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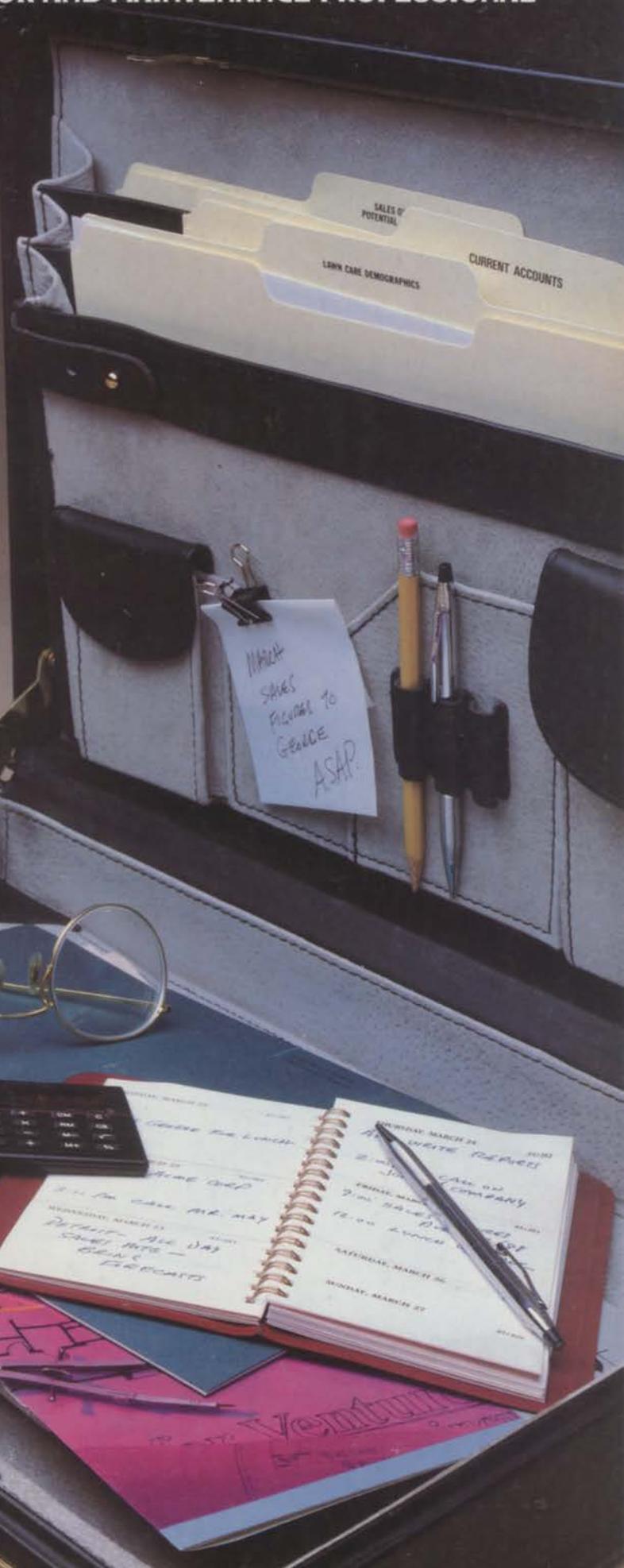
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DEVELOPING A SUCCESSFUL SALES FORCE

*Marketing Strategies to
Strengthen Your Sales Team*

**ORNAMENTALS
AND GROUND COVERS
CLOBBERING CRABGRASS
MODIFIED LABEL
FOR DIAZINON**

A 52446 ZDG1288018808A188
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MICHIGAN STATE UNIVERSITY
CROP & SOIL SCIENCE
E LANSING MI 48824



EXTRA!

VOL. CXXXVI

The Daily Sun

GREENSBORO, WEDNESDAY, NOVEMBER 1, 1987

NEW INSECTICIDE STOPS GRUBS IN 3 DAYS!

**“Lawn care experts
get 90%
control in 3 days!”**

by THOMAS BAGOT

Recent label approval by the Environmental Protection Agency marks the introduction of the ultimate product for grub control in home lawns.

New Triumph offers lawn care professionals many advantages in grub control.

□ Because it's fast acting it controls grubs in 2 to 3 days.

□ Triumph's superior chemistry provides/delivers over 90 percent grub control quickly and maintains that performance over 10 weeks.

□ New Triumph also controls surface insects and mole crickets and is labeled exclusively for use by lawn care professionals.

□ And new Triumph's liquid formulation and low rates mean

The fast acting control of Triumph stops root damage from grubs in a hurry so your homeowner customers can relax and feel confident that the grub problem is gone.

One application of Triumph per year in the fall is all you need to control grubs consistently and effectively. Years of testing shows that Triumph continues to control grubs for over two months. This should prevent retreatment until the following season.

Triumph goes to work faster than other products you've used. Within two days of application, you see Triumph control grubs and other insects. That means you stop grub damage quickly, reducing complaints and keeping your



INTRODUCING THE BEST NEWS TO

New Triumph[®], from CIBA-GEIGY, provides, on average, over 90% grub control in just two to three days. And there are over 10 years of major university and CIBA-GEIGY trials to prove it.

Triumph offers broad spectrum control of surface feeders like chinch bugs, sod webworms, army worms, chionodes, plus sub-surface mole crickets and annual bluegrass weevils.

