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IN THIS ISSUE:
F 1st PRO SHOW

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DEPT. OF SOIL & CROP SCIENCE
COLLEGE STATION TX 77843

A long dry spell. Sure, a camel can survive it. But few herbicides can. And one of the best is Surflan.

Many other preemergence herbicides begin to lose activity in only seven days, which means more callbacks. And more expensive reapplications. Certainly nothing to trust your good reputation to.

But Surflan's a lot more dependable due to its unique physical properties. It's more stable, so it can hold out many days for water. Yet it stays put, even during heavy rainfall.

Once activated, Surflan forms a zone of protection that keeps out crabgrass and goosegrass as long as 20 weeks. And more effectively than any other product you could use.

This time, put down the herbicide that waits as long as the camel for water. Surflan. See your Elanco distributor. Or call toll-free: **1-800-352-6776**.

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Surflan®—(oryzalin, Elanco)



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Few things can wait as long as Surflan® for water.



OCTOBER 1987
VOLUME 8 NUMBER 9

ALA

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COVER

Views of San Antonio's Sunken Gardens, River Theater and Transit Tower. Used by permission of the City of San Antonio Parks and Recreation and View-Master International Group, Portland, Oregon.

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A close-up photograph of a person's hand, with skin and hair visible, squeezing a white, crinkled container. The background is dark and out of focus.

Put the squeeze on
container disposal
problems.

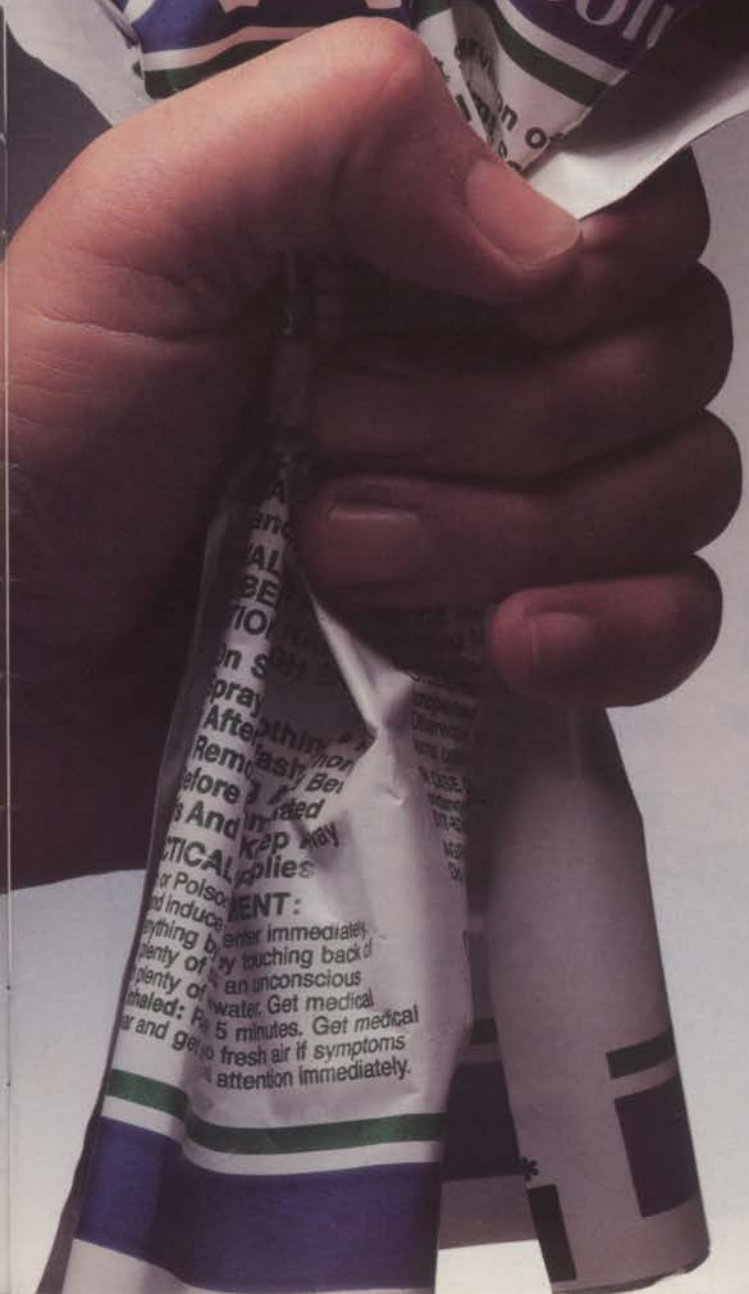
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DOW

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50W

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Water Soluble



With some insecticides, it's harder to get rid of the empty container than the bugs. Now Dow makes everything easier, with DURSBAN* 50W insecticide in water soluble packets.

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All that, and efficacy, too. No insecticide controls a broader spectrum of turf and ornamental insects than DURSBAN insecticide. And as a wettable powder, DURSBAN 50W has even more residual power than emulsifiable concentrates. There's no solvent, so there's no vaporizing or "flash-off" even on the hottest days. DURSBAN 50W stays where you apply it—won't migrate in the soil. And it has a proven human safety record.

Choose your package. DURSBAN 50W comes in water-soluble packets enclosed in one-pound foil pouches.

You can also get DURSBAN 50W insecticide in 2-lb. fiber containers.

Put the squeeze on container disposal problems—and on bugs. With DURSBAN 50W insecticide.

Attention: Always read the label before use and carefully follow all label directions and precautions.



DURSBAN* 50W

INSIDE STORY

As the traditional fall convention schedule gets under way for those in the lawn care industry, convention goers have not one, but two big shows to attend this year. Beginning with the 8th Annual Professional Lawn Care Association of America Conference and Show in San Antonio, followed by the first Pro Show in Dallas, attendees will have the chance to attend educational seminars and equipment demonstrations, as well as visit hundreds of booths featuring new and current products.

It's also a chance to become acquainted with those throughout the industry, who may now only be known as a name or voice. But no matter why you're attending one or both of the shows, enjoy the seminars and demonstrations and be sure to leave time to visit the many attractions both cities have to offer. For a glimpse of what you'll find at both shows, be sure and read our two preview stores accompanied by pictures and sites to see in San Antonio and Dallas.

While we were putting together the October issue of ALA, conventions may have



been on our minds, but a late-breaking story involving the acquisition of the nation's second largest lawn care company reminded us of the changes which are occurring in the industry.

Waste Management Inc. of Oakbrook, Ill., announced its buy-out of Tru Green Corp. of Alpharetta, Ga., for an undisclosed sum

of money. The successful buy-out was Waste Management's second recent attempt at breaking into the lawn care industry.

Last spring, Waste Management launched an unsuccessful bid to acquire ChemLawn Corp. of Columbus, Ohio. Normally dealing in the hauling and disposing of refuse, Waste Management officials have said they are interested in expanding the services it offers, and did not rule out the possibility of another shot at ChemLawn, the nation's largest lawn care operation.

For more on the buy-out of Tru Green, turn to page 48.

That's not all the October issue has to offer. The increasing use of telemarketing as a major sales tool, and the opportunities franchising offers businesses are discussed in news stories.

And don't forget the rest of the news about people and events in the lawn care industry, found in our department sections.

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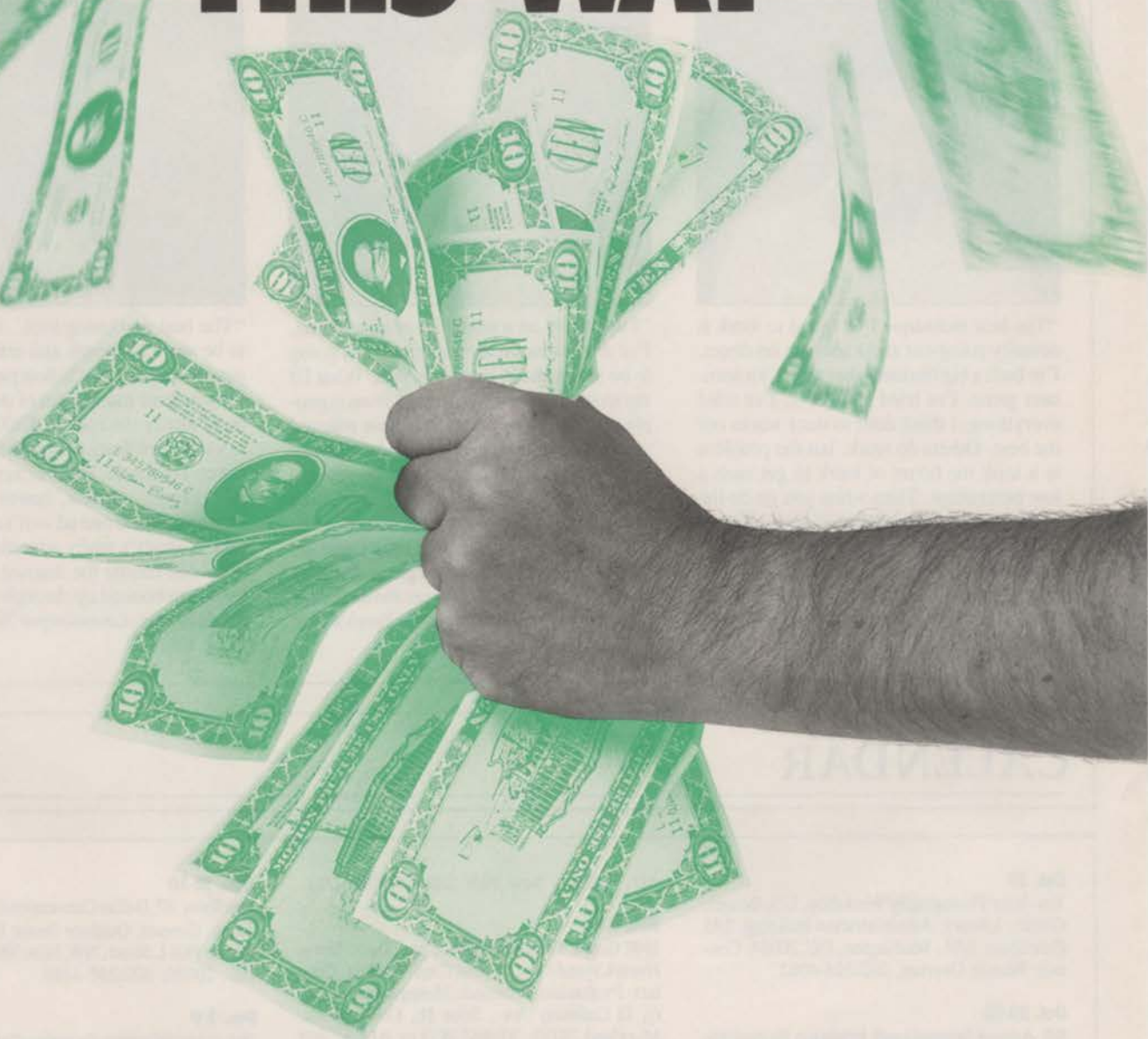
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"The Tuflex standards of excellence are second to none with virtually no maintenance. We've used many Tuflex tanks over the years and they're still giving us dependable service and look as good as the new ones we just purchased. These tanks are a life-time investment."

— Mike Kowalchuk
Gro-Control Inc./Plymouth, Michigan

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VIEWS ACROSS THE TURF INDUSTRY

WHAT MARKETING TOOL WORKS BEST FOR YOU?



"The best technique I've found to work is actually going out and knocking on doors. I've built a big business that way. It's a numbers game. I've tried mailers ... I've tried everything. I think door to door works out the best. Others do work, but the problem is it took me hours of work to get such a low percentage. Then when you go do the work, the jobs are so spread apart. Knock on 20 doors, you can pick up four or five customers, particularly in subdivisions. It takes a lot of time, but it's worth it." — *Edward Hersch, Hersch's Chemicals Inc., Southfield, Michigan*



"I don't rely on a whole lot of advertising. I've done some in the paper and I'm going to be in the phone book this year. What I'd say most of my business comes from is people that I know or people that have referred me. Word of mouth in other words. It comes from giving a good service — people tell other people about it. Advertising in the paper can get expensive. I'll occasionally put something in the paper. That's paid for itself, but it hasn't really brought in any great amount of business." — *James Steward, Professional Maintenance Service, Swedesboro, New Jersey*



"The best marketing tool...it's always got to be word of mouth and referrals. Newspapers are good too. Yellow pages only work for you three months out of the year — they don't justify the cost. A \$300 half-page ad in a local publication can bring in well over the cost of the ad. Word of mouth and referrals are still the best, however. This year I haven't placed one ad — it's all been referrals. Nobody's really advertising now, nobody can handle the amount of work they have. I'm booked up through next July." — *Paul Carlson, Lawnskeeper Turf Inc., Plainfield, Illinois*

CALENDAR

Oct. 23

Two-hour Photography Workshop, U.S. Botanic Garden Library, Administration Building, 245 First Street, S.W., Washington, D.C. 20024. Contact: Ramah Overton, 202/226-4082.

Oct. 25-28

8th Annual International Irrigation Exposition and Technical Conference, Orange County Convention/Civic Center, Orlando, Florida. Contact: The Irrigation Association, 1911 North Fort Myer Drive, Suite 1009, Arlington, Virginia 22209; 703/524-1200.

Oct. 28

Turfgrass Drainage Workshop, Holiday Inn Journal Center (Pyramid), Albuquerque, New Mexico. Contact: Charles Glover, Southwest Turfgrass Association, P.O. Box 3 AE, NMSU, Las Cruces, New Mexico 88003; 505/646-3028.

Nov. 3-6

New York State Turfgrass Association Annual Convention, Rochester, New York. Contact: New York State Turfgrass Association, Inc., P.O. Box

612, Latham, New York 12110; 518/783-1229.

Nov. 7-11

1987 Green Team Conference and Trade Show, Hyatt/Crystal City, Crystal City, Virginia. Contact: Professional Grounds Management Society, 12 Galloway Ave., Suite 1E, Cockeysville, Maryland 21030; 301/667-1833 or ALCA, 405 N. Washington Street, Falls Church, Virginia 22046; 703/241-4004.

Nov. 9-11

Missouri Lawn and Turf Conference, Chase-Park Plaza Hotel, St. Louis, Missouri. Contact: Greg Martin, UMC Conference & Specialized Services, 344 Hearnes Building, University of Missouri, Columbia, Missouri 65211; 314/882-4087.

Nov. 12-15

Professional Lawn Care Association of America 8th Annual Conference and Show, San Antonio, Texas. Contact: PLCAA, 1255 Johnson Ferry Road, N.E., Suite B-220, Marietta, Georgia 30067; 404/977-5222.

Nov. 18-20

Pro Show '87, Dallas Convention Center, Dallas, Texas. Contact: Outdoor Power Equipment Institute, 1901 L Street, NW, Suite 700, Washington, D.C. 20036; 202/296-3484.

Dec. 7-9

18th Annual Georgia Turfgrass Conference, Radisson Inn and Conference Center, Atlanta, Georgia. Contact: Gilbert Landry, Jr., University of Georgia, College of Agriculture, 2400 College Station Road, Athens, Georgia 30605; 404/542-5350.

