact: VPHC, P.O. Box 5758, Virginia Beach, VA 23455.
804/465-7777.

■ **8-11 Eastern PA Turf Conference.**

Valley Forge Convention Center, King of Prussia, PA. Contact: PA Turfgrass Council, Landscape Management Research Center, Orchard Road, University Park, PA 16802. 814/863-3475.

■ **8-9 Wisconsin Turfgrass Association.**

Olympia Village Resort.
Oconomowoc, WI. Contact: Ed Devinger, Reinders Brothers, Inc., 134 Watertown Plank Road, Elm Grove, WI 53122. 414/786-3301.

■ **9 Sacramento Valley**

Landscape & Nursery Expo.

Sacramento Community Convention Center. Contact: Patti Adkins, 916/729-2606 (fax: 916/729-2607).

■ **9 Organic Landscaping & Growing Seminar.**

Dallas.
Contact: Barbara Smith, Lambert Landscape Company, 214/239-0121.

■ **14-17 Turfgrass Integrated Pest Management (IPM) Short Course.**

College Park, MD. Contact: Dr. Lee Heilman, Dept. of Entomology, University of Maryland, College Park, MD 20742. (Enrollment limited to first 35 paid.)

■ **16 Professional Turf & Landscape Conference.**

Westchester County Center. White Plains, NY. Contact: Carol Mueller, PO Box 307, Scarsdale, NY 10583. 914/636/2875.

■ **17-19 Mid-Am Horticultural Trade Show.**

Hyatt Regency Hotel, Chicago.
Contact: Mid-Am Trade Show, 1000 N. Rand Road, Suite 214, Wauconda, IL 60084. 708/526-2010.

■ **20-22 Empire State Tree Conference.**

Syracuse, NY. Contact: New York State Arborists Association 518/783-1322.

■ **21-23 Midwest Regional Turf Conference and Trade Show.**

Adam's Mark Hotel, Indianapolis, IN.

■ **25 Mid-Florida Turfgrass Conference.**

Seminole Community College, Sanford, FL. Contact: Uday K. Yadav 407/323-2500.

■ **28-Feb. 1 Virginia Tech Turfgrass Ecology & Management Short Course.**

The Donaldson Brown Center, Blacksburg, VA. Contact: Adult registrar's office 703/231-5182 or Dr. Dave Chalmers 703/231-5797.

■ **29-30 Essential Supervisor Skills for the Landscape Foreman.**

Park Plaza Hotel, Oakland, CA. Contact: Micheyl Barnett, California Landscape Contractors Association. 916/448-2522.

■ **30-Feb. 1 International Society of Arboriculture Conference.**

Embassy Suites Hotel, Oklahoma City, OK. Contact: Don Massey, CRD Services, PO Box 470069, Tulsa, OK 74147. 918/622/7513.

Feb.

■ **1-3 AAN Management Clinic.**

Louisville, KY. Contact: The Management Clinic, 1250 I Street N.W., Suite 500, Washington, D.C. 20005. 202/789-2900.

■ **11-14 Pennsylvania Nurserymen & Allied Industries Conference.**

Hershey Lodge, Hershey, PA. Contact: PNA, 1924 North Second St., Harrisburg, PA 17102.

■ **19 & 20 Cash Flow and Cash-Flow Budgeting Seminar.**

Feb. 19 at the Ontario Hilton, Ontario, CA, and Feb. 20 at the Oakland Hilton, Oakland, CA. Contact: Micheyl Barnett, California Landscape Contractors Association. 916/448-2522.

■ **19-20 Northeastern PA Turfgrass & Grounds Maintenance School.**

Luzerne County Community College, Nanticoke, PA. Contact: William Pencek, Lackawanna County Cooperative Extension, 200 Adams Ave., Scranton, PA 18503. 717/963-4761.

■ **26-27 Virginia Tech Chemical Application Minicourse.**

Donaldson Brown Center, Blacksburg, VA. Contact: Adult Registrar's office 703/231-5182 or Dr. Dave Chalmers 703/231-5797.

■ **26-28 Western PA Turf Conference.**

Pittsburgh Expo Mart/Radisson Hotel, Monroeville, PA. Contact: PA Turfgrass Council, Landscape Management Research Center, Orchard Road, University Park, PA 16802. 814/863-3475.