Application in late summer to fall can prevent turf insect damage by eliminating grubs when they're small, before they can damage roots. And if grub damage appears in spring and summer, application of Triumph quickly stops further damage.

When your customers call you with a grub problem, they want results fast. And that's what they get with Triumph. And, because Triumph is restricted to lawn care applicators, your customers can only get it from you.

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CIBA-GEIGY

PRODUCING TRIUMPH.
HIT LAWNS IN YEARS.

"TEN YEAR
UNIVERSITY
STUDY
SUPPORTS
SUPERIOR
PERFORMANCE"

by DAVID WOLFE

Over 10 years of testing has
proven Triumph's superior
control of grubs.

In research data collected
from universities, independent
research firms, and CIBA-GEIGY
research facilities between 1974

and 1986, results showed
Triumph's high levels of per-
formance over a 10-week
period.

Not only is Triumph's per-
formance superior, it controls
grubs faster than any other
insecticide.

Triumph kills grubs in just
2, 3 days and keeps on...

To apply granular XL is to excel in your preemergence weed control.

With just one application, you can keep your ornamental and landscaped areas free from many grass and broad-leaf weeds, for six to eight months.

And because XL contains Surflan®, your control's also stronger than Ronstar® against crabgrass. And just as strong or stronger against many other weeds. At less cost, too.

Not only that, XL stays put. And once activated, it forms a barrier to prevent weed breakthroughs better

and longer than anything else. Most importantly, XL is gentle on a broad range of ornamental species. Even when it's applied to wet foliage.

So excel with XL. See your Elanco distributor. Or call toll-free: **1-800-352-6776.**

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A Division of Eli Lilly and Company

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XL™ — (benfen + oryzalin, Elanco)
Refer to the XL label for complete use directions.
Surflan® — (oryzalin, Elanco)
Ronstar® is a registered trademark of Rhone-Poulenc.

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**New for ornamentals.
Contains Surflan®.**

XL™ excels.



**For longer-lasting, broad-spectrum
weed control, excel with granular XL.**

ALA

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COVER

Your salespeople are the first contact the consumer has with your business. Their performance contributes to your bottom line. Are you doing your best to ensure your sales force will represent you favorably? (Cover photo by Barney Taxel)

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INSIDE STORY

The subject of callbacks and cancellations was explored in our February issue. It's an ongoing topic which is regularly reviewed and discussed by those in the industry in an attempt to find new ways to please customers and reduce cancellations.

One common theory behind retaining customers is to offer them more services. If a company can become a full service operation, there will be no need for a customer to look elsewhere.

As a result, more and more LCOs are promoting ornamentals and ground covers as a regular aspect of their business. Not only is it good for the customer, but it's profitable for the company.

Just how fast this popular phenomenon is growing is anybody's guess. Current estimates indicate that anywhere from 60 to 85 percent of lawn maintenance companies are now making ornamentals a normal part of business.

Find out more about the subject in our business feature story on Ornamentals and Ground Covers found in this issue. In our other features, we'll bring you some insights into last year's crabgrass problem and some



recommendations for developing a successful sales force.

In February, ALA introduced a new service to its readers — a toll-free reader service program.

For the first time, readers interested in a particular product or service advertised in ALA can simply pick up the phone and call 800/456-0707. Their request for product information will be tabulated by our

staff and the appropriate advertiser will be notified promptly.

In the past, readers mailed in requests for information via a reader service card. The system was effective, but some readers complained it took too long to process their requests. Our new toll-free reader service program is an attempt to speed up that process by providing a *direct* line to our office in minutes rather than in days.

For those who prefer the old system or don't mind waiting an extra week or two for product information, the more traditional reader service card system is still in place. However, for those who want quick and easy access to product information, our toll-free reader service program is an option to consider. It's just one more way ALA is trying to meet the constantly changing needs of both our readers and advertisers.

Let us know what you think of our new toll-free reader service card program. We're always eager to hear from our readers.

Cindy Code

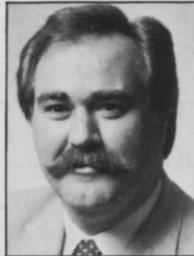
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Dr. John Street is an associate professor in the agronomy department at The Ohio State University. **Dr. William Meyer** is president of Pure-Seed Testing Inc., Hubbard, Oregon. **Des Rice** is president of The Weed Man Ltd., Mississauga, Ontario, Canada. **Dr. Al Turgeon** is professor and head of the department of agronomy, Pennsylvania State University. **Dr. Joseph Vargas** is professor of botany and plant pathology, Michigan State University, East Lansing, Michigan. **Dr. Patricia Vittum** is associate professor of entomology, University of Massachusetts, Waltham, Massachusetts.

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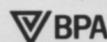
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Some cancellations even TURFLON can't prevent.

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.