Dec. 7-10

New Jersey Turfgrass Expo '87, Resorts International Hotel, Atlantic City, New Jersey. Contact: Dr. Henry W. Indyk, Soils and Crops Department, P.O. Box 231 — Cook College, New Brunswick, New Jersey 08903; 201/932-9453.

Dec. 7-10

1987 Ohio Turfgrass Conference, Col., OH. Contact: Dr. John Street, OSU, 234 Kottman Hall, 2021 Coffey Road, Col., OH 43210; 614/292-2601.

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year 'round. Choose a 3 or 4 wheel design with 60- or 72-inch side or rear discharge mower deck. Or add the exclusive Cushman Grass Caddy™ system, which lets you cut, catch, and hydraulically dump 16 bushels of clippings without leaving the seat.

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LETTERS

SPREADER TARGETING

Pesticide targeting is a little more widespread than covered in your article (April ALA, page 35).

Granular companies have for years been targeting pesticides by having fertilizer blends with and without pesticides. They have also been taking the time to go over the lawn a second time with weed control in order to reduce pesticide usage.

A new four-compartment granular machine is now available that allows the applicator to spot-apply two different pesticides or one pesticide and one fertilizer while servicing a lawn from two of the compartments. The two other compartments are set while the machine is standing still. Granular companies now have complete control of what they apply and when they apply it.

*Tom Crowley, President
Traveling Blender, Inc.
Cleveland, Ohio*

Mr. Crowley is referring to a multi-compartment

rotary spreader his company manufactures, called the Traveling Blender. If you would like more information about this spreader, contact him at Traveling Blender, Inc., P.O. Box 32519, Cleveland, Ohio 44132; 216/481-5141. Ed.

SATISFIED READER

After reading your July issue of ALA, I would like to congratulate you and your editorial team for the quality of your articles. I would like to make one suggestion for a future issue. We would like to read a report on the management of a lawn care company. This could be very interesting, especially if you take the 10 leaders in the country.

*Guy Van Den Abeele, President
NaturePlus Inc.
Montreal, Canada*

We are planning a variety of articles relating to the management of lawn maintenance companies and the health of its employees for next year. Ed.

SURFACE FEEDING ELIMINATORS

We take exception to the article in your August issue "Surface Feeding Insects." We have no problem that it is a company placed article, we place articles also. The problem is that it was inserted unedited, thereby denying your readers of important additional information.

The three "major" surface feeding insects discussed are also controlled by SEVIN® brand SL carbaryl insecticide. The omission of editorial support was a disservice to both your readers and Rhone-Poulenc.

*Irwin Fishkin
Advertising Coordinator
Rhone-Poulenc Ag Company
Research Triangle Park, N.C.*

Rhone-Poulenc was not intentionally omitted from the article. A number of companies may sell products designed to eliminate surface feeding insects, but we regret it's not possible to contact each company for every article. Ed.

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Complexes, Private Estates, Com-
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NEWS IN BRIEF

EXCEL INTRODUCES NEW PARTS PROGRAM

Excel Industries, manufacturer of commercial lawnmowers, is implementing a new priority parts distribution program called NOW! The NOW! program allows owners of the Excel Hustler to receive 24-hour parts delivery by contacting their dealer, who then orders express shipment of the specified parts.

"Orders by dealers placed before 11:30 a.m. Central Standard Time will be shipped via express air freight the same day," explains Randy Lettau, Customer Service Manager. "Orders after 11:30 will be shipped the following day."

Users of the new program will benefit from priority parts shipment when machines are down during critical periods, according to Lettau. "This program is one of many we are instituting at Excel in an ongoing effort to maximize customer service and dealer relations."

For further information on the NOW! program, call: 316/327-4911.



Twenty-five Exmark vendors from across the United States received 5-year anniversary awards.

EXMARK CELEBRATION HONORS VENDORS

Exmark Manufacturing Company Inc., held its annual vendor party July 9 near the company's headquarters in Beatrice, Nebraska.

The event was attended by more than 200 Exmark employees, distributors, suppliers, and friends. The vendor party, which featured a meal, entertainment, and an awards presentation, also marked Exmark's fifth

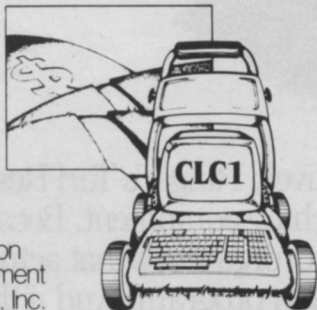
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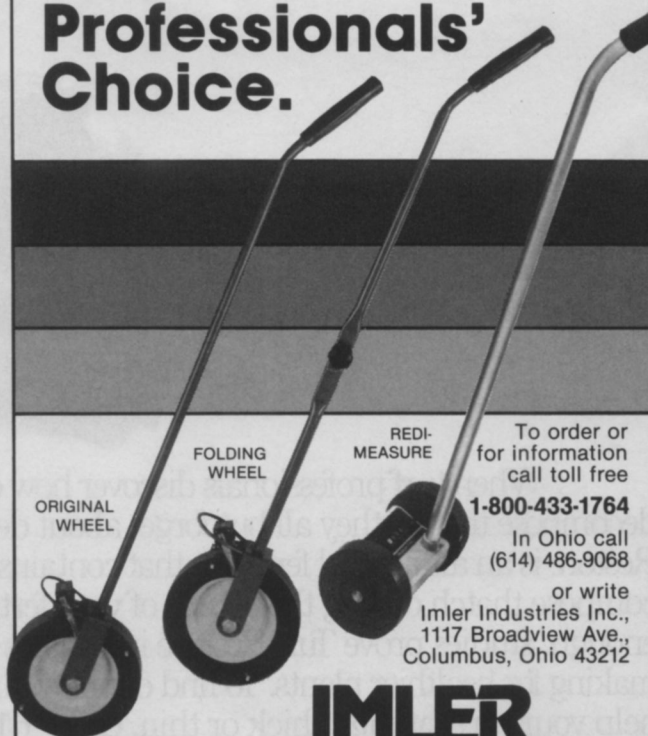
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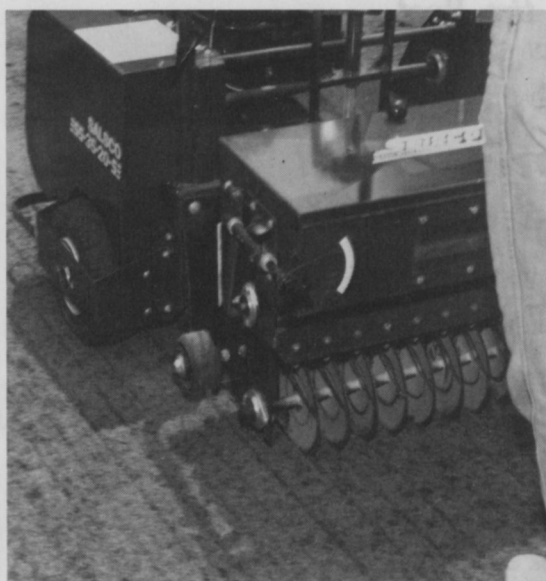
Not only do SALSCO machines lead the pack in overall toughness, quality and performance, they each have outstanding features which make them uniquely equipped to give you that Critical Edge.

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The 30-6S combines fantastic productivity with fingertip maneuvering, both on inclines and in a 15" radius. That's something no other core aerator can deliver! The 30-6S is capable of aerating 25,800 square feet per hour . . . and that can translate into 12 to 16 average lawns each day.

SLICER SEEDER SS-35-20S

Seeding in an incredible 25" radius, the SS-35-20S allows you to operate with ease around trees, hydrants, flower beds, in fact any obstacle. And it's simple to operate. Just one lever lowers cutters, activates cutters and turns seed on. And for maximum efficiency, the SS-35-20S seeds on 2" centers.



Come see our complete line of equipment at the following November shows: PLCAA in San Antonio; and PRO SHOW '87 in Dallas. Or call or write for full information to:

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• TELEX 643708 •

Connecticut 06410
(203) 271-1682

NEWS

(continued from page 14)

year as a manufacturer of professional lawn care equipment.

Newly elected Exmark President John Smith and Board Chairman Robert Martin were on hand to greet vendors, thanking them for their contributions and continued support of Exmark over the past five years. Following a brief awards presentation to long-term vendors, a country and western band, the Matt and Robyn Rolf Show, provided entertainment to the group.

NEW YORK STATE OKs PORDUM BILL

The passage of New York State's Pordum bill requires that lawn care operators now enter into written contracts with their customers and disclose the name of pesticides to be applied, as well as warn of any hazards associated with the chemical's use.

Governor Mario Cuomo signed the act on July 30 which amends the environmental conservation law to regulate commercial lawn application of pesticides. Introduced by Assemblyman Francis Pordum, the legislation also states that certain outdoor pro-

perties accessible to the public require notification posting within 100 feet when a pesticide is applied. Applicators must also ensure that owners of multiple dwellings have enough copies of notification to distribute among tenants.

According to its proponents, the amendment was the result of a five-year growth spurt in commercial lawn care which has attracted a small number of "unscrupulous and inadequately trained individuals." The legislature found that some of the chemicals employed in providing such services are hazardous if improperly applied and that without proper notification and warning, exposure may constitute an unnecessary risk to the public health.

SOUTHERN EXPO SLATED FOR FEBRUARY

The first Southern Grounds & Turf Maintenance Exposition (SG & TME), designed to address the diverse needs of the various grounds and turf professionals in the South Atlantic region, has been scheduled for February 9-10, 1988 at the Myrtle Beach Convention Center in Myrtle Beach, South Carolina.

The new show will spotlight equipment,

chemicals, fertilizers, and services used by grounds and turf professionals, including golf course superintendents, landscape contractors, park and athletic field superintendents, nursery professionals cemetery superintendents, and others.

SG & TME has been established to link national suppliers of lawn maintenance goods and services to qualified buyers from Virginia, North Carolina, South Carolina, Tennessee, Alabama, Georgia, and Florida. Approximately 150 companies are expected to exhibit and attendance is expected to range from 2,000 to 3,000 professionals.

The event will also provide participants an educational forum; the exhibition will be complemented by a technically advanced conference program with sessions ranging from ground water quality to postemergence crabgrass control.

The Southern Grounds & Turf Maintenance Exposition is being produced by the S.C. State Board for Technical and Comprehensive Education and is being sponsored by Horry-Georgetown Technical College.

For more information, call: 1-800/554-1182. In South Carolina, call 803/686-3737. Or contact: S.C. State Board for Technical and Comprehensive Education, 111 Executive Center Drive, Columbia, South Carolina 29210.

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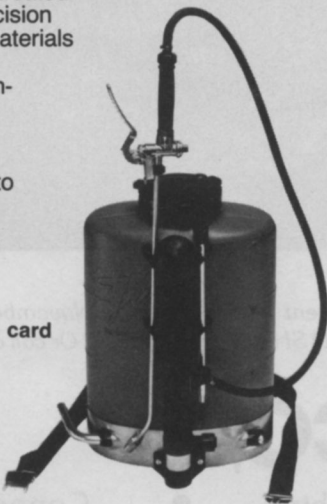
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That's where the Professional Lawn Care Association of America can help. PLCAA is the ProSource for over 1,000 businesses, large and small. PLCAA provides the benefits and resources you need regardless of the size of your company. Find out for yourself what so many other lawn care businesses have discovered, that PLCAA membership doesn't cost—it pays!"

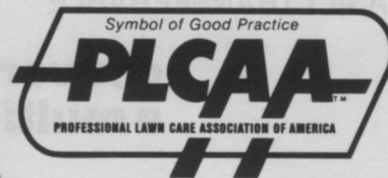
JAMES R. BROOKS

Executive Vice President,
Professional Lawn Care
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- ☐ **PLCAA Safety Manual**—A step-by-step guide for training applicators and technicians.
- ☐ **Management Monograph Publications**—Booklets that cover critical business subjects like getting a loan, developing a marketing plan, hiring and firing practices, and more.
- ☐ **Group insurance and health care**—PLCAA offers health and life insurance plans for companies with as few as two employees—and at attractive group rates.
- ☐ **Collection services**—A results-producing collection service to help members with slow-paying accounts.
- ☐ **Audio-visual training programs**—Comprehensive, inexpensive video and slide programs for in-house training of your employees. Current subjects include insect and weed identification, turf diseases, and pesticide handling, with additional topics under development.
- ☐ **Regional seminars**—Each year PLCAA brings the latest in management and technical training, plus equipment demonstrations, direct to a location near you.
- ☐ **Annual Conference and Show**—Exhibits, educational sessions, workshops, and an outdoor equipment demonstration are just a few features of PLCAA's popular annual gathering of lawn care professionals.
- ☐ **Exclusive publications**—Stay current with *Turf Talks*, PLCAA's bi-monthly newsletter. Members also keep in touch with tax, labor, financial and regulatory information through our periodicals, the *Legal Update* and *Environmental Update* bulletins.

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1225 Johnson Ferry Rd., NE, Suite B 220,
Marietta, GA 30068 Dept. ALA

PLCAA UPDATE

An informal survey carried out by the Professional Lawn Care Association of America reveals that a significant number of member firms offer customers one or more landscape services.

The Association's recent growth through landscape maintenance is apparent in the resulting 78 percent (241 companies) indicating they provide one or more of the following services: mowing, tree/shrub maintenance and spraying, landscape maintenance, design, installation and lawn renovation/installation. Of the responding firms (30 percent of the PLCAA membership), 96 percent (295 companies) indicated they provided either liquid or granular lawn care or tree and shrub spraying — traditionally the strong segment of PLCAA membership.

To the right is a summary of survey responses. Member firms were asked to select as many categories as were applicable.

Earlier this spring, Association members were distributed copies of news releases through strong support of the Defense Fund. Compiled into a News Kit booklet, the seven

releases offer a glossary of lawn care terminology, and figures for both the use of lawn care services by the nation's households and the increased value of homes with professional landscape management.

Membership was also sent three releases related to 2,4-D and the study of Kansas farmers. According to PLCAA, a copy of the report by the Canadian Centre for Toxicology, entitled "Expert Panel Report on Carcinogenicity of 2,4-D, should serve as excellent reference material for lawn care companies. The report concludes that 2,4-D does not pose a significant human health risk.

Both lawn care companies and manufacturers have supported the Defense Fund during the first half of 1987. Support goals for the program, divided between lawn care companies (regular members), and manu-

SERVICES	RESPONSES	PERCENT
Granular Lawn Care	230	75
Liquid Tree Care	217	71
Tree/Shrub Spraying	147	48
Lawn Renovation/ Installation	141	46
Mowing Services	126	41
Tree/Shrub Maintenance	118	38
Landscape Maintenance	115	37
Snow Removal	88	28
Landscape Design/ Installation	87	28
Other Services	43	14
Structural Pest Control	34	11
Retail Center	18	6

facturers/suppliers (associate members), have met projections. Several projects such as Applicator Safety Week, and a PLCAA news kit, have been undertaken as a result.

For more information, contact: Professional Lawn Care Association of America, 1225 Johnson Ferry Rd., NE, Suite B-220, Marietta, Georgia 30057; 404/977-5222.