■ **27 New Jersey Landscape '91 Trade Show.**

The Meadowlands Convention Center, Secaucus. Contact: Skip Powers, 630 Valley Court, Westwood, NJ 07675. 201/664-6310.

■ **27-March 1 Virginia Tech Turfgrass Disease Minicourse.**

Donaldson Brown Center. Blacksburg, VA. Contact: Adult Registrar's office 703/231-5182 or Dr. Dave Chalmers 703/231-5797.

March

■ **2 Long Island Tree Conference.**

State University at Farmingdale, L.I. Contact: LIAA, P.O. Box 69, Holtsville, NY 11742. 516/698-3366.

■ **13-14 Reinders 10th Turf Conference.**

Waukesha Expo Center, Waukesha, WI. Contact: Ed Devinger, Reinders Brothers, Inc., 13400 Watertown Plank Road, Elm Grove, WI 53122. 414/786-3301.

■ **22-24 ALCA Student Field Days.**

University of Kentucky, Lexington. Contact: Elise Lindsey at the ALCA office 703/241-4004.

Ron Kujawa is L&I mag's Man of Year

FALLS CHURCH, VA—Ron Kujawa, owner of Kujawa Enterprises, Inc., Cudahy, WI, was named *Landscape & Irrigation's* Man of the Year for 1990.

(Kujawa is a former advisor for *Lawn Care Industry* magazine.)

Kujawa this past year served as president of the Associated Landscape Contractors of America. He's been a member since the early 1970s.

"Over the years, he has contributed a tremendous amount of both his and KEI's time, energy and resources to ALCA," says Debra Dennis of ALCA. She describes him as a man of "foresight and creativity".

LCI

Jacklin claims its new seal indicates better turfgrasses

POST FALLS, ID—Jacklin Seed Company in November began a program to identify turfgrass varieties which, it claims, diminish the impact on the environment.

These varieties will receive the company's trademarked Green Seal of Quality. Doyle Jacklin, director of marketing for Jacklin, said the seal will indicate "new elevated seed analysis standards that are

higher than certified."

He said that the superior genetic characteristics, higher seed purity, germination and better disease resistance of these varieties will translate into fewer chemicals and less maintenance.

"Our research department has concentrated for some time on developing seed with superior genetic characteristics to meet these higher standards," said Jacklin. "We've made significant progress and we now have a number of turfgrass seed varieties that meet our criteria." LCI



First grass seed to receive new seal with (l. to r.) Doug Brede, research; Doyle Jacklin, marketing; and Gayle Jacklin, marketing.



ALCA honors Disney World

FALLS CHURCH, VA—The Associated Landscape Contractors of America (ALCA) selected Walt Disney World Resort for its "Landscape Contribution Award" for 1990. LCI

Treatments in fall lead to spring control

How costly can winter annual weeds be in turfgrasses?

Very expensive considering they're not only unsightly, but failing to control winter annuals in dormant turfgrasses typically leads to increased early spring weeds. That's why turfgrass managers strive to keep them in check in the fall.

"We rely on both pre-emergence and post-emergence herbicides to control winter annuals and to keep dormant turf as uniformly brown or as free of weeds as possible," said Kirk Hurto, director of technical services of ChemLawn, Columbus, Ohio. Hurto spoke at a recent technical meeting on weed control in turfgrasses hosted by American Cyanamid at its agricultural research center in Princeton, NJ. "We make applications in the fall when the turf is dormant. We time them during a specific application window, when the herbicide will most likely provide weed control through late spring. Zeroing in on that optimum period has been the most effective approach to winter weed control for us."

Other participants at the meeting included university turf specialists, turfgrass managers from the lawn care and golf course industries and technical specialists from Cyanamid.

Hurto added that when selecting herbicides, he considers the

spectrum of weeds controlled, turf selectivity, soil and climatic conditions, and whether leaching of carryover of the product could pose a problem. "Environmental consideration will play a larger role in turf management," he said. "That's the main reason ChemLawn has stopped using certain products."

While ChemLawn uses several herbicides to control a broad spectrum of weeds, Hurto noted that wild onion and wild garlic are problem weeds for the company's customers. "We used several herbicides, including Image® herbicide. So far, we've been impressed with the results we've achieved with Image."