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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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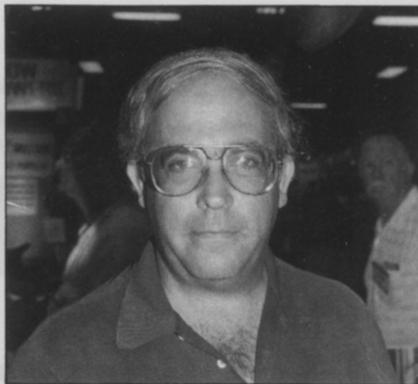
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VIEWS ACROSS THE INDUSTRY

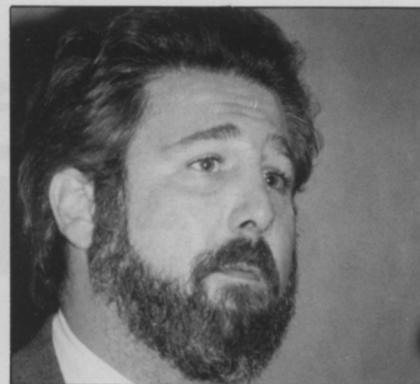
HOW DID YOU HANDLE CRABGRASS IN 1987?



"First of all we put down 1½ applications of preemergent, and then any breakthrough we did receive we treated with Acclaim. We had real good results with the Acclaim, especially with the higher rates — the one ounce rate — toward the end of August. I'm sure we'll use the Acclaim again, but hopefully we'll have less pressure this year. We had a lot of rain in the spring and not much moisture at all in the summer months. The primary dissatisfaction was mostly on my own part." — *Joe Fagan, Spring Green Lawn Care, Hazlet, New Jersey*



"I guess the main reason we suffered from crabgrass was because of the drought we had. Split applications of the preemergents is what we needed to control the crabgrass. I don't normally do that. In previous years, we just went with the one application — we didn't do the split applications. I don't know about the rest of the country, but we were way below average rainfall in July and August. This year we're anticipating (problems) so we'll make preventative applications." — *Steve Clay, owner/operator, U.S. Lawn of Knoxville, Tennessee*



"It's kind of a tough question to answer. We didn't handle it very well to be honest with you. We went out and pretreated lawns with Acclaim and various things, but our preemergents just broke down. It was so hot and dry for such a long length of time. We're changing our program to try to avoid the same situation. This year we'll do two applications — a full rate and most likely a little more than a half rate. I wish we'd been a little bit better prepared. There really is no good answer." — *Glenn Scherzinger, Scherzinger Lawn Care, Cincinnati, Ohio*

CALENDAR

March 19

Tour Exotic Tropical and Desert Plants, Collections Branch Greenhouses, United States Botanic Garden, Washington, D.C.; 202/226-4082.

March 21-22

1988 OPTI-GRO Athletic Field Maintenance Seminar, Cincinnati, Ohio. Contact: Pat Cook, OPTI-GRO Division of MANTEK, 1775 The Exchange, Suite 300, Atlanta, Ga. 30339; 800/241-3302; in Georgia, 404/952-0228.

March 22-23

1988 Annual Meeting, West Virginia Vegetation Management Association, Charleston Marriott, Charleston, W. Va.

April 8-10

ALCA Student Field Days, Cal Poly, San Luis Obispo, Ca. Contact: Debra Dennis, Associated Landscape Contractors of America, 405 N. Washington St., # 104, Falls Church, Va. 22046; 703/241-4004.

April 11-12

1988 OPTI-GRO Athletic Field Maintenance Seminar, Meadowlands, N.J. Contact: Pat Cook, OPTI-GRO Division of MANTEK, 1775 The Exchange, Suite 300, Atlanta, Ga. 30339; 800/241-3302; in Georgia, 404/952-0228.

April 20-22

1988 Landscape Industry Show, Long Beach, California. Contact: California Landscape Contractors' Association Inc., 2226 K St., Sacramento, Calif. 95816; 916/448-CLCA.

April 23

9th Annual Texas Wildflower Day at Texas Woman's University, Denton, Texas, Carroll Abbott Memorial Symposium. For more information, call 817/898-3326.

May 18

North Carolina Turf and Landscape Field Day, NCSU Turf Field Center, Raleigh, N.C. Contact: J.M. DiPaola, Box 7620, North Carolina State University, Raleigh, N.C. 27695-7620; 919/737-2657.

July 10-12

Mid-Atlantic Nurserymen's Summer Trade Show, Virginia Beach, Va. Contact: Mid-Atlantic Nurserymen's Trade Show, Inc., P.O. Box 314, Perry Hall, Maryland 21128; 301/256-6474.

July 25-27

EXPO 88, Louisville, Kentucky. Contact: Mary Jane Reynolds, sales director, International Lawn Garden & Power Equipment Expo, P.O. Box 70465, Louisville, Ky. 40270; 800/558-8767.

July 26-28

1988 Midyear Dealer Conference (Roundup), Indianapolis, Ind. Contact: Lisa Scott, National Fertilizer Solutions Association, 10777 Sunset Office Dr., Suite 10, St. Louis, Mo. 63127; 314/821-0340.

August 12-15

1988 TAN-MISSLARK Regional Nursery and Garden Supply Show, Astrohall, Houston, Texas. Contact: TAN-MISSLARK, 7730 South IH-35, Austin, Texas 78745-6621; 512/280-5182.

October 22-24

Third Annual Landscape Exposition, Nashville Convention Center, Nashville, Tenn. Contact: Becky Lerew, show manager or Mary Sue Christoffers, sales manager at 203/853-0400; or write to Landscape Exposition, 50 Washington St., Norwalk, Conn. 06854.