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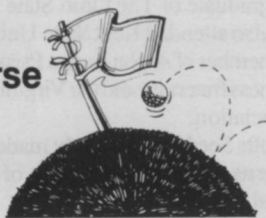
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OTF Plan now to attend.

Dec. 7-10, 1987
The Ohio Center
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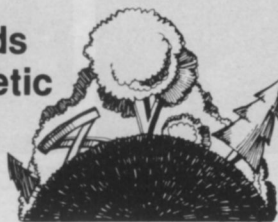
The Ohio Turfgrass Foundation Conference and Show features lectures, workshops and more than 350 exhibits for lawn care, golf course, landscape and grounds maintenance professionals.

Golf Course



- Understanding Poa to Bent Conversion with TGR
- Experiences with *Poa annua*— Its Management and Control from a Plant Pathologist's Viewpoint
- Management of Localized Dry Spots
- The Pros and Cons of Disease Detection Kits
- Putting Green Management
- Insecticides — Recent Developments
- Golf Course Computers — Utilization and Cost
- Personal Financial Planning
- Stress Management
- Wildflower and Native Grass Renovation
- Chemical and Biological Control Strategies for Aquatic Management
- Greens Reconstruction — Making It Right!
- Bentgrass Fairway Management— Are We Headed in the Right Direction?
- Thinking Superintendent — Time and Money-Saving Ideas
- Soil Management — Facts and Fallacies
- The Black Layer — Sifting Through the Maze
- Greens Reconstruction
- Bentgrass Breeding
- Overseeding Turfgrasses
- PGRs for *Poa annua* control

Grounds & Athletic Fields



- Ground Covers — Alternatives to Grasses in the Landscape
- Wildflower and Native Grass Renovation
- Aquatic Management Strategies for Small Ponds
- PGRs as a Tool for the Professional Grounds Manager
- Annual and Perennial Selection and Care
- Turf-Type Tall Fescues
- Insecticides — Recent Developments
- Stress Management on the Job
- Selecting the Proper Aeration Equipment
- Pre-emergent and Post-emergent Herbicides — Recent Developments
- Soil Management in the Landscape — Facts and Fallacies
- Low Budget Athletic Fields
- Player Safety/Field Quality
- The Agronomics of Athletic Field Management — A Reevaluation
- Soil Management of Athletic Fields
- Experience with Turfgrass Aeration Equipment
- A Morning with George Toma

Workshops

- Insurance Liability — Insuring the Landscaping and Lawn Care Risk
- Guidelines for Estimating Maintenance and Landscape Work

Lawn Care



- Ecology of Patch Diseases
- The Pros and Cons of Disease Detection Kits
- Patch Disease Research Update
- Why Pre-emergent Herbicides Fail
- Why Post-emergent Broadleaf Herbicides Fail
- Drift and Pattern Displacement of Pesticides
- Core Cultivation Effects on Pre-emergent Herbicide Efficacy — Another Look
- Considerations and Selection of Core Cultivation Equipment
- Soil Improvement and Management — Physical or Chemical?
- Pre-emergent and Post-emergent Herbicides for the Lawn Care Professional
- The Pros and Cons of Turf-Type Tall Fescues
- Reducing Pesticide Usage Through Agronomic Practices
- Experiences with PGRs in the Landscape
- Insecticides — Recent Developments
- Alternatives to Pesticides
- Maximizing Job Satisfaction

Ohio Turfgrass Foundation

Anyone involved in turfgrass or ornamental management is invited to attend the Ohio Turfgrass Foundation Conference and Show. For complete information and a conference program, contact:

Dr. John Street
c/o Ohio Turfgrass Foundation
2021 Coffey Road
Columbus, OH 43210
(614) 292-2601

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PEOPLE

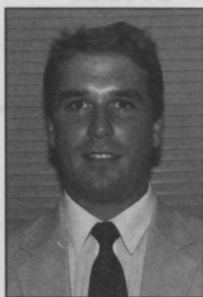
The Professional Grounds Management Society announces that **Roger Dittmer** and **Keith Fairchild** have completed the Grounds Manager Certification Program.

Fairchild is the Grounds Superintendent of the Shelby Mutual Insurance Company in Shelby, Ohio. He became a member of the Society in 1986.

Dittmer has been a grounds superintendent in the U.S. Virgin Islands and is currently the Superintendent of Resort Grounds of the Sea Island Properties in Sea Island, Georgia. He joined the Society in 1985.

Kerry Frese has joined Scag Power Equipment, manufacturers of commercial rider and walker mowers, as Technical Service Manager. Frese takes over responsibility for all service functions including technical parts publications and technical training.

Frese comes to Scag with extensive experience in the lawn and garden industry. He served as training manager at Gilson for the last eight years and, prior to that, held posts in both service and engineering capacities at Jacobsen.



Cinkole



Frese

Rain Bird Sales, Inc. has appointed **Denyse Arles** Lawn Line District Manager for its Turf Division. In the position, her duties will include providing sales support to distributors and contractors. Arles will also serve as liaison between Rain Bird management and landscape architects, city and county officials and irrigation consultants. Her territory includes southern California.

Arles has been with Rain Bird for more than nine years, most recently serving as inside sales representative. Prior to that, she

was customer service manager.

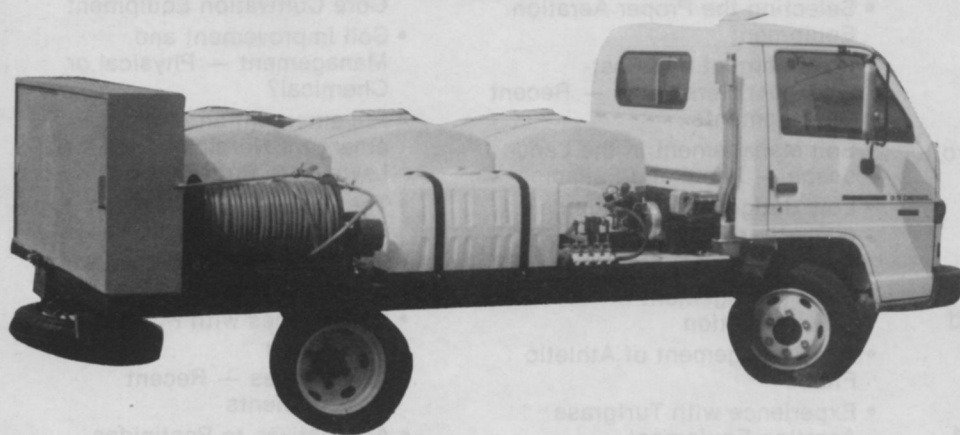
Edward Cinkole has been named the LESCO sales representative for Virginia. The former owner of Landscape Maintenance Services in Columbus, Ohio, Cinkole is a graduate of The Ohio State University and also attended Kent State University. He is a member of Alpha Kappa Psi professional business fraternity and the Virginia Turfgrass Association.

Lofts Seed, Inc. recently made **M. Tracy Stearns** the newest member of its Professional Turf Division.

In her new position as sales representative, Stearns is based at the company's Maryland office and works specifically with sod growers, golf courses, and the home lawn industry.

Stearns holds a Bachelor of Science degree in Plant Science with a major in Turfgrass and Grounds Management. Her experience includes golf course turf field work.

Michelle Williams recently joined Lofts Seed Inc. as a member of the Professional Turf Division. She will represent Lofts' Professional Turf Division nationwide by ad-



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The most versatile skid mounted sprayer. The three 200 gallon main tanks may be filled with specific mixes for custom programs. The side-mounted 50 gallon tank allows for special applications and curbside mixing. Trident can be used for lawns or trees and shrubs. Complete with electronic flow meter, locking cabinets and truck signs which conceal the tanks for a non-threatening appearance. Does the work of three sprayers on a single 12' flatbed. Available on an Isuzu NPR Diesel. Leasing available.

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vising current and prospective customers throughout the turf industry.

Formerly of Utah, Williams has worked in the sod industry for the past 11 years. She has held offices in various turf organizations, including the American Sod Producers Association. Williams has also spoken at the ASPA National Convention and the New Jersey Turf Expo.

Ed Pacilio has been assigned to Lofts Seed Inc.'s Professional Turf Division, where he will specialize in the sports and lawn care markets.

Pacilio has been with Lofts full-time the past 12 years, most recently as manager of the company's Maryland branch office. With 35 years of combined experience in coaching sports and turf, his background qualifies him to advise high schools, colleges, universities, and parks on their athletic turf needs. His assignment reflects the growing concern with injuries as they relate to the condition of athletic field turf.

In his new position, Pacilio will also deal directly with the growing lawn care segment of the turfseed industry.

Garden America Corporation, manufacturers of Irri-Trol® Irrigation Controller, recently announced three company appointments.

Rex Dixon has been named vice president and general manager of the Turf Products Division of GardenAmerica Corporation. In his new post, he will be responsible for administrative, sales, and marketing functions.

Dixon has more than 15 years experience in the irrigation industry. Prior to joining GardenAmerica in 1985 as General Manager of the Turf Division, he spent more than nine years with Rain Bird Sprinkler Manufacturing Corp. Dixon was previously associated with the L.R. Nelson Co. He has a Bachelor of Science degree from the University of Glasgow (Scotland).

Henry Asao, who joined Irri-Trol more than 12 years ago as its first employee, has been appointed Vice President of electronic engineering. In the position, he will be responsible for research and development of electronic controllers and equipment.

Asao is a graduate of California State University, Northridge with a Bachelor of Science degree in electronic engineering.

Steve Springer has been appointed director of marketing and product development at GardenAmerica. As director, he will be responsible for marketing and product development for the Turf Products Division.

Prior to joining GardenAmerica, Springer worked for Rain Bird Sprinkler Manufacturing Corporation in product development. Before that he was employed by L.R. Nelson Co.

Springer has a Bachelor of Arts degree

from the University of Northern Colorado and is an alumnus of the Claremont Executive Management Program in Business Administration.

Don Thompson has been appointed National Sales Manager for Weather-matic. He was most recently Manager of the Irrigation Division at Shemin Nurseries, a Connecticut-based distributor of irrigation equipment which serves Connecticut, New York, and New Jersey.

Thompson has been an active member of several professional organizations, including the Irrigation Association, CLCA

and ASAE. He has also taught college level courses on a part-time basis in California.

Elanco Products Company has appointed **Lonnie Pell** as its Lawn Care Specialist. A turf and landscape expert, with experience in lawn and landscape application, Pell has worked with formulators who serve the lawn care industry. In the new position, he will assist formulators in adapting their products to the needs of applicators.

Pell will also assist the major U.S. lawn application firms in developing programs, gathering information and testing formulators' products.

When coverage is important

Insist on Glade for the important coverage, the beautiful coverage in both sun and shade.

Glade is widely accepted as the improved sun and shade bluegrass variety!

Get coverage where it's important now and in the future. Growing trees and long roof shadows surprise even the best landscape architects.

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The logo for Glade Kentucky bluegrass, featuring the word "Glade" in a stylized, bold, green font with a slight shadow effect.

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A Breakthrough



There's an armed struggle going on out there. Man versus machine. In this case, it's operators just like you battling it out with old-fashioned "pistol grip" type steering. But now there's a way for you to gain the upper hand. T-bar steering exclusively from Toro.

Toro's patented T-bar

steering system makes commercial walk behind mowers easier than ever to operate. So much so that users prefer it 8 to 1 over pistol grips.

The first area of superiority is manpower. All that squeezing and wrestling with pistol grips can fatigue even the heartiest operator. But with the T-bar, you simply push forward on the bar itself for easy, controlled mowing. That minimizes fatigue and keeps operators going longer.

T-bar steering also improves maneuverability. Now



In Arms Control.

you can get around any obstacle easier, faster and cleaner. Just move either end of the bar forward or backward and the machine changes direction.

T-bar steering offers you more control, too. That's because the T-bar handle itself is your traction control. Let go, and the handle



returns to neutral and disengages the traction belts.

The next time you see a Toro T-bar walk behind mower, stop and ask the operator how it performs. We expect you'll want to contact your local Toro distributor for a thorough demonstration. At which time you'll see firsthand just how important arms control is to your future.

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The professionals
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IN OCTOBER 1987

IDENTIFYING PLANT DISORDERS

Because certain plant problems can defy a direct approach to diagnosis, it's often beneficial to determine what a problem is not before a conclusion is drawn.

The Mulberry exhibited classic signs of water deprivation — uniform distribution of leaf firing. Since signs were not common to any particular area of the tree, I surmised the point of deprivation to be common for the entire plant — somewhere within or between the soil and the main trunk. Nearby plants were adequately provided moisture and a quick soil test indicated that dissolved salts were not excessive for this species.

Identifying plant disorders can be tricky, to say the least. Diagnosing a plant problem can be equally frustrating whenever distress signs become inconsistent with textbook examples. To further aggravate the problem, one could be dealing with a combination of disorders concurrently. Furthermore, the manifestation of an identical problem on the same plant species has been known to vary considerably between different individuals.

With these kinds of odds against a Plant Care Professional (PCP), a great deal more than just passive observation is required if any degree of diagnosing consistency is to be expected.

Many professionals may fail to address a plant problem with the common sense approach necessary for accurate diagnosis, perhaps being intimidated by the situation and a feeling of hopelessness in understanding the perplexities of the task at hand. Nevertheless, proper diagnostic skills are mandatory when participating in a modern plant care industry.

FACE VALUE. Nothing is truly cut and dried in the natural world, however the diagnosis of certain plant problems can be considered routine. This is especially true when a causative organism, such as an insect pest, can be visually observed feeding or when a lightning strike, for instance, has obviously occurred.

However, many more times the diagnostician can be hard pressed to provide an accurate, off-the-cuff diagnosis whenever a visible culprit is absent. Microbial diseases, physiological problems, nutrient imbalances and environmental stress must largely be determined by ascertaining the effects of the cause (as opposed to the cause of the effect). A sort of "back door" approach if you will.

Whether you call it human nature or short-sightedness, there can be a tendency for PCPs to lean toward the path of least resistance when evaluating a turf or plant problem. Any time pure intuition about a problem happens to prove correct, an over dependence on this less-than-accurate prac-

tice can become more deeply ingrained. This can eventually result in a gross misdiagnosis when a PCP least expects it, or needs it.

For example, if grub problems are predominating the local lawn scene, there could be a tendency to automatically label any nearby lawn lacking a root system, as "grub infested." In actuality, a problem with a root rot fungus could very well be the true cause. In fact, would all PCPs endeavor to even spade up a plug of turf for conclusive evidence of grubs? Much less, would they test for high soil pH as a predisposing factor of root rot?

Regardless of the odds against a quirk, probability diagnosing is never justified when more thorough diagnostic routines are readily available. The loss of property, money and time from one faulty plant assessment could conceivably offset any convenience realized from all previous off-the-cuff diagnoses.

GENERAL CONSIDERATIONS. A more conscientious approach to plant problem diagnosis should not be construed as a long, involved or complicated endeavor. In fact, the amount of effort expended toward diagnosis must by necessity be governed by the physical and financial resources of the professional. For business entities, additional charges for problems requiring more lengthy diagnosis would not be out of the question. After all, your time as a professional can be worth it.