According to Kyle Miller, market development specialist for Cyanamid, controlling weeds, particularly winter weeds, is vital in maintaining a healthy lawn throughout the entire year.

Field evaluations show, Image controls winter weeds such as buttercup, henbit, chickweed, lawn burweed, parsley-piert, wild onion and wild garlic. Dr. Tim Murphy, extension agronomist from the University of Georgia, Dr. Bill Lewis, extension weed specialist from North Carolina State University and Dr. "Bert" McCarty, extension turfgrass specialist from the University of Florida presented research findings on the performance of Image at the conference.



Dr. Richard Hurley explained value of ornamental grasses.

Spotlight on ornamental grasses at Lofts' event

BOUND BROOK, NJ—Lofts Seed Inc. put the spotlight on ornamental grasses during a recent field day seminar.

Why ornamental grasses? They offer varied texture, form, color and flowers from spring to fall.

Dr. Richard Hurley, Lofts' Research Director, and agronomist Marie Pompei gave visitors to the company's East Coast Research Farm a complete overview of the grasses. There are ornamental grass varieties for sun, drought and

wet conditions, and they can be used in many areas: along ponds or pools, as hedges, in meadows, in formal or informal landscapes.

Ornamental grasses typically need minimum care. For more information about ornamental grasses, contact Chris Rauch at Lofts, 908/560-1590.

LCI

Questions about Pesticides?
Call 1-800-858-7378



Lofts' horticulturist Chris Rauch discussed grass growth habits.

ALCA offers safety tract

FALLS CHURCH, VA—The Associated Landscape Contractors of America (ALCA) offers its newest safety publication, *ALCA Supervisor's Safety Handbook*.

The booklet (available to ALCA members for \$4 a copy, nonmembers \$20) covers the full array of safety topics—from company safety policies, safety meetings to proper clothing, general first aid, equipment certification, material handling and chemical safety.

Contact: ALCA, 404 N. Washington St., Suite 104, Falls Church, VA 22023. 703/241-4004. LCI

Paper firm offers composting help

PURCHASE, NY—International Paper offers a full-color brochure which explains composting.

The brochure, "Help Nature Put Waste to Work: What Composting Can Do for Your Community", describes the composting process and its benefits. The brochure unfolds into a 17-inch square poster and explains how to get a community system started.

Composting, says International Paper, is a technique that farmers have used for centuries. It can help today's solid waste crisis.

Grass, leaves and other yard waste, which now take up nearly 20 percent of landfill space nationwide, can be converted into natural fertilizer by this simple organic process.

The company is a major producer of printing and writing papers, paperboard and packaging products.

For the brochure, write: International Paper, Room 4-288, Two Manhattanville Road, Purchase, NY 10577.

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NEW PRODUCTS

**Uni-Hoist headquarters are now in Phoenix, AZ**

Uni-Hoist International, Inc., manufacturers of electric/hydraulic hoists for standard pickup trucks has moved its corporate headquarters to Phoenix. The company's products are capable of converting most domes-

tic and foreign trucks into dump trucks. Using a network of 180 dealers throughout the United States, Uni-Hoist International expects sales to exceed \$2 million in fiscal 1990.

Circle No. 120 on service card.

**Label clearance allows greater use of herbicide**

New label clearances allow Image® herbicide to control winter weeds such as henbit, lawn burweed, buttercup, etc. Previously the herbicide was recognized for its control of summer weeds.

Manufactured by American Cyanamid, Image also controls winter annuals until spring, four months of weed control in warm-season turfgrass with a single application. (Image should not be applied to St. Augustinegrass for winter weed control.) See label of winter and summer weeds controlled with Image.

Circle No. 121 on service card.

**Salsco blowers rugged but affordably priced**

Salsco's 300-Series line of walk-behind power blowers provides a wide selection of quality machines at affordable prices. Every model contains a balanced impeller and gives

both side and forward air streams. Specific models have Debris Intake for cleaning up leftover debris. These models are made of heavy-duty steel.

Circle No. 122 on service card.

New Husqvarna chain saw stresses safety

Husqvarna offers the 42 Special chain saw with a 42 cc engine which delivers a maximum engine speed (no load) of 14,500 rpms. The unit has an improved, open-port cylinder design that delivers at both high and low speeds the power and efficiency of larger saws.