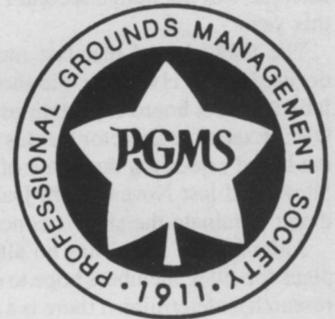
Dec. 1-3

1988 NFSA Annual Convention and Trade Show, Cincinnati, Ohio. Contact: Lisa Scott, National Fertilizer Solutions Association, 10777 Sunset Office Drive, Suite 10, St. Louis, Mo. 63127; 314/821-0340.

If you have an event that you'd like publicized, send the information to ALA magazine.

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NEWS IN BRIEF

END OF THE LINE FOR OPEI PRO SHOW

As expected, the Outdoor Power Equipment Institute will not hold a second Pro Show this year.

The OPEI board met last month and decided to cancel the year-old show which failed to meet board expectations in 1987. OPEI Executive Director Dennis Dix said the board rejected a duplicate of the Pro Show held last November in Dallas, but didn't eliminate the show's concept.

Although the board has no alternative plans for 1988, members hope to do some research to determine if there is a need for such a show.

"There's still a great amount of interest in having a national show. We've decided to do some internal research to determine who's already coming to Expo — and other shows," he said. "I wouldn't call it (Pro Show) a failure, a lot of manufacturers were ready to sign up again. Attendance-wise, it's just not what we hoped for. The initial show had to be held before alternatives could be considered."

The Pro Show was said to be the first

national show featuring commercial buyers from every section of the marketplace. More than 2,000 people attended the show — about one-fourth of original predictions.

NEW INSECTICIDE ATTACKS PESTS' DIGESTIVE SYSTEMS

University of Illinois researchers have developed an insecticide that they hope will be selective and biodegradable. Four years ago, the same researchers created a "laser herbicide" that kills weeds with the sun's rays.

The new substance causes insects to accumulate massive amounts of biochemicals that destroy their digestive systems, said developers Constantin A. Rebeiz, John A. Juvik and Carole C. Rebeiz. The treated insects die within seconds after exposure to light, according to their research.

The new approach has wide-ranging possibilities including the potential for a number of biodegradable formulations to act as selective photodynamic insecticides and herbicides under field and household conditions, according to Rebeiz.

The killing effect is started by spraying insects with ALA in combination with chemicals called modulators, or by incorporating the chemicals in the insects' diet. When the insects ingest the compounds in the diet, death is almost instantaneous upon exposure to light, according to the research.

Found in all plant and animal cells, ALA is a natural building block in the chemical construction of protoporphyrin, which gives way to all cytochromes and chlorophylls in nature.

Since ALA is biodegradable, the researchers are searching for equally biodegradable modulators in hopes of designing completely biodegradable herbicide-insecticide formulations.

"After our success with the herbicide, we believed that the same process would work as an insecticide," Carole Rebeiz said. "To our surprise, with insects, the treatment worked both in light and darkness."

The synergism of the ALA and the modulator, when used together, creates the killing effect, she said. "By treating insects with ALA in combination with chemicals called modulators, the insects accumulate massive amounts of protoporphyrin and Zn

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protoporphyrin."

Protoporphyrin is a light-sensitive chemical which generates extremely destructive byproducts in the presence of light, Rebeiz said. Unlike protoporphyrin, Zn protoporphyrin isn't a natural metabolite. Its formation usually indicates a poisoned biochemistry.

Initial observations indicated that not all insects are equally susceptible to porphyric insecticides. Insect death appears to be dependent on insect species as well as the stage of insect development, Rebeiz said.

NEW EXPO DIRECTOR KNOWS HOW TO COVER GROUND

A new director has been named to head the International Lawn, Garden & Power Equipment Expo.

July 25-27, 1988 • Louisville, Kentucky

Andry Montgomery & Associates recently named Warren Sellers, former sales director for EXPO, to fill the position vacated by Stephan Phelps. Phelps, who served as director of the show from its inception, left Andry Montgomery to pursue other interests. Phelps also directed the

Outdoor Power Equipment Institute's Pro Show.

EXPO 88 will be held July 25-27 in Louisville, Ky.

Sellers had been sales director for the industry-wide event since its premiere in 1984. He has played a large role in building it from a show with 210 exhibitors covering 120,000 net square feet and 12,000 participants, to a show with 525 exhibitors covering 260,000 net square feet with participation of 22,290.

Mary Jane Reynolds, who has been actively involved in many aspects of EXPO since 1984, is the new sales director. She will also coordinate housing, shuttles and ticket sales for special events.

The Oak Ridge Boys will provide the highlight entertainment at the show. Tickets

expo 88
International Lawn Garden & Power Equipment

cost \$30 and include a buffet-style dinner.

For information about exhibiting in or attending the show, call toll-free 1-800-558-8767. Tickets for the Oak Ridge Boys may also be ordered through this number. In Kentucky or outside the continental United States, call 502/582-1672.

EXMARK TO SEND ITS EQUIPMENT ABROAD

Exmark Manufacturing Company Inc. recently named OPICO of Mobile, Ala., as the new exporter of Exmark's line of commercial power equipment. OPICO, an exporter specializing in the distribution of landscape and grounds maintenance equipment, will be providing Exmark equipment to all foreign markets except Canada.