A diagnostician can learn much from the affected plant itself, but a heightened awareness of the environmental system of which the specimen is a part, can prove the greatest attribute of all. When dealing with a biological unknown, the most critical clues for problem identification can typically exist beyond the confines of the plant itself. The old adages "looking high and low" and "leave no stone unturned" certainly do apply when diagnosing plant disorders.

Because certain plant problems can defy a direct approach to diagnosis, it can often be feasible to determine what a problem is not before a conclusion is drawn. While the process of elimination may not be the most accurate of evaluation methods, it can nevertheless, remain the only alternative in certain situations. At any rate, it does have distinct advantages over an outright trial and error approach.

Hard evidence is often difficult to obtain, but modern PCP's can rely on a variety of excellent test equipment geared for industry use. This is perhaps the best innovation to come along for assisting the professional in plant problem diagnosis. Potentially, a single test routine of the soil, plant tissue or

irrigation water can circumvent a great deal of wasted time and confusion.

After all sources of available data have become exhausted, the most probable cause of a plant problem can be determined with an acceptable degree of certainty. Essentially, all that remains is to correlate the findings with the known or presumed criteria of the possible suspects.

In case a comprehensive source of problem descriptions is lacking, procuring such references can be just as important as paying the light bill. After all, this type of information should be at the heart of any greens operation.

The use of a flow chart is highly recommended to keep track of those causes that can practically be eliminated and those yet remaining as possibilities. Whether this organization is mental or graphic, flow chart techniques represent the logical reasoning central to all diagnostic programs.

DISTRIBUTION OF DISORDERS. A major key to identifying a plant disorder is just how widespread the symptoms and signs are with respect to a particular region, locality or on the plant itself. Since one or more plant disorders can correspond to a specific set of environmental conditions, knowing the range within which a disorder occurs indicate a common denominator of environmental factors to help facilitate an ID.

For example, freeze damage to a deciduous evergreen would at least become a possibility if a large number of these same type plants exhibited similar signs throughout a large region. More specifically, observing that only those plants confined to a particular premise exhibit symptoms, regardless of the species, the possibility of a management-induced problem unique for that planting would certainly become a strong possibility.

Before a diagnostic endeavor begins, the possibilities are virtually infinite. As previously mentioned, assessing the big picture of affected flora can serve to quickly funnel the existing possibilities down to a chosen few. The final and most definitive explanation of a plant disorder, however, is derived from inspecting the individual plant in question. It is at this point that any "bottlenecking" of theories and hunches are hopefully resolved.

The ways in which signs of a disorder are distributed throughout the plant itself can serve to further direct problem assessment on a physiological basis. At this point, the only concern is the manifestation of botanical symptoms. It is here that some knowledge of plant physiology is imperative. In essence, recognizing abnormal plant activity is contingent upon knowing that which is considered "normal".

For instance, do signs occur mainly on newer growth or older plant parts? Or, is affected foliage uniform over the entire specimen, or is it randomly distributed? Is there a point below where damage is no longer evident? This type observation might directly correlate to specific properties of disorders such as nutrient imbalances, pest damage or the location of an assimilant restriction, respectfully. By identifying where the signs are and where they are not, it becomes likely that the location of the problem's source (on the plant or beyond) can be more feasibly determined.

For turf, both the size and progression of signs should be noted for further consideration. For example, a number of turfgrass diseases can exhibit unique patterns or the distribution of affected grass could be consistent with a soil discrepancy or indeed, a gap in sprinkler coverage. Are affected areas irregular or symmetrical in shape? What are

their diameters? Are circular areas solid or do they exhibit concentric patterns? Even if the on-plant (on-turf) distribution of signs fails to directly implicate the cause, it can certainly serve to assist in homing in on the true cause.

PREDISPOSING FACTORS. Although some training helps, PCPs need not be full-fledged plant pathologists or agronomists in order to make a logical determination. To some extent, problems will conform to a general set of conditions which are conducive to the cause. Those factors which contribute to a particular plant disorder are referred to as the predisposing factors. In essence, it is the lack of one or more of these contributing factors that normally holds a plant problem at bay.

In addition, without knowledge of just how and why a particular disorder comes about, anticipating and/or preventing the problem can become much more difficult and speculative.

Predisposing factors like high soil pH and poor drainage would, for, example, predispose certain root rot problems on turf and ornamentals. If a deciduous tree is weak with damaged bark, wet conditions and a previously harsh winter might predispose a disease such as Cytospora.

While predisposing factors alone might not conclusively identify a problem, they are nevertheless, one more vital link for supporting an assumption. A particular regime of rainfall, humidity and temperature could predispose several known pathogens, however if the incidence of a suspected disease does not conform to the scenario, it can practically be eliminated from further consideration.

To supplement the diagnosis of certain turf diseases, high humidity and elevated temperature as predisposing factors would eliminate active *Helminthosporium* from consideration, yet implicate other diseases such as *Pythium* or *Rhizoctonia* Brown Patch.

Besides climatic factors, predisposing factors can encompass almost any environmental and cultural factor including but not limited to fertility levels, mowing practices, soil pH and organic matter levels.

Sandy soil for instance, could predispose a nematode problem, potassium deficiency or even excess soil acidity. In fact, planting a tree on the south side of a dark-colored fence could be considered a predisposition for southwest injury.

SYMPTOMS VS. SIGNS. When diagnosing plant problems, vague terms like "yellowing foliage" eventually become trivial designations. Rather, any foliar problem is described henceforth in terms of cellular manifestations. These more subtle signs are often the "fingerprint" of a specific disorder.

Is chlorosis composed of purely necrotic tissue or is the pigmentation merely altered? Does damage start at leaf margins and progress toward a midrib or is it randomly distributed on the leaf? Are foliar lesions round, ovate, or angular? Is chlorosis interveinal or uniform? A thorough



Test lawn being studied.

understanding of this pathological nomenclature is vital in communicating signs to others and to properly understand interpretive guides to the plant disorders. Signs of the disorders are truly the universal language of the diagnostician.

Symptoms, on the other hand are the physiological effects of a plant disorder. Symptoms give rise to signs. For example, the symptoms of grub damage are the deprivation of water and assimilants to turf while the signs remain a reduced root system and foliar desiccation.

BEYOND THE OBVIOUS. As a major diagnostic tool, there can be no underestimating the value of pertinent information obtained from attendants or other related parties.

Finding out just when the onset of a problem occurred and how fast signs progressed can reveal the basics of a problem before any field work begins. In addition, if the cause is obscure, a similar line of questioning might be the only lead available.

If not a direct indicator, such data could be correlated with any unusual occurrence in the weather or other activity to at least establish contributing factors.

The customer is not the expert here, therefore PCPs should not always expect a large cache of voluntary disclosures. It is the applicator's responsibility to ask the right

questions, such as what was the actual formulation of any chemical or fertilizer used or when was the mower blade last sharpened? If applicable, find out if there were any neighbors say, applying dandelion killer or if any disparity in weather conditions was evident. The list of questions can be endless, but never underestimate the need for being specific regardless of how trivial it might appear. Better to collect an excess of information than not enough.

INFORMATION RESOURCES. PCPs should be able to independently resolve a plant problem situation through logical reasoning. However, an index of data on regional plant disorders is valuable for supporting field evaluations.

A practical index should include: date of evaluation; plant species affected; severity of the problem; environmental, cultural and other factors; symptoms and/or signs; and control and/or prevention.

Each index should be a summation of the generally recognized aspects of the disorder plus any regional disparities that might pertain.

If the resources of a computer are available, few applications would be so well adapted for use with a data base system. Just punch up the general criteria for the disorder in question, and a well-maintained system

could whip out a list of possibilities in seconds. While the final word about a disorder should rest with the more human resources, such a system could certainly complement any plant care operation.

CONCLUSION. Plant care professionals must learn to recognize and use every available resource when diagnosing a plant disorder. The obvious should never be assumed until every avenue has been exhausted. Even then, considerable doubt could yet exist.

Through a logical sequence of determinations, the progression of a diagnostic routine can proceed at an accelerated rate and toward a more fruitful end. The distribution, predisposition, signs and background of a plant problem must all be evaluated for diagnostic accuracy.

Records and data management are important aspects of problem diagnosis but human intuition and reasoning remain the major resource. Accurate diagnosis of plant disorders should be a high priority for plant care professionals. At stake is the cost of the remedy, value of the property and of course, the credibility of the plant care professional. — *Jim Ware* ■

The author is a structural pest control and lawn care consultant residing in Hobbs, New Mexico.

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HOME LAWN IPM UPDATE

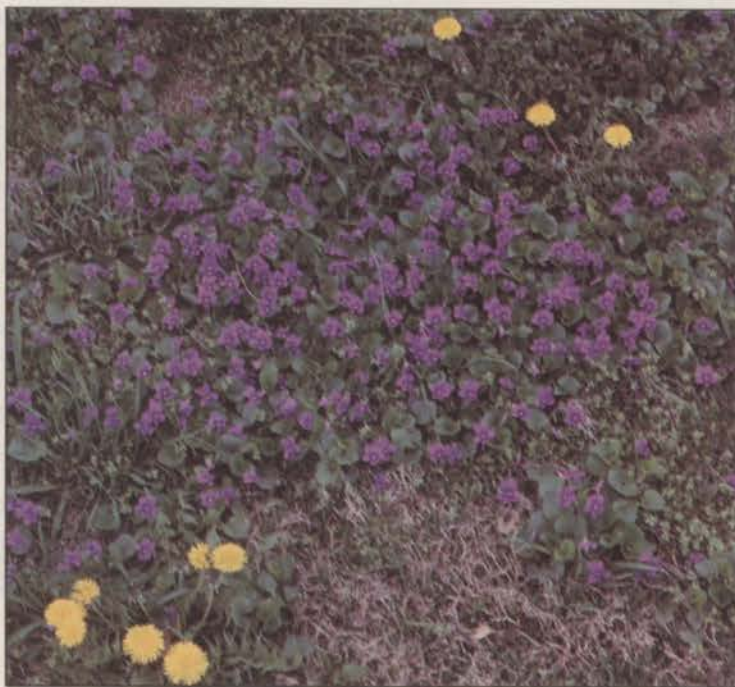
Integrated pest management is already a widely accepted practice in some fields, and may soon become a more viable alternative for the lawn care industry.

About a year ago, this magazine printed an article introducing the concept of Integrated Pest Management for home lawns (IPM for Home Lawns, March 1986). The article included a description of a pilot program which was conducted by the University of Massachusetts in 1986 and has been expanded for 1987. The purpose of this article is to bring you up to date on the status of that pilot program.

The state legislature provided funds to the University of Massachusetts in 1986 to supplement funds available from federal sources to support the development of Integrated Pest Management (IPM) programs in selected commodities. Perhaps in part because Massachusetts has a very high level of public concern for exposure to pesticides, and because it is predominantly an urban-suburban state, the home lawn setting was identified as an area which should be included in any IPM efforts.

We developed a pilot program to train scouts to monitor home lawns roughly every three weeks, from mid-May to mid-September. The scouts were to monitor insect, weed and disease activity, and to observe cultural practices which might be adjusted to provide a more vigorous turf which would be able to withstand pest pressure better than a more stressed turf. The homeowners who participated in the program paid the university \$50, covering the cost of the scout's hourly wage and expenses.

Our program involved scouting and making recommendations only, and no applications of fertilizers or pesticides were made by the scout. The homeowner received a written report of the scout's visit, which included any recommendations of fertilizer



A turf IPM home lawn heavily infested with violets.

or pesticide applications, as well as cultural adjustments (mowing height, watering technique) that might be appropriate. We told the homeowner that the ultimate decision to act on our recommendations would always be the homeowner's, and that it could be done on their own or by a commercial firm. We explained that our goal was not to replace commercial lawn care operations.

About one-third of our 1986 participants were already contracting with commercial lawn care companies for their lawn servicing, and participated in our program as an educational opportunity. About a third of our participants did not have commercial lawn care and chose to apply materials themselves or did not act on our recommendations. The remaining third did not have commercial lawn care, but hired local operators to make the applications we recommended.

We decided to keep the pilot program on a small scale for the first year, so we accepted 65 applicants out of 120 interested

homeowners. We had minimal advertising for the program—announcements at garden club meetings and small press releases in a few local papers. Because of various delays in clearing funds for the program, the initial public announcement of the program came only three weeks before we wanted to start scouting, but the public response was rapid and, we felt, substantial.

We hired one scout who was a student in the University of Massachusetts' two-year turf program. We were fortunate because he needed very little formal training on the recognition of typical turf types, weeds or diseases. He began visiting home lawns around mid-May and continued on a roughly three-week cycle

into September.

One small snag we encountered was that the scout was not available full time until mid-May. We wanted to complete the first cycle of visits before mid-May because we suspected that many lawns should receive a pre-emergent herbicide application and we wanted to provide ample time for the homeowner to make suitable arrangements to make those applications. For this first cycle of visits, one of the university's turf faculty visited each lawn, collected a soil sample and made the initial visual inspection.

Based on a questionnaire which we distributed to each participant at the end of the program, the general level of satisfaction was very high. Most people felt they had learned a great deal about the maintenance of their lawns and were pleased with the program. Even though we carefully explained what we would and would not do (i.e., would not make applications), a few individuals were disappointed to learn that we would not make actual applications.

The response throughout the program gave us the confidence to expand the program for 1987. For various reasons, we decided to concentrate the second year of the program in the greater Boston area. The only advertisement of the program was a press release which appeared in the *Boston Globe* on Sunday, April 12 (more than four weeks after it was sent to the paper). We had hoped to set an application deadline of April 15, which would have provided plenty of time to determine which communities would be included and to get the initial visits completed by mid-May. However, because of the delay in the announcement in the *Globe*, the deadline was extended to May 1.

We have 130 home lawns in the program for 1987, covering 32 communities in the greater Boston area. Based on answers to a few optional questions which were included in the 1987 application, the majority of the participants this year do not subscribe to professional lawn care services.

This concerns us because we do not wish to be viewed as competition or an outright competition to professional lawn care. However, the demographics of Boston are such that there is a relatively large concentration of people who are actively seeking a reduction in pesticide use, and it may be this group which was attracted to the program.

This year's participants are paying \$60



Infested turf.

to take part in the program. The increased fee enables us to cover the cost of a soil test. We learned the importance of including a soil test early in the program, because many lawns in the 1986 program had substantial imbalances in pH or nutrients which warranted attention. The higher fee also includes the cost of a manual which was prepared for this year's program, consisting of a series of fact sheets on a variety of topics ranging from "How to Mow a Lawn" to "How to Monitor for Insect Pests" to "Dandelions," and the cost of preparing and mailing out a newsletter throughout the season.

We hired a full-time coordinator for the Home Lawn IPM program to oversee the activity of the scouts, prepare the recommendations for each lawn based on the scouts' reports and prepare the newsletter.



Experimental area.

The coordinator also will be involved in producing additional fact sheets to supplement the manual for future years.