An inertia-activated chain brake reduces kickbacks and their severity by stopping the chain. The unit also features Husqvarna's unique two-mass anti-vibration system. Sturdy rubber mounts separate the engine from the handle.

Circle No. 123 on service card.

**MG-104 gives Koos icemelter the edge**

Koos, Inc., received a patent for Safe Step® Icemelter. The product's formula uses a patented corn by-product. Safe Step is the only potassium chloride-based icemelter with the formula MG-104 which allows Safe Step to melt ice at lower temperatures than other icemelters while also increasing its ability to break up ice and prevent refreezing.

The icemelter dissolves completely and leaves no

chalky residue. When used as directed, it won't harm grass, trees, shrubs or other vegetation, says its maker.

Circle No. 124 on service card.

**New backpack sprayer rugged, chemical resistant**

Ames Lawn & Garden Tools offers a four-gallon backpack sprayer with a high-grade polyethylene tank and chemically resistant Vitron® soft parts and pump piston collar. The unit also features molded-in, zinc-plated steel tube frame and stand (giving the unit added stability), ultra-violet inhibitors, and up to 90 psi piston pump with fan and hollow cone nozzle tips.

Circle No. 125 on service card.

**Baker chipper features free-swinging hammers**

Tornado Products, Inc., says its 8-hp chipper/shredder has free-swinging triangular hammers that provide more shredding and grinding power than fixed-hammer units. The 12 hammers in the Baker chipper/shredder, model 912-8.0, swing to grab material, providing more cutting surfaces, sharper cutting angles and easy feeding.

Other features include an idler clutch to increase V-belt life and a bearing guard to reduce bearing failure.

Circle No. 126 on service card.

**PTO-powered sprayer has easy-reach controls**

Broyhill's utility vehicle PTO-powered sprayer in 120 and 170-gallon capacities comes in poly or fiberglass tank material. The unit has quadra-jet agitation with anti-vortex fitting and sprayer controls mounted next to the driver.

The PTO diaphragm pump

is rated at 27.9 gpm maximum/250 psi maximum at 540 rpm and delivers excellent boom, spray gun and agitation performance.

The new units fit E-Z-GO, Jacobson and Cushman pin system utility vehicles.

Circle No. 127 on service card.

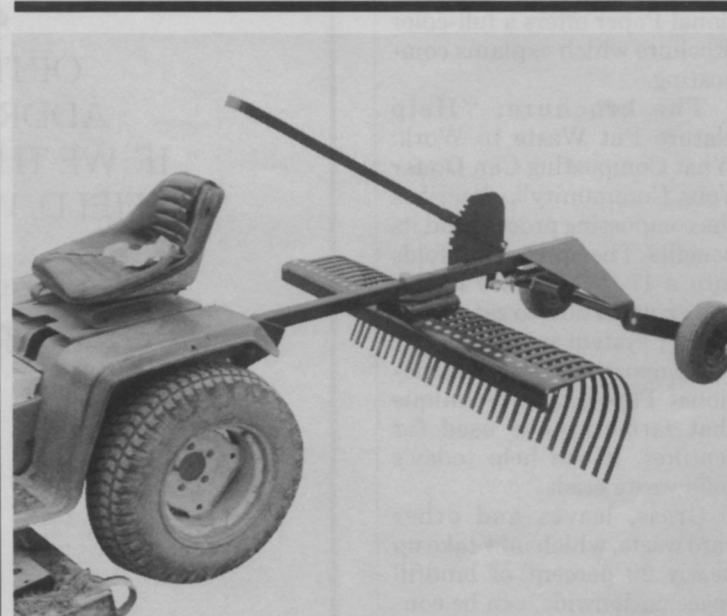
**This portable dike will help LCOs control spills**

Plia-Pad is an inflatable membrane vinyl not harmed by gasoline or UV rays. Standard sizes range from 6' X 20' to 18' X 50'. Plia-Pad features a built-in sump that allows liquid to collect into a 8" pocket where it can easily be recovered.

Plia-Pad is made of 40-mil dynaprene, a tough oil-resis-

tant membrane vinyl not harmed by gasoline or UV rays. Standard sizes range from 6' X 20' to 18' X 50'. Plia-Pad features a built-in sump that allows liquid to collect into a 8" pocket where it can easily be recovered.