OPICO President John Luard said Exmark should be commended for its efforts in the exporting process particularly since the product information required is much more extensive than in domestic markets. Safety regulations also differ in European markets, Luard said, making it necessary for Exmark to adopt modifications.

JUDGE GRANTS REPRIEVE FOR DIAZINON INSECTICIDE

Ciba-Geigy recently received a reprieve for continued use of diazinon on sod farms and golf courses when an Environmental Protection Agency judge ruled that the risks of the product did not outweigh its benefits.

The ruling follows extensive modification of the product's label, but holds no assurance that the decision won't be over-

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turned at a later date. A final ruling won't be issued until after an appeal by the EPA has been heard.

Ciba-Geigy officials will have an opportunity to rebut the EPA appeal and expect a final decision to be made by April 30.

Since August, Ciba-Geigy has spent lengthy court hours battling to keep diazinon alive. Although the controversy began several years ago, the issue did not go before the EPA's administrative law judge until late last summer.

At that time, the EPA proposed to cancel the use of diazinon on sod farms and golf courses because of potential hazards to birds. The insecticide has been registered for use for more than 30 years, and has been used on turf for more than 20 years.

Ciba-Geigy, however, representing the interests of a number of companies in the industry, presented its case to the EPA and recommended a modified label for the product.

"It was under a much revised label that Ciba-Geigy proposed during the hearing that the judge agreed to rule in our favor," said Caroline Bussey, regulatory specialist for Ciba-Geigy. "Ciba-Geigy decided that the only way we could save the use was to greatly reduce the rates and to add lots of precautions. So we had a label that was

greatly modified and the judge agreed that the label should be adequate."

In his decision, however, the judge added an additional restriction to make the use of diazinon on sod farms and golf courses a restricted use — for certified applicators only.

The product has continued to be used legally on sod farms and golf courses throughout the debate by companies which participated in the case. If they didn't ask to be a part of the hearing, companies were required to put a statement on their label saying it couldn't be used on sod farms and golf courses, Bussey said.

All prior attempts to modify the label were rejected by the EPA, she said.

"If we come out and win, we will have a label for sod farms and golf courses, but the rates will be much lower than they used to be," Bussey said. "There'll be lots of precautions to protect birds and the use will be a restricted use.

"If we lose, we won't have the use of diazinon at all on sod farms and golf courses. Of course this is what EPA wants. They don't want us to win. They've wanted to cancel the use all along."

Although the lawn portion of the label has not been challenged, Ciba-Geigy is expected to recommend that its customers

reduce rates of diazinon on home lawns. That recommendation is pending the outcome of the case.

REVISED OUTDOOR POWER EQUIPMENT MANUAL EXPECTED IN SPRING

The Outdoor Power Equipment Institute's manual of outdoor power equipment standards is being updated to include changes in the lawn mower, tiller and log splitter standards for certification since the last revision in January 1986.

The manual is an important member reference document providing all current voluntary and mandatory standards, summaries of key changes to the standards and information on OPEI's third party certification seal program.

Changes scheduled to be included in the 1988 revision include: the addition of ANSI B71.1-1986 lawn mower and B71.8-1986 tiller standards; the addition of new or revised certification seals for B71.1-1986, B71.8-1986 and B71.7-1985 log splitters; and editorial commentary reflecting current standards activity.

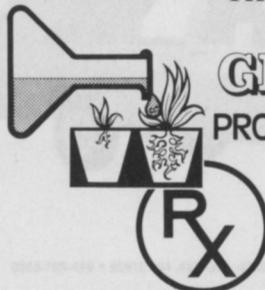
Companies which have a manual (received between 1986-88) will automatically receive a copy of the 1988 revision upon completion. ■