We have a full-time scout (a second year student at a local community college who is majoring in turf management) responsible for covering 65 properties. We have two part-time scouts, each of whom is working in an area greenhouse and has considerable experience in various aspects of horticulture. Each will cover about 25 properties. In addition, the coordinator is responsible for about 20 properties. We did not initially intend to have the coordinator cover properties, but felt that the experience would enable the coordinator to better understand the experience and reports of the scouts.

The first cycle was completed around the end of May. This is a little later than we


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had originally hoped, but should not be a problem because the current spring has been unusually wet and cool, so turf and ornamental development has been somewhat delayed.

It is our hope that we can demonstrate the value of incorporating a scouting system into home lawn servicing systems. At least two firms in the Boston area are beginning to offer IPM as an option for home lawn care, and letters which came in after the March 1986 article showed that there are other companies around the country which are already incorporating IPM or some form of scouting into their programs.

We would like to smooth the way for commercial firms to offer IPM alternatives by conducting this pilot program for perhaps one or two more years. During this period we should be able to identify the most efficient way of training scouts, determine how frequently visits should be made on Northeastern lawns, and establish some accountability of the average time per visit and allowance for travel to each site. We should also be able to identify which problems really

The increased fee enables us to cover the cost of a soil test.

We learned the importance of including a soil test early in the program.

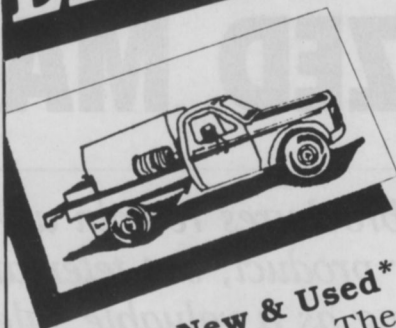
are of greatest concern, so that we can concentrate future research efforts in those areas.

Our experience has shown that the time has come for Integrated Pest Management to be offered as a viable alternative. While providing an IPM approach is much more labor intensive (with the cost of sending a scout to a property on a regular basis) than the traditional lawn care approach, there is a substantial segment of society which wants to see pesticides used only as needed. This segment finds the IPM approach very attractive and almost certainly will be willing to accept the added cost associated with the approach. There is an increasing number of biological control options available for turf insect control, and there are several adequate curative insecticides and herbicides available on the market now.

It would seem that the time has come to look at IPM for home lawns very seriously, and perhaps to offer it on a trial basis to some of your customers. — Dr. P. J. Vittum

The author works in the Suburban Experiment Station at the University of Massachusetts. Dr. R. J. Cooper and Dr. P. Bhowmik also contributed to the article. They work in the university's department of plant and soil science.

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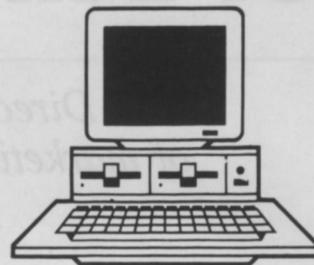
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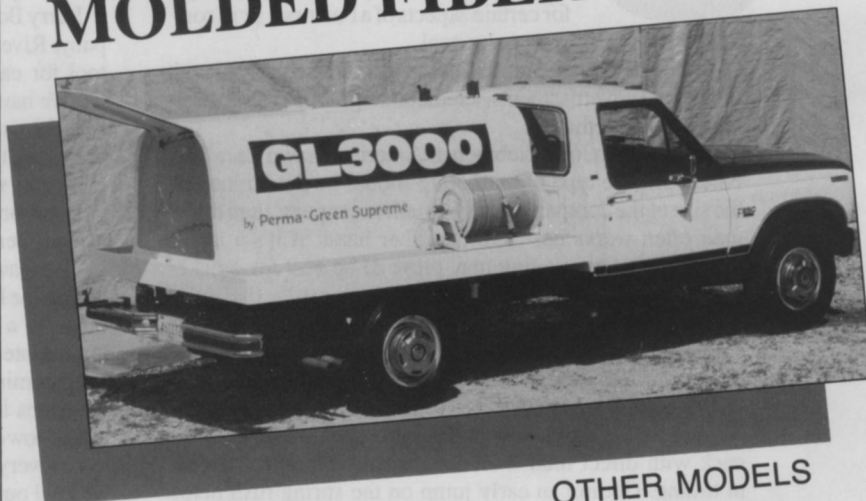
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SPECIALIZED MARKETING

Direct mail brochures remain a viable means of marketing your product, but telemarketing is coming on strong as a valuable sales tool.



Although telemarketing is considered by many to be the wave of the future in marketing, many in the lawn care industry are still shying away from it as their main sales tool.

Because telemarketing is still unknown territory for many LCOs, it's not yet as popular as direct mail or other well-known marketing techniques. However, while it's getting a slow start, telemarketing definitely has a place in the lawn care industry right along with direct mail and in-person visits.

Because the two marketing techniques are so different, they can be used solely for certain aspects of a business, or in conjunction with another sales tool.

Although longer complex messages can be conveyed with direct mail advertisements, telemarketing can convey a direct message immediately.

According to John Biebrach of American Lawn Care Co., Niles, Ill., the type of marketing should be determined by the size of the company. If it's a smaller company, then direct mail often works best. On the other hand, if it's a larger operation, telemarketing may prove to be best for quicker communication.

For American Lawn Care Co. — a medium-sized landscaping maintenance company for residential and commercial customers — Biebrach said he prefers direct mail.

"Marketing is basically pretty expensive in general. We're starting to use the yellow pages more, but we'll probably stick with direct mail — it does work," he said. "It's all in timing. Getting an early jump on the spring rush helps a lot. You have to spend your money on graphics. You have approximately four seconds to get the public's attention. When they reach in their mailbox and pull out your brochure, if you don't get their attention in four seconds you're not going to get your point across. My suggestion if you're going to do direct mail — spend your money on graphics."

Biebrach said he didn't like the idea of telemarketing be-

cause he'd rather reach the market initially with a brochure.

"I don't like the idea of cold calling. I think to do that, you need to have spent a lot of money either on direct mail or some other form of advertising first," he said. "If you call and try and educate them on your product over the phone, there seems to be something missing. I personally think people tend to shy away from those kinds of phone calls."

Biebrach said statistics show that telemarketing is the way to go if you want your company to grow, but he's satisfied with his direct mail approach for now.

For companies using the direct mail approach, the look of your brochure can either intrigue the reader or turn him off. Here is some helpful direct mail graphic advice from Ted Kikoler, a Canadian art director specializing in direct marketing.

- Force recipients to examine and read your package the moment they get it. If they decide to read it later, chances are you've lost them.
- Never typeset the body copy of a letter. Always typewrite it.
- Never justify the right hand margin. Always let it rag right.
- Two loose sheets pull better than an 11 x 17 inch sheet.
- Always have the bottom of the right-hand page end in mid-sentence. And always add "over please" to the bottom right.
- Captions, call-outs and handwritten messages get high readership.
- Make photos and illustrations as large as possible.

Larry Bourbonnais, president of Larry Bourbonnais Company, Riverside, Calif., said he uses a different marketing tool for each of his two companies.

"We have two companies. One is liquid fertilization and the other is grounds management. For the liquid fertilization company, the best thing is direct mail. For our maintenance company we basically just call on people," he said.

Bourbonnais said his company maintains only commercial property.

"We have a nice color brochure we pass out when we call on the larger industrial parks and so on. I've tried yellow pages — a big ad — and that didn't get us any work at all. On maintenance, what you have to do is call on them and keep coming back. You have to find out who's making the decisions for the company. The problem is you get a lot of out-of-town owners, the local guy might just be the manager.

"It's very frustrating. For direct mail we have a brochure we mail out with a response card — and even that's becoming less effective. I've been in this business for 14 years, and it's my impression lately most of them are just looking for the low price."

While he's currently satisfied with the direct mail approach, Bourbonnais said, you have to change with the times.

"Direct mail brochures are becoming less effective, of course, than when we first started in 1981. Then we were

the only ones in town. Now there's three or four other companies. The market's being saturated by that. The next thing we'll probably go to is phones. All this stuff takes a lot of money.

In some instances, companies such as Bourbonnais' are left picking up the pieces when other companies bid so low, then can't afford to complete the job.

Other more visible forms of advertising Bourbonnais uses are company logos. "It's all part of advertising. One of the things that works for us is that all of my trucks are lettered. I have white trucks with a green stripe on the bottom. Our logo is on all our shirts and hats. I get a lot of comments from people. These trucks are very visible and I think that's part of the image too. To me that's part of advertising — they're like moving billboards. Hardly anyone in this town letters their trucks. It makes a good impression on people."

But telemarketing can be a viable tool, if a proper program is implemented using effective techniques and good personnel.

Ginny Csider of McCommunications Inc., Westlake, Ohio, said telemarketing can raise sales remarkably, but should never be used alone. Calls in conjunction with direct mail makes a good combination.

While business to business telemarketing is often successfully done, business to consumer telemarketing may be more difficult to accomplish.

"Many, but not all, business to consumer calls are poorly done. They're unprepared and not courteous. The consumer market can be very difficult," she said. Csider, president of McCommunications, manages a team of consultants who help set up telemarketing programs across the country and train the personnel to run them.

Before making or accepting any phone calls, be prepared. You should have in front of you the name of the party being called, the complete telephone number being dialed, an outline or checklist of points to be covered during the call and reliable writing tools. A lack of preparation can result in an unorganized image reflecting badly on the company.

In order to create a good image and convey the intentions of your company, it's also necessary to pay your personnel a good salary, Csider said. Skimping on wages may end up costing your company more in the long run.

According to telemarketing companies, it's also important to reduce any background noise or interference while talking on the phone. Don't place a call if you have anything in your mouth. Smoking, chewing gum and eating are especially amplified over the phone. Try and reduce any background noise, such as loud music, voices, paper rustling or running water. Distractions such as these not only cause you to lose the focus of the call, but it often makes it hard for the person you're talking to.

Unless you're making a conference call, do not use a desktop amplifier/microphone that enables you to speak and listen without using the receiver when making sales telephone calls. In some instances, people sound as if they are speaking from the bottom of a well. In addition it may inhibit the other party from speaking since he knows his conversation is not completely confidential.

Telemarketing tips from McCommunications Inc., for creating a better mental image of yourself on the telephone:

- Speech experts feel a low voice is more desirable since it projects, carries better and is also more pleasant.
- Don't talk in a monotone; use your voice to express ideas or moods. The voice naturally rises on inflection when one is interested or inquiring. Voices fall at a "period," or on

arrival at a decision.

- Common everyday courtesy applies that same as face to face — it may be more important because you cannot see the person to whom you are speaking.

- Many times it is not what you say, but how you say it. Your voice can reflect sincerity, pleasantness, confidence and interest.

- Avoid talking with anything in your mouth such as gum, cigarettes or pencils.

- The basic rate of speech is 120 wpm, however, the basic pace should be adapted to the personality of your contact. Most people don't like "fast-talkers" since they arouse suspicion when you are trying to sell them something. If you speak too slowly, it can be irritating to a listener. You may want to vary your rate between things you say in general conversation and items of special importance.

Just as you prepare yourself before making the call, it's important to verify information before hanging up. For example if you've asked for information about the size of a lawn or the number of trees and ornamentals on a property, repeat those figures to verify their accuracy. Also repeat spellings of names, numbers, addresses or any other information.

During conversation it's important to convey interest and to keep the other person talking. For example, the words "I see or that's interesting" will show the listener you're paying attention to what they are saying. Restating statements show that you are listening and understanding what the speaker is saying. Finally summarizing statements help pull important ideas and facts together. They can also establish a basis for future discussions.

In the competitive field of telemarketing, it's important to set yourself aside from the others if you're going to get

"It's all in the timing. Getting an early jump on the spring rush helps a lot. You have to spend your money on graphics. You have approximately four seconds to get the public's attention. If you don't get their attention in four seconds you're not going to get your point across."
—John Biebrach

ahead. Csider said the first step is to be professional. "Some companies don't research very well — they don't prepare themselves. You need to understand the project before you can get started."

Since consumers are often wary of companies trying to sell something over the phone, Csider suggests ways to show that your company is legitimate. Never hesitate to leave a message, let the consumer call the company back to verify that it does exist or let them call the Better Business Bureau if they prefer. "The company won't always be thrilled to wait for a return call, but sometimes they have no choice." — *Cindy Code* ■

The author is Managing Editor of ALA Magazine

PRO SHOW '87

The first-time event brings together landscape, lawn servicing and grounds maintenance contractors and many more in one national show.



Thanksgiving Square

When nearly 8,000 people begin packing the Dallas Convention Center starting Nov. 17, Stephan Phelps will breathe a sigh of relief. That's because the start of Pro Show '87 will mark the end of about two years of planning.

"I'm cautiously optimistic that we'll produce an event meeting the industry's needs. It's something we've needed for a long time," said Phelps, who serves as show director. "With the educational seminars and the demonstrations, we'll hopefully create a must-see situation."

Pro Show '87, to be held Nov. 18-20 at the Dallas Convention Center, Dallas, Texas, will bring together buyers of the professional landscape contracting, turf and grounds maintenance products and services at one national marketplace for the first time.

The idea for the Pro Show stems from the success of the International Lawn, Garden & Power Equipment Expo held annually in Louisville, Ky. While the Louisville show is targeted toward manufacturers who produce equipment for consumers, the Dallas show mainly aims to fill the needs of commercial equipment buyers.

Mark Jennings of Fleishman & O'Connor Marketing in Chicago said the Pro Show idea received a real push from commercial manufacturers who realized the benefits the Louisville Expo gave their companies and associates in the Outdoor Power Equipment Institute. The November Pro Show is similar to the Expo.

"I'm cautiously optimistic that we'll produce an event meeting the industry's needs. It's something we've needed for a long time." Stephan Phelps

"It'll be produced much the same with the same style and all the frills, but it will be filling the void felt by commercial manufacturers," Phelps said. "It's a unique show."

The concept for the show began about two years ago and has been in the production stages for the past 18 months, he said. More than 500,000 direct mailers and a national ad campaign have been under way in an effort to attract as many exhibitors as possible to the first Pro Show. Phelps

said he expects about 150 exhibitors to participate in the show.

"The response has been great. If we get about 150 exhibitors, that'd be pretty good. In a first-year show, everyone tends to be skeptical, but I'm looking forward to a good show," he said. At press time, nearly 160 exhibitors were registered for the show.

People planning to show their products at the show have until the first week in November to reserve a booth. Based on the size of the indoor booth space, an outdoor booth may be reserved two to five times the size of the rented indoor space at no additional charge.

The show will offer more than 125,000 net square feet of landscaped, air-conditioned indoor exhibit space, as well as more than one million square feet of outdoor demonstration space. Continual shuttle service will be provided between the indoor exhibit site and the outdoor demonstration area, just four minutes away.

Commercial products on display will include grounds maintenance and installation equipment; horticultural chemicals and plant foods; irrigation equipment; landscape accessories and materials; maintenance supplies; and services and outdoor power equipment.

Pro Show's demonstration site will offer the opportunity for buyers to effectively evaluate the performance of products and for exhibitors to demonstrate their product's selling points and quality.