Circle No. 128 on service card.

**These pull-behind rakes useful for soil prep**

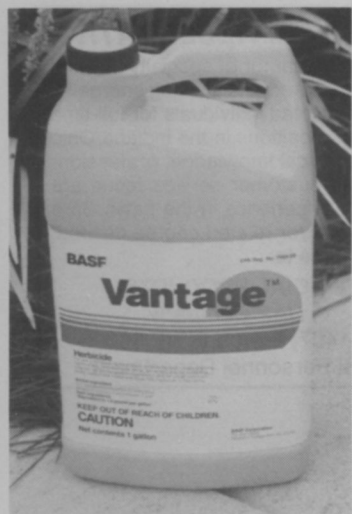
The PLR Series of pull-type landscape rakes from Work-saver, Inc., can be used for landscaping, soil prep, leveling, etc. The rakes are maneuverable and can be used around fences, walls and other objects.

Features include five angle

positions, heat-treated tines, transport/gauge wheels and a lever that allows adjustment from tractor seat.

The rakes fit most tractor hitch points (they have adjustable clevis-type hitch) and are designed for 10 to 22 hp tractors.

Circle No. 129 on service card.



BASF Vantage herbicide gets EPA registration

BASF Corporation says its new over-the-top herbicide, Vantage, controls annual and perennial grasses in nursery, ornamental, ground covers, Christmas trees and general indoor/outdoor sites. It can be applied by ground or aerial equipment or through spot applications.

BASF says Vantage controls annual grasses including seedling johnsongrass, smooth crabgrass, seedling tall fescue and goosegrass, as well as perennial grasses including Bermudagrass, rhizome johnsongrass and quackgrass.

Vantage is designed and labeled solely for ornamental, turf, nursery and nonbearing crops; it takes the place of Poast herbicide from BASF which is no longer labeled for these uses.

Circle No. 130 on service card.



New Scotts' fertilizer offers weed control too

Scotts newest addition to its Proturf line of combination fertilizer/herbicide products is 14-0-14 Nitrogen/Potassium Fertilizer Plus Turf Weedgrass Control.

It controls six annual grassy weeds (crabgrass, goosegrass, foxtail, Poa annua, barnyardgrass and fall panicum) and seven broadleaf weeds (chickweed, oxalis, spurge, cudweed, hop clover, henbit and evening primrose).

The new product was developed for use on established turfgrasses including Kentucky bluegrass, perennial ryegrass, fine fescue, tall fes-

cue, Bermudagrass, St. Augustinegrass, centipedegrass, bahiagrass and zoysiagrass. Circle No. 131 on service card.

Ion Moisture Sensor prevents over watering

Peeco Water Conservation Products says its Hydrogene™ Ion Moisture Sensor reduces the risk of over watering in home and commercial irrigation applications. The sensor, made of non-corrosive materials, controls individual 24-volt, 60Hz electric valves. The sensor maintains a maximum moisture level of 1000-2000 milliliters per linear cubic. It has its own self-contained active, patented circuitry which senses the amount of moisture in the soil as well as the capability to override the solenoid. Circle No. 132 on service card.

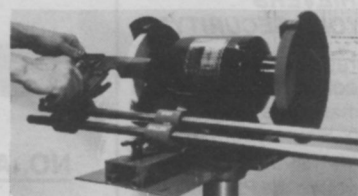


John Deere trimmers loaded with features

Five new John Deere gasoline-powered trimmers and brush cutters provide a range of power sizes from 21.2 to 37.8 cc, and cutting widths from 16 to 17 inches. Optional 8- and 10-inch saw blades are available, as well as 8-tooth brush blade and a pro tri-cut blade.

All five new models are powered by a commercial-grade engine that features an adjustable carburetor for easy servicing in the field, a primer bulb and electric ignition for fast starting, a diaphragm carburetor for work at any angle, and an extra large spark-arresting low-tone muffler for safety and comfort.

Circle No. 133 on service card.



Mini-Miller holds mower blades for sharper edge

Mini-Miller is a device that allows a lawn mower blade to be held, in the desired position, for sharpening. Its ball-bearing movement allows steady movement across the grindstone.