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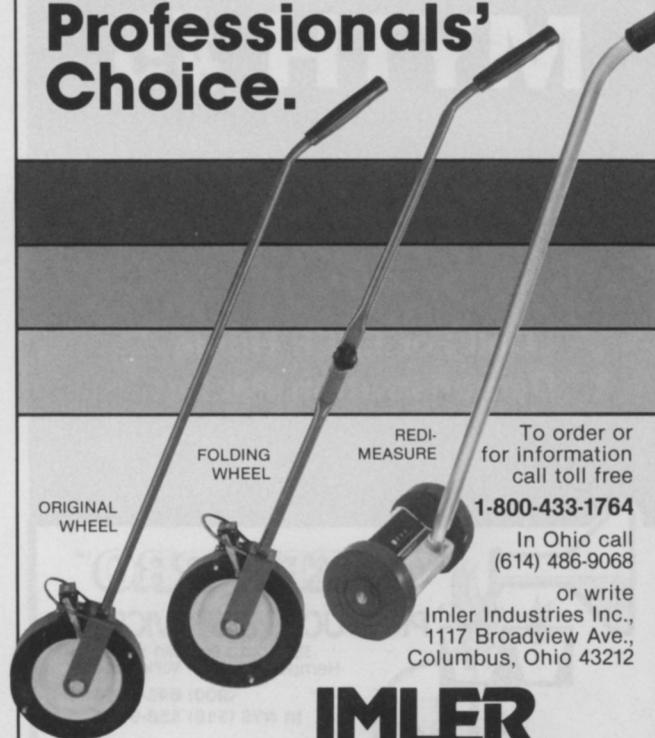
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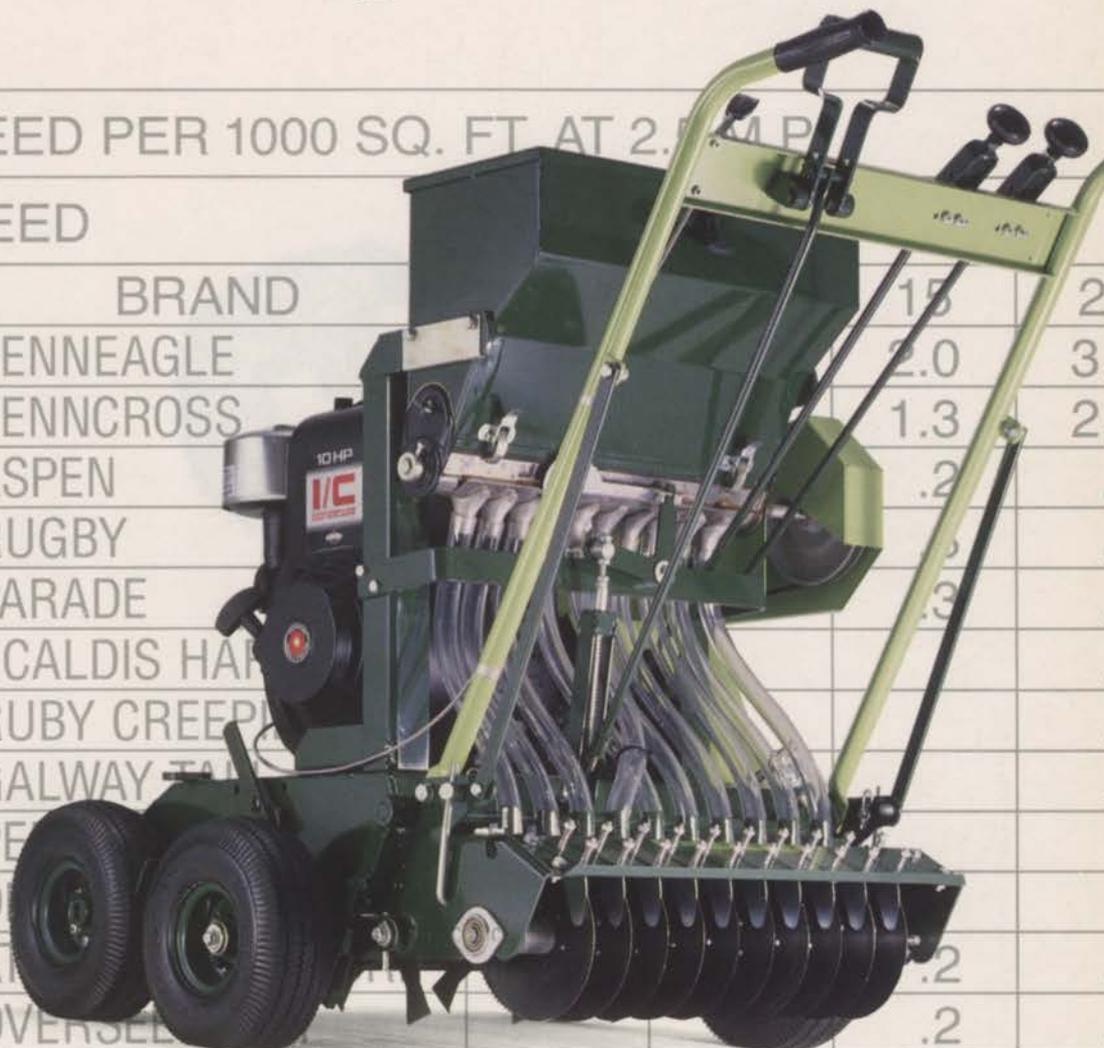
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CLIPPINGS

Shoptalk. A *Better Homes and Gardens* consumer panel survey of magazine subscribers revealed that the majority (59 percent) purchase lawn and garden products at discount/mass merchandiser stores such as K-Mart or Wal-Mart. Approximately 39 percent shop at local retail lawn and garden centers. Twenty-two percent buy these goods at hardware stores. (Multiple answers were chosen by some respondents.)

Of those surveyed, 42 percent said they would purchase, or have purchased, lawn and garden items to give as Christmas gifts. In addition, 35 percent described their purchase of these items as planned, while 5 percent described their buying pattern as impulsive. Fifty-nine percent reported it is a combination of both.

Based on mean scores, quality ranks as the most important factor when shopping for such products. This characteristic is followed in order by price, variety of product selection, advice on how to use the product and general gardening advice from the store.

More than half (58 percent) reported that they usually read the gardening advice column in their local paper.



When obtaining lawn and garden merchandise for personal use, slightly more than 35 percent described their purchase as planned. For 5 percent it is an impulse purchase, and 59 percent said it is a combination of both.

As for specific products, nearly 50 percent purchase fertilizers and plant foods when they buy plants, flowers, trees, etc. About 48 percent do not. Nearly 69 percent responded that they use a hose and sprinkler to water their lawns. About 19 percent use a hose only, 12.5 percent use a sprinkler system and approximately 5 percent have a hose and sprinkler with timer.