"Many of the manufacturers and service providers who are interested in Pro Show have attended or participated in the International Lawn, Garden & Power Equipment Expo — a related show for the consumer side of the industry," said Helmut Adam, chairman of the Pro Show '87 planning committee. "They have seen or experienced firsthand the tremendous sales impact that participation in a successful, specialized show can have for their companies. Others who are signing on for the premier of the Pro Show see a definite need for a truly national show where they can display their complete product lines."

And the show will go on rain or shine. "We can't control the weather, but the odds are in our favor," Phelps said optimistically. "Dallas is unique in that November is not one of the more rainy times. That's why we chose Dallas."

Dallas is expected to be the home of the Pro Show year after year, he said.

A diverse conference and seminar program, offering 35 sessions will run in conjunction with Pro Show. Based on detailed research of industry leaders, seminars are being planned to ensure that varying professional needs are met for all attendees — contractors, grounds managers and public works landscapers.

Seminar topics include "Equipment Selection and Use," "Soil Compaction," "Soil Cultivation," "Water Conserva-



Dallas' new Museum of Art located in the arts district. Photos courtesy of the Dallas Convention and Visitors Bureau.

tion," "Turf Disease Management," and "Topical vs. Sub-surface Irrigation."

Other advantages to attending the Pro Show include:

- enabling a cost-effective means of reaching all your buyers in one centrally located exposition, featuring a diverse display of commercial products.
- learning about the latest developments and trends in the industry by talking with buyers from the United States and abroad.
- the opportunity for direct contact with landscape contractors, federal government and municipal buyers.

Pro Show is sponsored by the Outdoor Power Equipment Institute Inc., which also sponsors the International Lawn, Garden & Power Equipment Expo.

Other associations participating include the American Association of Nurserymen, Sports Turf Managers Association, Engine Service Association, Irrigation Association, Associated Landscape Contractors of America and National Landscape Association.

Set-up for the show begins Monday Nov. 16 from 9 a.m. to 5 p.m. Although the show doesn't actually begin until Wednesday, some pre-show sessions will be held on Tuesday. On Wednesday and Thursday, seminars and demonstrations will be held from 9 a.m. to 5 p.m. On Friday the show will end at 3 p.m. The outdoor demonstration area opens at 8 a.m. each day. While the show ends Friday, exhibitors will have until Saturday at noon to tear down their booths. Exhibitors will have from 3:30 to 8 p.m. Friday and 8 a.m. to noon Saturday to take down their booths.

Pro Show '87 is produced by Andry Montgomery & Associates Inc. of Louisville, KY and promoted by Fleishman Communications Inc. of Palatine, Ill.

Even though the Pro Show is packed with seminars and things to see, some time has been left unscheduled so show attendees and their families can wander around the city of Dallas. There's lots to see and do — certainly enough to consider tagging on a few vacation days to your journey to

Texas.

In nearly 150 years, Dallas has grown from a frontier trading post to a city of almost a million people. Dallas was established in 1841 when a bachelor lawyer from Tennessee, named John Neely Bryan, arrived at a small bluff above the Trinity River to set up a trading post and lay claim to free land.

The area, where three forks of the river merge, was part of a large land grant and Bryan decided the location was ideal for a townsite. He quickly sketched off a town, designating a courthouse square and 20 streets around it.

In the early days, farmers, tradesmen and artisans were attracted to the small community. By 1872, when the railroad line from Houston reached Dallas, there were 3,000 inhabitants. Another momentous event came in 1873, when the east-west line of the Texas & Pacific Railroad was completed through Dallas, making it the first railroad crossing town in Texas.

Arts have long been important to Dallas residents. In 1849, the first piano arrived by ox cart and its owner was begged by pioneer citizens to play an impromptu concert. It was the first of many cultural events in a city that changed from a frontier trading center to a cosmopolitan metropolis in the short span of 150 years.

The city owns the Music Hall in State Fair Park and the Dallas Theater Center on Turtle Creek, the Bath House Cultural Center for dance companies, photographic groups, and the like, and the DeGolyer Estate, home of the Dallas Arboretum, which hosts free concerts and poetry readings. The downtown Arts District is further evidence of public-private cooperation. The City of Dallas and private citizens finance the Museum of Art and construction of the concert hall. The city also is constructing new streets, parking garages and landscaping the 20-square block area. The district is expected to spark private investments totaling \$2.5 billion during the next 20 years. The Dallas Symphony Orchestra, The Dallas Opera and The Dallas Ballet round out hours of entertainment provided for the community.



UNITED
Van Lines

North Star
Van & Storage
Milwaukee, WI

MATLOCK

MATLOCK

TRUCK

Some cancellations even TURFLON can't prevent.

When your customers move away from you, the best herbicide in the world can't make them stay. But when more than 24% of LCO customer losses are due to poor weed control—as cited in one recent study—then it's time to take a look at your herbicide.

TURFLON®: Superior control. For outstanding control of a wide spectrum of broadleaf weeds, there's nothing like TURFLON herbicide. It even gets the stubborn Hard to Control weeds—oxalis, ground ivy, wild violet, spurge and the like—that other herbicides often miss. So your customers stay happy... and stay with you. And you have fewer complaints, fewer costly callbacks, fewer cancellations.

New herbicide chemistry. The active ingredient in TURFLON, triclopyr, is the first new herbicide chemistry to come along in years. It stays where it's sprayed, won't migrate through soil to harm ornamentals and other off-target species.

It's safe to established cool-season turf, and has a proven safety record for humans and animals.

Proven in use. TURFLON herbicide performance has been thoroughly proven... in years of testing and in day-to-day use on LCO route trucks across the country. Operators who have used it find that often one treatment with TURFLON does what other products fail to achieve in two or more treatments.

Choice of formulations. Whatever you need, there's a TURFLON formulation for you. Choose an amine for broadcast use, or an ester for spot application. Whichever you select, TURFLON herbicide gives you outstanding performance, every time.

You can't keep your customers from moving away. But you can keep them from moving to your competition because of poor weed control. Keep them, and keep them happy, with TURFLON herbicide.

TURFLON*

Fewer weeds, fewer cancellations.

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*Trademark of The Dow Chemical Company

The city's population ranks second to Houston in Texas and seventh in the nation. Still a youthful city, it is enjoying steady growth and a diversified economy. It ranks in the top five in the nation in convention activity, as an insurance center, in concen-

tration of corporate headquarters, the oil industry, manufacturing and electronics.

If you love to shop, Dallas is a shopper's delight with stores offering everything imaginable in settings from plush malls to quaint little shops.

If you're looking for a place to start, downtown offers a variety of shops and easy transportation. Within the downtown area, DART offers two special services for bus passengers. Park and Hop allows parking at Reunion Arena, near downtown and a

A GLIMPSE INSIDE THE CONVENTION CENTER

When more than 150 exhibitors bring their wares to the Dallas Convention Center Nov. 18-20, visitors from across the country will have plenty to see and do. In addition to the indoor exhibit space, a large outdoor site will offer the opportunity for buyers to effectively evaluate the performance of products and for exhibitors to demonstrate their product's selling points. A continual shuttle service will be provided between the indoor site and outdoor demonstration area. For a brief glimpse of who will be at the show, we are including this list of exhibitors. While the list was accurate as of press time, a few new exhibitors may have found their way to the show, so be sure and visit every booth once you get to Dallas.

ALA Magazine

Aer-way, Div. Holland Hitch of Texas
Agri-Tex Inc.
Alamo Group
Altra-Wood
American Association of Nurserymen
American Excelsior Co.
American Honda
American Trencher Inc.
Arnold Industries
Atlantic Construction Fabric
Atwater Strong Inc.
BCS Mosa Inc.
BG Sales
Bamert Seed Co.
Banton Inc.
Billy Goat Industries
Bolens Corp.
Briggs & Stratton
Brooks Products Inc.
Buckner Irrigation Equipment
Bunton Company
CHI Industries Inc.
CTL Corporation
Carlisle Tire & Rubber Co.
Chem-Tainer Industries
Chronar Corporation
Classen Manufacturing
Commercial Landscape Supply
Commercial Mowing
Connally Implement Supply Co.
Conquest Cable Corporation
Country Clipper
Cub Cadet Corporation
Cushman/Ryan
Deere & Company
Deines Corp.
Dew Eze Manufacturing Inc.
Dixon Industries
Dorskocil Industries Inc.

E-Z Rake Incorporated
Earthway Products Inc.
Eberhart Steel Products Corp.
Echo Inc.
Elanco Products Co.
Engine Service Association
Entek Corporation
Excel Industries Inc.
Exmark Manufacturing Co. Inc.
Garden Supply Retailer
Giant Vac Mfg. Inc.
Glenmac
Gloria
Government Product News
Grasshopper Co.
Gravelly International Inc.
Grazer Division, Willsey-D Inc.
Great Salt Lake Minerals & Chemical Corp.
Green Industry Buying Guide
Green Machine® /HMC
Groscoke International
Grounds Maintenance
Hahn Inc.
Hako International
Harry USA Inc.
Heckendorn Manufacturing Co. Inc.
Howard Price Turf Equipment
Hunter Industries
Hyponex Corporation
Imperial Underground Sprinkler Co.
Industrial Filters
Industrial Services International
Ingram Kut-Mor Co.
Interlock Inc.
Jacobsen Division of Textron Inc.
James Lincoln Corporation
Kifco/Ag-Rain
Kohler Co.
Kubota Tractor Corp.
Kuker Industries Inc.
Kut-Kwick Corporation
Landscape & Irrigation Magazine
Landscape Management
Landscapers Supply Corp. Inc.
Lawn Care Industry
Lawn Servicing
Lawn Breeze International Inc.
LESCO Inc.
Little Wonder Inc.
Locke Manufacturing
Magic Circle Corp.
Malbo Inc.
Martin Wheel Co. Inc.
Mathews Company
Melroe Company
Middlesworth Engineering & Manufacturing
Milorganite Div.

Moisture Systems Inc.
N.P.I. Nurseries
National Equipment-Servicing Dealers Association Inc.
North American Green
North American Micron
Olathe Mfg. Inc.
Olson Irrigation Systems
Onan
Oregon Manufacturing
Pacific North American
Pemco
Pepco Extruded Products
Poulan/Weed Eater
Power Lawnmower Parts Inc.
Promark Products Inc.
Public Works Magazine
Rain Bird Sales Inc.
Rain Master Irrigation Systems
Ransomes Inc.
Ringer Corp.
Robin Products Group
Roto-Hoe Company
Salsco Inc.
Sarlo Power Mowers Inc.
Saw-Tech Industries
Scag Power Equipment Inc.
Schroer Manufacturing Co. (Shor-Line)
Schweiss Inc.
Shindaiwa Inc.
Snapper Power Equipment
Snyder Industries, Inc.
Soil-Tec Inc.
Sports Turf Managers Association
Spraying Devices Inc.
Stanmar Distributing Co.
Steiner Corp.
Stihl Inc.
Stitch Designers
Suflex Tubing and Sleeving Products
Sundstrand-Sauer
Superior Controls Co. Inc.
Sweepster Jenkins Equipment Co.
Tecumseh Products Co.
Teledyne Total Power
Terracare Products Co. Inc.
Thayer Industries Inc.
Toro Company
Trailmate Inc.
True Friends Garden Tools Inc.
Walker Manufacturing Co.
Weather-matic
Wheel Horse Products Inc.
Wikco Industries
Woods Division of Hesston Corp.
Yamaha Motor Corp. USA
Yanmar Diesel America Corp.
Yard & Garden
Yazoo Manufacturing Co. Inc.

round-trip Hop-A-Bus coupon. Hop-A-Bus allows a ride for minimal cost on any of three routes that run in downtown Dallas. Look for the pink buses with rabbit ears.

Downtown offers numerous women's apparel shops, men's apparel shops, shoe stores, eating places and theaters. A below ground pedestrian walkway system called "The People Tunnel" links downtown office buildings, banks, restaurants, shops and parking.

The red-striped shed roofs mark the open-air Farmer's Market southeast of downtown which offers shoppers the chance to buy fresh produce, flowers and plants directly from the growers or wholesalers. Located in the "West End" of downtown will be Dallas' first festival marketplace. The marketplace, opening in a five-story renovated warehouse at Market Street and Munger Avenue, will feature dining, shopping in specialty retail shops and entertainment.

Other shopping and speciality centers include: the Galleria with 142 stores; Highland Park Village, built in 1931 and known as Texas' oldest shopping center; NorthPark Mall, a Dallas shopping tradition; Olla Podrida, one of Dallas' hottest tourist attractions where artists and craftspeople create one-of-a-kind treasures; and the Quadrangle, near downtown in the heart of Dallas' art gallery area.



Historic Plaza in downtown Dallas.

The city of Dallas has 47,000 acres of parks, including 27,600 acres of lakes, and is one of the top five cities in the nation in the number of park acres per capita. Residents and visitors can find almost every kind of recreation in one or more of the municipal

facilities including the Dallas Zoo, State Fair Park, the Dallas Aquarium and the Museum of Natural History. — *Cindy Code* ■

The author is Managing Editor of ALA Magazine

"ONLY BETASAN[®] GETS SO DOWN TO EARTH."

Preemergence Herbicide

The unique Betasan[®] formula makes it more soluble than any other leading preemergent crabgrass control. Better at penetrating thatch. Quicker to get to the weed germinating zone. Where it attaches to the soil for longer-lasting protection.

BETASAN PENETRATES BETTER.  ICI Americas Inc.

FRANCHISING

Franchising has become a popular growth option for lawn care companies.

Franchising is all the rage. Already a nationally recognized method of doing business, in recent years it has branched off into the worldwide sector. Statistics show that success rates for franchisees are incredibly higher than for those folks who choose to go it alone. Being part of a franchise definitely has its advantages — particularly the training and guidance that helps limit risks. It's not for everyone, of course, particularly those who are fiercely independent. At any rate, you'll want to look at both sides of the issue before taking steps toward converting your business.

DIAL ONE. Based on a referral network of various trade and service industries, the Dial One International franchise offers lawn care operators a unique system of support.

T.C. Woodworth and her husband Woody, Owners of Dial One Woody's Landscape & Maintenance of Canoga Park, California, don't do much maintenance anymore, but initially found it worthwhile to join the Dial One network having been in business only a short time.

"We sold a good hunk of our maintenance business about a year and a half ago because it was too much of a headache," says T.C. Woodworth, "but we learned a lot as far as how to run a business and how to be professional through their management seminars. The one-day seminars are very informative and helpful."

"The advantage of Dial One," adds Woodworth, "is that it makes you look like a very large company because of the networking and the large local name that people recognize even though your particular business

may not be that large."

Kevin Haag, Owner of Dial One Sunshine Landscaping & Gardening of Santa Ana, California, says one of his major reasons for joining the franchise was a problem indigenous to southern California.

"We have a large population of Hispanic laborers here," he says. "Up until recently, people would use illegal aliens as laborers which drove down our ability to compete legally. Part of our reason for joining was to identify ourselves as a quality company that would be easily recognized by the consumer."

Though Sunshine Landscaping & Gardening had already been in business about eight years and enjoyed a good reputation, marketing was no easy task. "One name looked like all the others and our feeling was that anybody can go out and buy a large Yellow Pages ad for six months."