The Mini-Miller can be used to sharpen any blade from the Toro "S" blade to the multi-shaped Snapper blades, the Yazoo left-handed blades, even tractor and Bush-Hog blades. The Mini-Miller, its maker says, produces a machine shop edge.

Circle No. 134 on service card.



Gras Seeder/Mulcher built to keep working

Gras Hydraul Super-Mulchers' total hydraulic power units eliminate clutches, belts, chains and other breakables.

Standard features: working capacities of 1,000 to 3,000 gallons; Cummins Die-

sel power units; full variable speeds, forward-reverse; built-in safety bale breaker bars; agitation for quick dispersion of solids; pump manages heaviest slurries; balanced discharge gun.

Circle No. 135 on service card.



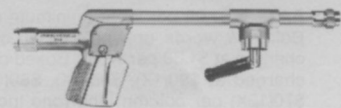
Finn adds features to 500-gallon hydroseeder

The Finn T60 Hydroseeder® is a newly designed version of the popular 500-gallon hydroseeder but with greater output and operating pressure thanks to a powerful Deming pump.

The hydraulically controlled paddle agitator and liquid recirculation offer the

maximum in mixing efficiency. A rubber torsion axle and larger tires increase flotation and the transport of the T60 to job sites. The T60 may be powered by either gas or diesel, both reliable Kubota water-cooled engines.

Circle No. 136 on service card.



This tree spray gun has power, little kick

Spraying Systems Co. says its GunJet® Tree Spray Gun has an effective range of over 75 feet. It's designed for applications such as large shade trees or roadsides requiring maximum throw and increased operator ease and safety.

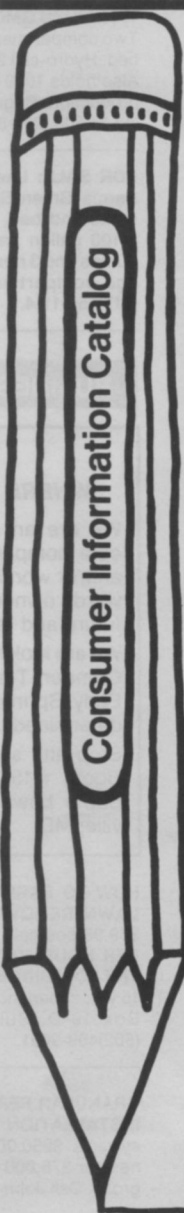
The GunJet has a two-stage valve opening that reduces reactionary force when the gun is initially opened. This gives operators better control and minimizes the risk of accidental exposure. The front handle adjustment allows operators to change the spray pattern from a solid stream to a hollow cone without removing their hands from the grip.

Circle No. 137 on service card.

Poly container used for hazardous materials

Direct Safety Co. offers a 20-gallon polyethylene container for use with hazardous materials. Metal-free, with a twist-on all-poly lid, it meets code DOT-E 10242 and allows for 100 percent incineration. This container can be used for the management and disposal of small quantities of hazardous materials.

Circle No. 138 on service card.



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EDUCATIONAL OPPORTUNITY

GRAYSON COLLEGE, Denison, Texas. Two-year technical program in Golf Course and Turfgrass Management. 18-hole golf course on campus. Dormitories, placement assistance, financial aid and scholarships available. Contact: GCC, 6101 Grayson Drive, Denison, TX 75020. 214-465-6030, extension 253. 12/90

SERVICES

Puzzled by IPM? Do you want to implement an IPM System but don't know where to start? Horticulture Concepts specializes in on-site planning, development and implementation of IPM Management, Training and Technical Support Systems. Call or write Duane Moll, Horticulture Concepts, 11105 E. Ada Place, Aurora, CO 80012. 303-361-9348. 12/90

Training Programs: Effectively train your new and experienced employees in the least amount of time with minimal management involvement. Complete weekly lesson packages including handouts, quizzes and documentation forms. Train at your location, at your convenience. Topics include pesticide safety and handling, agronomic and horticultural issues, customer service and sales, driver safety and more. Both lawn and tree and shrub care programs available. Recertification credits often available. Pesticide Compliance and Training Services, Inc. Call Paul Skorupa at 401-294-1384. 1/91