Survey respondents were asked to consider such products as gloves, burlap barriers, garden/yard fencing, mulch, rakes, prunes, sprayers, spreaders, hand-held power tools, fertilizers, indoor plant-related items, nursery stock, patio items, pesticides, soil enhancers and watering products

as items in a group referred to as lawn and garden products.

Up the river. Golfers at Red Arrow Golf Course, Kalamazoo, Mich., will be playing on grass irrigated by water from the Kalamazoo River this spring.

The board of directors of the Kalamazoo Municipal Golf Association (KMGGA) has

contracted with Maple Hill Sprinkling Inc., Kalamazoo, to install a state-of-the-art irrigation system featuring automatic pop-up sprinkler heads and a new pumping system that will draw water from the river.

The course's previous irrigation system already made use of city water to irrigate, but the new system will save operating funds because electrical costs to run the pumps are much lower than that of buying water.

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PLCAA UPDATE

The camera moves in on a homeowner who is opening a garage door. It follows the man as he walks into his garage and listens to a forecast about how nice the weather will be that day. The temperatures are up, says the radio announcer, the sun is shining and a golf tournament will begin today. The camera pans past the man's golf clubs and boat, and settles on a fertilizer spreader with a bag of fertilizer resting next to it. The man picks up a pesticide bottle. The announcer adds, 'If you don't enjoy this day it's your own fault.' Next a telephone comes into view, the man walks toward the telephone, dials it and on the other end the voice answers, 'Hello, this is (fill in your company name) lawn care service.'

This is the scenario of a new TV advertisement produced by Elanco Products Company, Indianapolis, Ind., as a contribution to the Professional Lawn Care Association of America's Defense Fund. According to Roger Foulks, Elanco's manager of market planning and communication, the advertisement was done to promote the



benefits of professional lawn care — to emphasize that such services are a means of freeing up the consumer's leisure time.

The advertisement, which cost the company \$20,000 to produce, is available to PLCAA members (there is both a 10- and 30-second version) and can be customized to feature the name of a particular corporation. "That last segment (of the spot) can be tagged with anybody's corporate ID," said Foulks.

LCOs who are interested in obtaining the spot to run in their local market will be charged for the tag line and must also pick up the costs for running the ad. (Pricing information was not available at press time.)

Association members who are interested

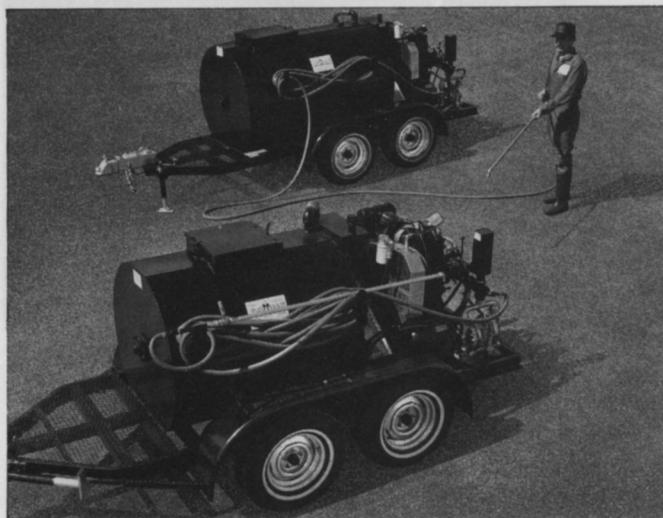
in acquiring the spot should contact Doug Moody, Assistant Executive Director, PLCAA, 1-800-458-3466 or 404/977-5222. It is anticipated that members may eventually be able to phone in and record their own tag line.

In other news, the PLCAA has released another installment of its Management Monograph Series. With tax season upon us, the manual titled "The Lawn Care Professionals' Guide to Choosing a CPA" is quite apropos. Edward Wandtke, MBA, CPA and Rudd McGary, Ph.D. of All Green Management Associates Inc., have authored the booklet.

The 21-page manual covers several topics including who needs a certified public accountant and where to find one. It also summarizes the services a professional can provide and tips on decision making.

For more information, contact PLCAA, 1225 Johnson Ferry Rd., N.E., Ste. B-220, Marietta, Ga. 30068; 404/977-5222.

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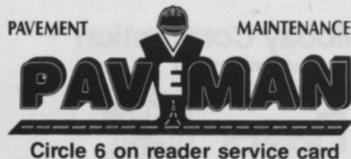
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DEVELOPING A SUCCESSFUL SALES FORCE

Sales professionals describe how you can create a first-rate sales force for your company.

You've trained your technicians in pesticide application. After drilling them on the finer points of liquid calibration, they're real pros. They can operate all your maintenance equipment with finesse. That's all well and good, but it's not going to increase your bottom line profits. Providing quality work is crucial, of course. But as one lawn care professional we talked to pointed out, nothing happens in any business until something is sold.

If you've come up through the production end of the business, maybe sales isn't your cup of tea. You're probably wondering how you can get your people inspired to go out and build up business. How do you develop a successful sales force?

Though sales techniques have been around for centuries, you'd be surprised about the innovations of late. In just the last decade, consumers have grown savvy to marketing practices. Deluged with direct mail and telephone solicitations, they're very selective these days about their home service purchases. Below some sales professionals offer advice on everything from self-awareness to training seminars.