Joining the franchise has also helped Sunshine Landscaping attract potential employees. "They looked at us as a viable company with a good track record and exposure within the community. We could hire good quality employees because they see this as a potential growth area, not just a small company that's going to fold in a year or two."

Haag says the initial investment seemed somewhat large when he first entered the network. "It was several thousand dollars but has practically doubled now. We felt, though, that it was a young franchise and was something we wanted to get in on in the beginning."

He adds that many people enter franchises because they lack basic business expertise. "All of us have holes in our education where

we just lack certain tools we need for business. The management courses are excellent because they're proven methods that have been worked out through contractors."

Dial One recently enhanced its networking capabilities via computer, he says. "One company can communicate with another almost instantaneously. Each individual company has a computer and more are being added all the time. We feel that's a real plus for our network."

ROYAL LAWS OF MONMOUTH, INC.

Drew Mazdin, President of Royal Lawns of Monmouth Inc. in Freehold, New Jersey, was involved a franchise a while ago and wasn't pleased with the results. "I got out of it and it cost me a lot of money," he says. "I personally feel somebody entering the lawn care industry would be better off working for another company before getting involved with a franchise, unless it's a turnkey operation where no franchise fees are involved and it's a set price up front."

Formerly with Lawn King, Mazdin feels on-the-job training beats depending on somebody else for instruction. He began his career at Lawn King following high school graduation around 1972, and went out on his own in 1980 after a three-year stint as a franchisee.

"I worked for three years with somebody who had the Lawn King operation and then I ended up buying it from him. When Lawn King itself went Chapter 11 and then came back out of bankruptcy, I broke away."

Mazdin says he didn't enjoy the amount of control the franchisor had over his operation. "Between advertising costs, them most of the time setting policies for you, and your regular franchise fee, there's just no money left for yourself. If you're going to be in business today, the only thing that makes it worth it having the aggravation over chemical liability is your profit margin. Otherwise it's not worth it, you're better off working for a company."

"I also don't think that anybody should have the right to look at your books," he adds. "With most franchises, they look at your books just to make sure they're getting a percentage out that they're entitled to if you sign the agreement."

Though he faces \$35,000 in legal fees and penalties for leaving Lawn King, Mazdin is certain that that running the show himself is the best way to go.

SPRING GREEN. Jim Gurke, vice president of Franchise Marketing, at Spring Green in Naperville, Illinois, says Spring Green has been in business since 1977 and now has 135 franchises, including three company-owned operations. The franchises are spread across 18 states.

IFA EXPO

The International Franchise Association (IFA) will present the last in its series of 1987 World of Franchising Expos October 31 through November 1 in Phoenix, Arizona. The gathering will provide the public with an opportunity to meet with representatives of up to 100 franchising

companies under one roof.

The Expo runs from noon to 6 p.m. at the Phoenix Civic Center. The event is open to the public with an admission fee of \$5 per person each day. No prior registration is required. For further information, contact: IFA, 202/628-8000.

The advantages of joining the franchise include the "intangible benefit" of having the franchisor's name already established in the marketplace, he says. "But if a person were to start a Spring Green in a town where we're not there yet, then the name may not really mean that much. In that case, what the LCO would be most interested in gaining from our experience of having been in business for over 10 years."

"We offer the independent lawn care operator *economies of scale*," Gurke continues. "In some cases, the operator with a one-branch system in a single town earns the buying power of a national company because we're helping arrange for purchases based on a very large system. I think that's a big thing. It holds true not only in the traditional sense of buying chemicals for the lawn care business but in other areas such as advertising. Marketing is one of the biggest challenges that a lawn care operator faces today and an experienced franchisor like us can help benefit the newly converted lawn care operator with proven and successful forms of advertising and marketing for his consumers."

Spring Green franchisees also earn the right to attend regional and national train-

ing seminars, and use a toll free hot line to obtain answers to technical, agronomic or equipment-related problems. "It's almost like they have this professional staff on their payroll but without having the overhead," says Gurke. "They have a small royalty to pay. Oftentimes you can't diagnose something from the telephone but a problem may be about a break down in equipment or diagnostic help."

Franchisees enter into Spring Green with an extensive two-week training course. One week of training takes place on the home turf and the second is offered at corporate office headquarters. When operators return to their marketplace, a local field representative then assists them to help get the business under way.

"It's broad in scope," he adds. "What we have found is that most smaller independent lawn care operators lack the necessary clout in their marketing ability to challenge the big national companies. One of the things they need from us more than anything else is the marketing guidance and support."

When someone first expresses interest in a Spring Green franchise, the company goes through a series of steps that helps both parties thoroughly investigate each other and

see if it's a fit. "Obviously the financial relationship is a very important one, but the general relationship that we maintain with one another is very important," he says.

Spring Green has a start-up franchise fee of \$12,900 and from that point on, costs depend upon what the franchisee already owns in the way of equipment and materials. The fee includes classroom and in-field training as well as an exclusive territory.

"One of the strengths that we really have as a franchise company is that we offer an exclusive territory," says Gurke. "We conduct a survey to determine the demographic strength and size of a marketplace and ultimately agree to boundaries of that territory. I think that's a little bit unique." He adds that a few years ago, Spring Green President Bill Fischer, mentioned he felt there would be fewer but larger companies dominating the industry as time goes on. "I think we're now really seeing that come to pass," says Gurke. "As a result, the time has never been better to become part of a larger organization that can offer a collective strength." — *Julie November*

The author is Assistant Editor of ALA magazine.

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Preemergence Herbicide

Unlike other preemergent crabgrass controls, Betasan[®] is essentially non-volatile. That means that during long dry spells, it keeps its punch while it stays on the surface. It's still available to stop crabgrass before it ever gets started.

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THE WORLD OF LAWN CARE

The Lone Star State hosts the 8th annual Professional Lawn Care Association of America Conference and Trade Show

Texas is known for doing things big, so how could any place other than San Antonio — deep in the heart of the Lone Star State — be more appropriate for the Professional Lawn Care Association of America's 8th Annual Conference and Show Nov. 12-15.

This year's show promises to be one of the best as PLCAA has added many new features to its turf extravaganza, including increased exhibit space, more total show hours, more exclusive viewing hours, a new three-track educational program and small engine clinic.

More than 150 exhibitors will crowd the San Antonio Convention Center, displaying the latest industry offerings in new products, equipment and services. "We have more exhibitors than we've ever had and certainly more exhibit space on the trade show floor. So I think people attending the show are going to be very happy with the size of the show and the variety of exhibitors they're going to see," said PLCAA President James Wilkinson.

More than 16 hours of trade show floor time — 12 of those devoted exclusively to exhibit viewing — are scheduled during the four-day event.

"I hope we'll make our 1,700 attendees that we had last year in Baltimore. Because more people are going to have to fly to San Antonio, we will certainly have a good quality crowd of owners. But we're hoping that a lot of people haven't seen San Antonio and when they've looked at the program

ment skills and keep abreast of new technologies and agronomic directions that are shaping the industry's future.

In order to offer convention-goers a wide variety of educational sessions, while allowing them to target specific interests, PLCAA has developed a new three-track format this year, which combines the best topics in business, agronomics and landscape. Conference attendees can follow a specific educational track or bounce back and forth between tracks, attending those classes which best meet their needs.

"I think the program that we've put together is probably the best one that our members have ever had the opportunity to see," Wilkinson said. As always, business management will be emphasized for company owners. But in addition, he said, courses in agronomics, landscaping and maintenance will attract branch managers, supervisors and applicators as well.

PLCAA has expanded its educational program to reach a broader spectrum of its membership, particularly its growing landscape management segment. "We're trying to be a little more responsive to the landscape management firms and have sessions for them besides all of the chemical issues," explained PLCAA Assistant Executive Director Doug Moody.

"PLCAA is getting more people in the chemical lawn care business who are also getting into the landscape/full service business. We felt it was time to put that educational track in and try to give these people more of the education we hope they want," Brooks said.

In addition, the association has added a small engine clinic to its educational line-up, which will run repeatedly on Thursday, Friday and Saturday of the show. "Everybody somewhere along the line has to take care of equipment, parts or repairs," Moody said. "This session will be valuable to everyone." Enrollment, however, will be limited to 20 people per class and registration will be on a first come, first served basis.

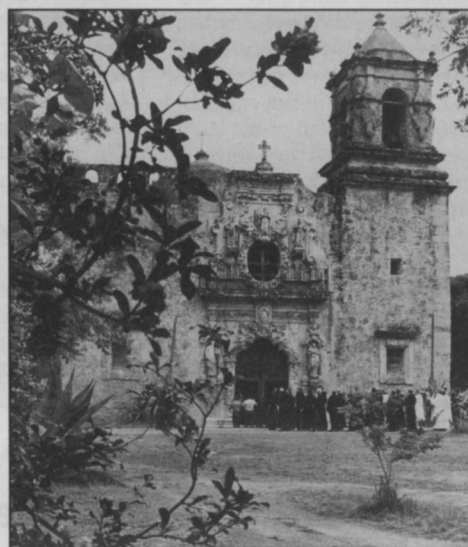
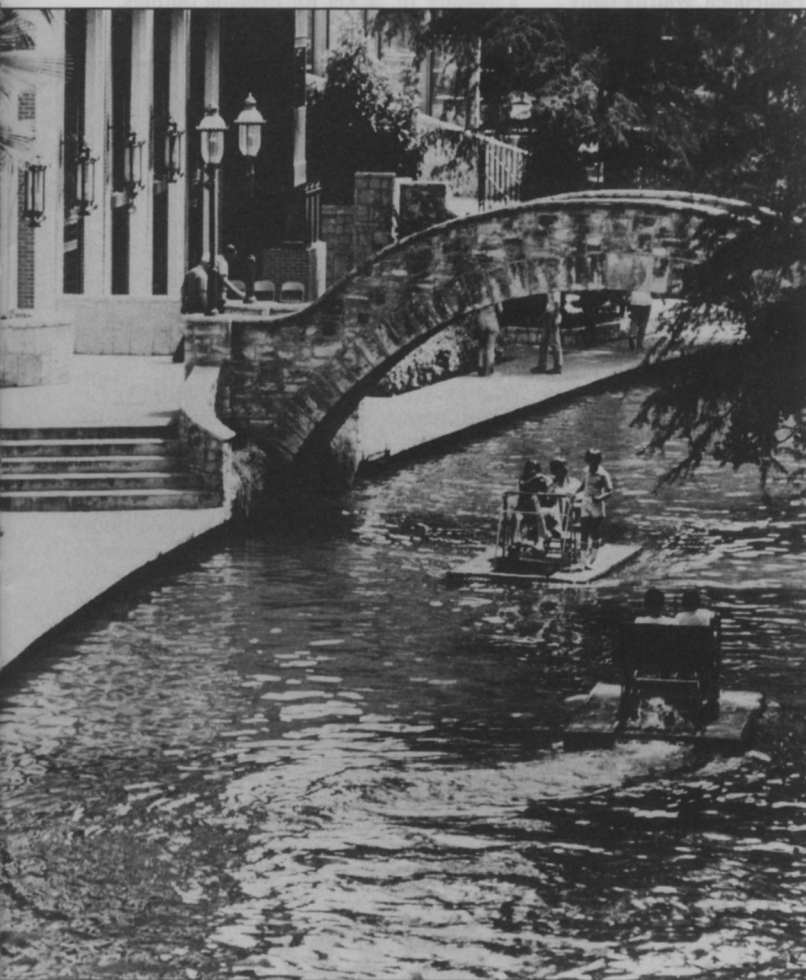


Visitors to San Antonio can take a barge of the city's national historic park.

"I think the program that we've put together is probably the best one that our members have ever had the opportunity to see." — Jim Wilkinson.

and all, they're saying 'Hey, I don't want to miss this one,'" said PLCAA Executive Director James Brooks.

While PLCAA/San Antonio '87 is the industry's premier showcase of products and equipment, offering one-stop shopping to convention attendees, it's also the industry's largest forum for continuing education and exchanging ideas among lawn care and maintenance operators. According to Wilkinson, an outstanding educational program led by a top-notch faculty will enable turf professionals to sharpen their manage-



ride on the San Antonio River, (left); see The Alamo, the shrine of Texas liberty, (top right); and visit the Mission San Jose Y Miguel De Aguayo, part (bottom right). Photos courtesy of the San Antonio Convention and Visitors Bureau.

More than 37 hours of educational sessions, seminars and workshops get under way on Thursday, Nov. 12 when the Early Bird Workshops begin. Running concurrently from 8:30 a.m. to noon, this year's workshops feature: "The Total Lawn Care Organization," "Estimating Landscape Maintenance Cost," and "Developing an Effective Training Program."

The business management track includes nine hours of instruction on business image, leadership styles, customer retention, marketing, hiring and firing, data management and employee motivation and performance. The landscape management track offers another nine hours of educational sessions, emphasizing cost estimating; tree, shrub and ornamental management; business expansion into landscape services; and evaluating the lifetime cost of equipment to sales and marketing strategies.

And finally, the third nine-hour agronomic and safety track features ground water concerns, agromedicine, DOT regulations affecting the lawn care industry and employee health testing.

An "Ask the Experts" roundtable, featuring several of the conference's faculty members, will round out the educational program. The discussion will give attendees the opportunity to talk one-on-one with some of the industry's leading experts.

Wilkinson is delighted with the credentials of this year's faculty. "For the first time we've done a very good job of drawing upon university people," he said. "I'm hoping this

is the beginning of nurturing a better relationship with these people."

One speaker who is certain to draw a crowd is football-great Roger Staubach, this year's PLCAA keynote speaker. Staubach, the National Football League's winningest quarterback, will address conference attendees at the opening session at 8:30 a.m. on Friday, Nov. 13.

Staubach established himself as one of the top quarterbacks in NFL history after 11 seasons, including eight-and-a-half with the Dallas Cowboys. He led the Cowboys as quarterback to two World Championship victories — Super Bowls VI and XII at the end of the 1971 and 1977 seasons.

After all the educational sessions and trade show viewing, lawn care, maintenance and landscape professionals will have the chance to test and evaluate equipment featured at the show at Brackenridge Park, site of PLCAA's third annual Outdoor Equipment Demonstration. Shuttle buses will escort attendees to the demonstration area on Sunday morning from 8:30 a.m. to noon.

WHAT TO WEAR? If you're not from the Southwest, you may be wondering what the weather will be like in San Antonio in November. Chances are you can expect it to be warmer there than at home, particularly if you're from the Midwest or northeast.

Because of its mild climate, the Alamo City attracts many northerners, especially during the winter months when biting

winds and wet snow thin even the thickest-skinned individuals. While San Antonio won't be hot in November, it's a pleasant month with an average daily temperature

of 61 degrees Fahrenheit.

According to the San Antonio Convention and Visitors Bureau, the daily average high is 71.1 degrees Fahrenheit, with the daily

average low dropping to 48.2 degrees Fahrenheit. That means you can anticipate warm afternoons and cool evenings, so bring along a sweater or jacket for evening outings.