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DISTRIBUTORS NEEDED FOR ORGANIC LAWN AND GARDEN FERTILIZERS: NATURAL Lawn Food 8-1-3 and NATURAL Garden Food 2-4-4 are tested and proven products. Distributors are needed throughout the USA. For consideration contact: Hiram Lund, CFS Specialty Division, Box 24, Route 2, Cashton, WI 54619. 1-800-822-6671. 12/90

Landscape Supervisor: Established Michigan Contractor looking for self-motivated individual with 5 years minimum experience to manage crews and oversee landscape installation. Send resume and salary requirements to: DeAngelis Landscape Incorporated, 22425 Van Horn Road, Woodhaven, Michigan 48183. EOE. 12/90

MANAGER Are you ready for a challenge? Michigan based lawn care company is looking for that right individual to be its manager. Salary commensurate with experience, bonus and benefits. Please reply to LCI Box 231 with resume and salary requirements. All replies held in strictest confidence. 12/90

TREE AND SHRUB MAN: Driving, dedicated self-starter to develop tree and shrub program. Must be people and detail oriented. Experience preferred; plant identification, disease identification, spraying, deep root feeding, pruning knowledge helpful, life experience, tenacity, stability and natural inclination most important. Write to Rick Fronk, Nitro Green, 316 West California, #337, Reno, NV 89509, or call (702)322-2882. 12/90

WELL ESTABLISHED MAJOR COMPANY expanding in Midwest cities desires ambitious branch sales manager and a regional sales manager. Must have successful telemarketing experience in lawn care and be able to motivate. We care about our employees and offer high salaries and good benefits. Send resume to LCI Box 229. TF

LANDSCAPE DIVISION MANAGER: Well established, rapidly growing company seeks individual to take over for retiring manager. Individual must be able to run both a maintenance and a planting division simultaneously. Requires exceptional organizational/management skills as well as complete command of plant materials and maintenance techniques. For consideration contact David Gorter, 855 Skokie Highway, Lake Bluff, IL 60044. 708-615-0800. 12/90

ACHIEVERS - WHERE IS YOUR SECURITY? We are an aggressive, growing lawn care company looking for franchisees and/or working managers - working towards ownership. Insure your personal future and stop worrying about layoffs. We are looking to open the Philadelphia-Camden-Trenton market this Winter-Early Spring, plus a few others to be determined by the individual involved. Stop and see us at the PLCCA Show, booth #1534 or call for an interview. Super Lawns. 1-800-44-LAWN1. Rockville, MD. 1/91

MANAGEMENT SALES - EHRICH GREEN TEAM: Due to continued growth and expansion, we have several positions becoming available now and into 1991. These include District Management, Regional Management, Sales and other positions. The Ehrlich Green Team is a regional based diversified lawn and tree care company. We are a division of the J.C. Ehrlich Company with a commitment to quality customer services since 1928. The Ehrlich Green Team has pioneered integrated pest management principles in lawn care and tree care. We are seeking individuals who are achievement and results oriented and enjoy hard work. Tree experience will be helpful, but not essential. If you have a desire for advancement and self development, we would like to talk to you. Prompt attention will be given to responses which include a resume and compensation history. Strict confidentiality is assured. Please reply to: John A. Carson, Division Manager, Ehrlich Green Team, J.C. EHRICH CO., INC., P.O. Box 13848, Reading, PA 19612-3848. EOE M/F. 12/90

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FINN HYDROSEEDER: 1500 gallon. 80 HP diesel, hose reel and accessories. \$9000, negotiable. Salisbury, Maryland. 301-749-8994. 12/90

4 SPRAY TRUCKS: 1985 - 1986 Ford F-600 Diesel, stainless steel tanks, 2 compartments 900/350 gal., Hannay hose reels (2), P.T.O. type piston pump, 42,000 miles average, excellent conditions. Price: 1985 - \$14,500, 1986 - \$16,000. Phil: (514)337-0572. 1/91

FOR SALE: 2 spray trucks - 1979 Ford F600, \$7,700. 1981 Ford F600, \$9,200. Both have 1200 gallon steel tanks, Hannay reels and PTO driven bean pumps. Equipped to spray. Nu-Lawn, South Vienna, Ohio. In Ohio call 1-800-368-5296. Outside Ohio 513-828-1321. 1/91