WALKING THE FLOOR

The trade show at this year's Professional Lawn Care Association of America Conference and Show in San Antonio, Texas, Nov. 12-15 will feature more than 150 exhibitors. Every year many exhibitors feature "show specials" or spotlight new products that will be available for this buying season. Since there will be more exhibitors at this year's show, lawn care businessmen can expect to find more equipment and chemical bargains than ever before. We have compiled a listing of the trade show items that conference goers should keep an eye out for in San Antonio. While this listing contains all of the show specials and new products that we were aware of at press time, a few may have slipped in at the last minute, so be sure and visit every booth.

A.S.C. Mineral Processing — Introducing pulverized limestone.

Aabaco Industries, Inc. — 10 percent discount on any order placed at the PLCAA show and free draw-

ings for hand cleaner, first aid kit, halon fire extinguisher and more.

Agri-Diagnostics Associates
American Assoc. of Yellow Pages
Americalist/Div. of Haines & Co.

ALA Magazine — We are sponsoring a contest in which an "Award for Professionalism" will be presented. Pick up nomination forms at our booth.

American Pelletizing

The Andersons
Apparelmaster, Inc.

Aquashade, Inc.

Aquatrols Corp. of America

Arcadian Corporation — Introducing Trisert, Trisert CB, Trisert PB Urea-triazone foliar fertilizers. Drawings for prizes such as cameras, binoculars, answering machines, Walkman, headphones, cordless telephones, AM/FM stereo cassette players and other items.

Associated Landscape Contractors

B & W Sales & Mktg./Trebort

Billy Goat Industries — Offering the new Billy Goat 11HP Honda powered wheeled blower.

Blackburn Mfg. Co. — Guy wire cover.

Briggs & Stratton Corp.

C & S Turf Care Equipment Inc.

Cado Computer System of Cincinnati

Center for Business Development

Chevron Chemical Co. Agr. Chem Div.

Ciba-Geigy

Clark Sales & Service, Inc.

Classen Mfg. — Introducing Greens Plugger core aerators and turf plugger Cleary Chemical Corp.

Colorway Inc.

Comp-U-Green — Introduces Lawn Care Data Systems Computer Software Sales & Telemarketing package.

Cordage Packaging

Creative Sales Inc.

Cushman-Ryan OMC Lincoln

Denver Leasing & Mfg.

Distribution Mgmt. Systems Inc. — Multi User CLCI/Basic CLCI lawn care software.

Doggett Corp.

Dow Chemical USA

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Elanco Products Co. — Cutless turf growth regulator and Ovation pre-emergent.

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*Team and the diagonal color bar are trademarks of Elanco Products Company

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Located in an arid part of the country, San Antonio doesn't get an abundance of rain. The city's monthly precipitation for November is 1.77 inches. So hopefully, rain

won't dampen any of your activities.

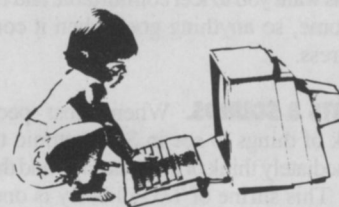
One other note, San Antonio enjoys an unhurried pace, hence the atmosphere emphasizes casualness. You can get away with

Elmark Mfg. Co. Inc.
Encap Products Co.
Estech Branded Fertilizers
Exmark Mfg. Co., Inc.
F. D. Kees Mfg. Co.
FMC Corporation
Georgia Marble Co.
GNC Pump Inc. — Offering the new "Do-All" spray gun and U-Built-It sprayer. Special prices include measuring wheels, \$30; and MAGP nylon spray gun, \$50.
Gold Nugget
Goldthwaite of Texas
Graham Lawn Equipment, Inc.
Great River Enterprises
Great Salt Lake Min. & Chem. Corp.
GreenPro Services — Introducing the Trident lawn sprayer.
Growth Products Ltd.
H. D. Hudson Mfg. Co.
Hahn Inc. — Offering the new Hahn Multi-Pro 44 with electronic sprayer control and Hahn verti-cut with seeder attachment.
Hannay Reels — Offering new portable cable reel model CR 16-14-16. Drawing open for any attendee to enter. Reel can be picked up at booth or Hannay will ship to winner.

Hoechst-Roussel Agri-Vet Co.
The Hotsy Corp. — Hotsy PC pressure washer.
Howard Johnson's Enterprises, Inc.
Imler Industries, Inc. — Will offer a drawing for a radar detector and a 10 percent discount on all orders placed at the show. The winner of the radar detector need not be present to win.
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Ingram Kut-Mor Co.
Innovative Lawn Equipment Inc. — Fiberglass Fleetside one-ton spray unit.
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(continued on page 50)

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packing your Sunday best, but your everyday wear often suffices. The folks down in Texas want you to feel comfortable and right at home, so anything goes when it comes to dress.

SIGHTS & SOUNDS. When most people think of things to see in San Antonio they immediately think of the Alamo — and that's OK. This shrine of Texas liberty is one of the city's top attractions. What most people don't know, however, is that the Alamo is only a piece of San Antonio's rich history and culture. From the banks of the San Antonio River, best known as the Paseo del Rio, to the surrounding metropolitan area, the city offers a myriad of sights, sounds and tastes to its visitors.

San Antonio is an "Uptown Down Home" city, blending the luxuries and conveniences of cosmopolitan life with small town charm and friendliness. You'll see the contrasts everywhere you go, whether you're strolling along the shaded sidewalks of the Riverwalk, touring a Spanish mission, or shopping at the Mexican market. The city's past is every bit as alive as its present, so take time to enjoy both.

THE ALAMO. Outside the fortress walls, the streets are abuzz with the hustle and bustle of modern-day business activity. But once

inside the Alamo's beautifully-landscaped grounds one quickly forgets this memorial, which honors more than 180 brave men who fought and died in the name of Texas Independence, is situated in the heart of downtown San Antonio.

MISSION SAN ANTONIO DE VALERO — The Alamo — was established in 1718 as the city's first mission. Today, the Chapel is all that remains of the fort. Artifacts from this dramatic battle are well-preserved inside Long Barracks Museum and Library, along with tributes to many of the war's historic defenders, such as Davy Crockett, Jim Bowie and William Travis.

PASEO DEL RIVER. The San Antonio River is no ordinary waterway. It's a thread of old World charm that winds through the city's business district 20 feet below ground. Wander down any one of the stone stairways that leads to the river and you'll find a European-like atmosphere with waterfront cafes, quaint shops and chic nightspots adorning its embankments. Visitors can relax under umbrella-covered tables with chilled glasses of margaritas while toe-tapping to dixieland tunes. They can feed popcorn to the resident pigeons that strut along the Riverwalk's cobblestone paths; splurge on scrumptious sundaes at the old-fashioned

ice cream parlor; or rent paddleboats for a ride down the river — enjoying its subtropical greenery.

MISSION TRAIL. San Antonio is home to the nation's oldest active Spanish missions. Built early in the 18th century to endure as symbols to God and the Spanish crown, the self-sustaining, multi-purpose buildings served as churches, fortifications, Indian pueblos, military barracks, schools and granaries. Today, the missions are a result of massive restoration programs. With the exception of the Alamo, the four sister missions are located in the San Antonio Missions National Historic Park. The Mission Trail starts at the Alamo and winds southward along a nine-mile stretch of the San Antonio River.

"San Antonio is an area of the country that we've never been to before. I'm sure most people that have attended PLCAA conventions before will probably plan to attend this year. I think they've had a good experience in the past, and at the same time, I think we're probably going to pull a tremendous amount of people from Texas that have never had the opportunity to attend before," Wilkinson said. — Vivian Rose ■

The author is assistant editor of ALA magazine

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WASTE MANAGEMENT BUYS TRU GREEN

Tru Green Corp. of Alpharetta, Ga., was recently sold to Waste Management Inc., of Oakbrook, Ill., for an undisclosed sum of money. Tru Green, the second largest lawn care company in the nation, will continue to operate under its name and plans no immediate management changes, according to company officials.

The acquisition follows Waste Management's failed attempt to buy-out ChemLawn Corp. of Columbus, Ohio, last spring. Waste Management is the nation's largest waste disposal company.

Guy Sherman, Tru Green's vice president of finance, said the friendly buy-out was completed Aug. 31 after two months of negotiations.

Tru Green will make no immediate changes, but officials of both companies made no secret of their desire to grow.

"Tru Green has always prided itself on being a leader in the lawn care industry which is what made it attractive to Waste Management," Sherman said. "They're anxious to have us continue the growth we've demonstrated over the past years, continually improving our operations. They look to us to be a market leader in the lawn care industry

to homeowners and commercial accounts." Although Tru Green is Waste Management's only lawn care operation, it's not necessarily the last, according to a company official.

"Outside of integrating it into the Waste Management organization, it's a business that's very comparable in terms of the way it's conducted with what we do in the waste management arena. So I suspect they will continue to operate as they have, but under Waste Management," said Joseph Pokorny, staff vice president of Waste Management's corporate and public affairs department. "We have made no secret of our interest in expanding the services base that we offer. So in that sense, pest control per se, would be an element of that service base. It would certainly be part of our plan."

Waste Management deals mainly in hauling and disposing of refuse.

Although Waste Management first tried to buy-out ChemLawn before approaching Tru Green officials, Tru Green wasn't considered a second choice, Pokorny said. "I don't know that it was necessarily a second choice. The ChemLawn activity reflected the fact that it was a publicly-traded company, and the largest in its industry certainly, so it would have loomed larger as

a result of our interest. We have grown in part through acquisition over the years and I would not be surprised by other acquisitions," he said.

Tru Green was founded in Detroit in 1974, and moved its corporate headquarters to Alpharetta in January 1986. Tru Green also includes a small pest-control operation which, Pokorny said, would be expanded in the future.

Before being acquired by Waste Management, Tru Green was involved in two of its own buy-outs. The company acquired Lawn Groomer of Illinois and Excelawn of Louisville, Ky. The two companies operate under the Tru Green name in most cases and were included in the Waste Management deal, Sherman said.

The acquisition of Tru Green by Waste Management, two giants in the companies' respective fields, will give both companies an immediate opportunity for growth, Sherman said. "It'll give us the opportunity to do cross-marketing — introduce our customer base to theirs and vice versa." There will be no immediate employee hirings, however, until the company stabilizes what it has now, Sherman said. — *Cindy Code* ■

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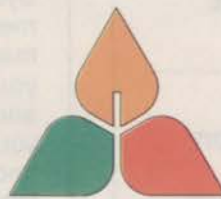
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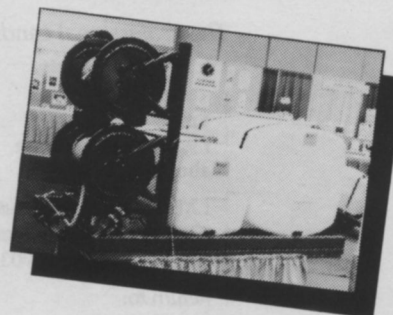
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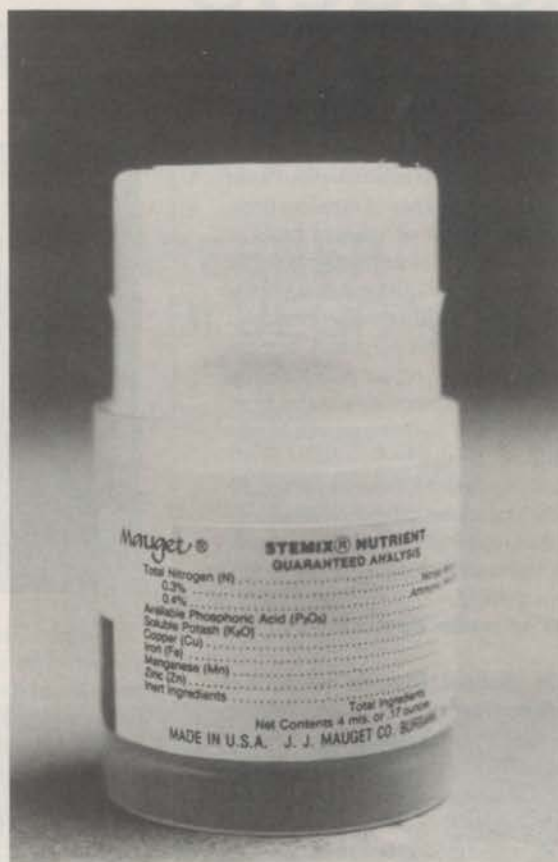
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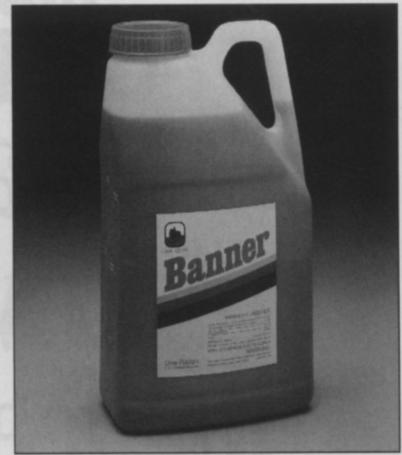
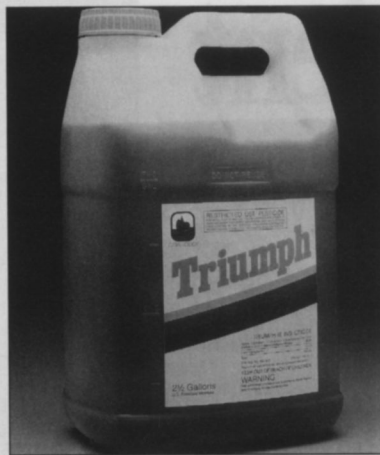
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Triumph® insecticide is available at last from the Ciba-Geigy Corporation. Exclusively for use by lawn care professionals, the compound is effective on grubs and a broad spectrum of insects living in the grass, thatch and soil on residential lawns.

According to the manufacturer, in the first seven days following application, Triumph provides 33 percent better control than the other major compounds available.

The fast-working insecticide remains active in the soil for more than eight weeks. The best time for grub control is mid-July through early October when the grubs have finished laying their eggs. Additionally, less than 4 percent of Triumph moves further than two inches into the soil.

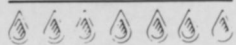
Triumph is applied in a spray and soaked in one-half inch water. Label restrictions limit application of the product to two pounds per year, which allows one application for grubs or two applications for surface insects each year. The insecticide should not be used on sandy soils.

Turf professionals have also awaited the release of **Banner®**, a new systemic fungicide from the Ciba-Geigy Corporation that provides long-lasting control of dollar spot, brown patch and other menacing diseases. The product recently received EPA approval for use on cool-season grasses.

Banner also aids in control of powdery mildew, rust anthracnose, red thread, and strip smut, plus it controls *Helminthosporium* (leaf spot and melting out) and fusarium blight when used in a regularly scheduled disease control program alone or in combination with other fungicides. Banner also controls rust, red thread, powdery mildew, and stripe smut.

Following application, Banner is absorbed and goes into the grass stem and leaf, where it stops disease that is inside the plant and prevents future infestations.

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* U.S. PLANT PATENT NO. 3150

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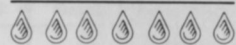
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