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HANNAY HOSE REELS: New in the box. E1526's and E1530's - \$359. We will ship and pay freight anywhere in the U.S.A. and Canada. Immediate delivery. Other size reels and parts available at fabulous savings! Call 313-543-2200, in Michigan. Outside Michigan - 1-800-843-LAWN. TF

PUMPS: Reconditioned Wanner Hydra-Cell D-10, D-25 and John Bean Pumps. New and reconditioned parts and service for your pumps. Industrial Services Co., 2727 Rome Corners Rd., Galena, Ohio 43021 - Call Jim Hughes 614-965-4112. 1/91

KELWAY® professional SOIL ACIDITY and SOLUBLE SALTS TESTERS, available from distributors nationwide. HB-2 and SST brochures from **KEL INSTRUMENTS CO., INC.,** Dept. 2, P.O. Box 2174, Vineyard Haven, MA 02568. (508)693-7798. 12/90

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BUSINESS OPPORTUNITIES

ACHIEVERS WHERE IS YOUR SECURITY?

We are an aggressive, growing lawn care company looking for franchisees and/or working managers - working towards ownership. Insure your personal future and stop worrying about layoffs.

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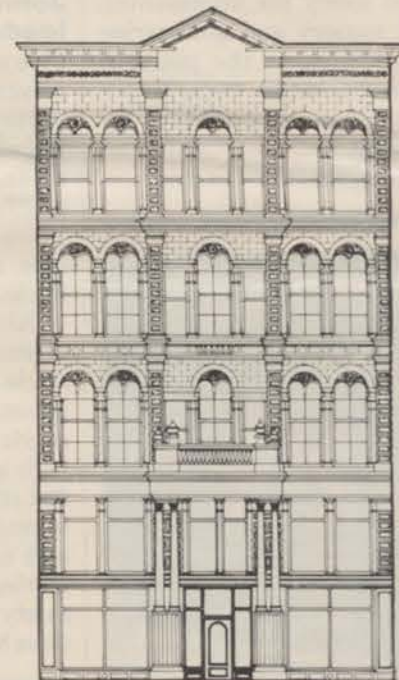
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LANDSCAPE MANAGEMENT is written for golf course and landscape professionals, while LAWN CARE INDUSTRY satisfies the information needs of chemical lawn care professionals. Together, they provide total show and industry news coverage.

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

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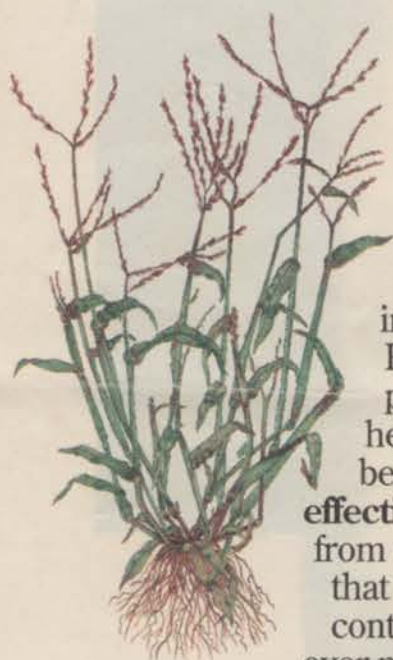
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Still the Product of Choice for Preemergent Control.

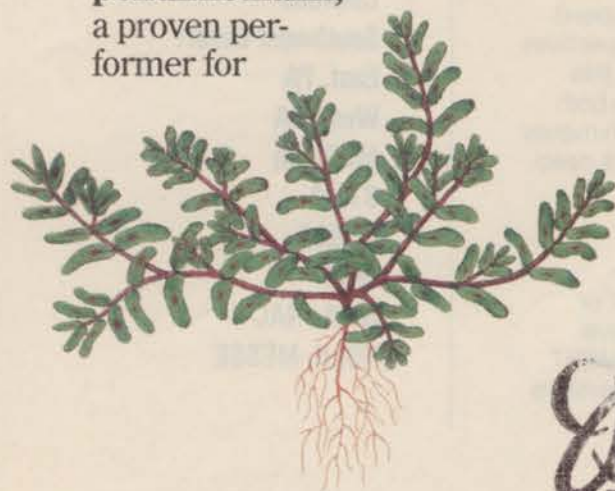


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