CONSUMER PSYCHOLOGY. As a lawn care operator, one of your key concerns should be setting up source credibility, said Dr. Rudd McGary, co-owner, All-Green Management Associates, Columbus, Ohio. This can be accomplished in a variety of ways, but the most basic is by providing good service to your customers.

One area that LCOs are uncomfortable with is knowing exactly how to motivate their salespeople to sell, said McGary. It's important to remember that if you're in front of somebody at their home and you're selling, that homeowner has already indicated that they want lawn care service, he said. "That's why I'm always surprised companies have fairly low closing ratios because there aren't many industries where a consumer invites you to their home."

Besides knowing how to communicate information about your company and its services, what type of skills should a professional salesperson possess? They should know how to close a sale, be able to answer a few questions and get on their way, according to McGary. "If they're doing a good sales presentation it should take no longer than five minutes and that's it."

McGary dislikes cold calls and finds that most lawn care companies go this route either when they're just starting out or when they don't have a good marketing plan in place. "The sales effort is the end of the marketing plan. Everything goes toward getting the consumer to call you and say, 'I'm at least interested enough for you to come out and tell me what it would cost me.'"

McGary prefers to see leads come through *referrals*, clients who recommend your services to neighbors. He added that it's important to remember there's an opportunity to go next door every time you're working on a lawn. "Obviously if you see somebody, talk to them. A lot of companies will have their applicators go next door and say, 'Hi, we're already doing your neighbor's lawn, when can we get started?'"

"If you're doing cold calls, you run into a lot of people who don't want to talk to you and over the long run you're going to hurt your image in the marketplace."

Projects can also come from direct mail and telemarketing. But, once again, you want the person to at least be interested. You must stand a chance of working there.

McGary believes that a sales training program within a company should only exist if that company has a marketing plan. Sales training isn't very useful unless you've got a whole package together to explain your services, he said. "I often see sales training done as sort of a last resort. But if you have a good marketing plan, you have better chances of getting sales because you're in front of the right people as they're making their decision."

Maybe you already have a marketing plan in place. How do you ensure you're hiring quality sales reps to complete the picture? McGary said you can't.

When McGary and business partner Ed Wandtke conduct training seminars, they prefer to work with people who have never had a sales course before. "There's a lot of nonsense going around on how to sell and how you ought to approach a consumer. Basically I'd rather have people that haven't sold before, and then give them the knowledge so that they can go out and do it from a standpoint of being taught correctly."

Remember too that it takes a strong personality to withstand rejection on a regular basis. It is crucial to remind salespeople that when customers say no, they have simply said no to the company or its products and service; not to the person selling. "This is not a personal thing. Nor is it personal when they say yes. It is certainly not something you ought to take to heart because you're going to see a lot of people who will say no."

KNOW THYSELF. After spending several years as a top sales professional, Dennis Fox, 39, founder, Client Development Institute (CDI), Reston, Va., decided that most training programs he participated in missed the mark. Former vice president of American Salesmasters, one of the world's leading sales and management training companies, Fox has also participated in motivational studies at Harvard Univer-

sity and Johns Hopkins University, and served as sales consultant to the Greater Washington Board of Trade. In doing research, Fox found that little out there seemed to offer good strategies for communicating with consumers. So in 1982, he started a training school that redefines the sales profession and its training methods.

Fox said he was aware of the fact that the public image of selling was poor. What's worse, he added, this negative connotation also exists in the minds of sales professionals. "That's the part that *really* hurts."

After investigating such courses as Dale Carnegie and Xerox, Fox decided to bridge the gaps he found by taking his street knowledge and integrating it with information from the fields of behavioral science and communication. The result is a program called "Selling the Seven C's™", which replaces old sales lingo with new definitions of the selling process. (The Seven C's stand for creation, contact, confirmation, conference, concerns, consummation and continuation.)

The number one business problem is communication, said Fox. "How can a sales person make the consumer aware of what their needs are without being high pressure? How can a person make a better first impression without losing sight of their own identity?"

CDI believes that when a person gets to know himself better and knows his own strengths and limitations, it opens the door to understanding others, which leads to better communication. The process is done through *instrumentation*, self-administered tools that enable people to understand their work-related behavior. Each instrument takes about eight to 10 minutes to complete. The longest one takes 30 minutes.

Fox said certain instruments will reveal the differences in energy levels between what a person thinks he should be doing and what his "natural tendencies" are. The differences indicate the amount of stress that person encounters which can have either positive or negative consequences.



This sort of self-discovery process helps people build their own sense of self worth and recognize the needs of others. "You can't give a client one of these instruments, but there are certain things that you can identify in the first minute of encounter that will almost invariably lead you to an accurate assessment of that person's needs."

One instrument includes the words *gentle, persuasive, humble and original*. A person is asked to select one of these words that best describes his or her behavior in a particular setting such as sales. From the list, they'd also pick one of the remaining three words as the least representative of them in that situation.

Personalities consist of a number of different variables depending upon the given situation, said Fox. "It's important that you get the right tools when you're doing assessments

and that they're administered and explained properly. I use these for workshops to build self-esteem and as a basis for understanding that there are differences in people, and you can't sell the same way to different people."

Fox said one of the cultural problems we have is that a lot of people think that the best salespeople are those who are bubbly and enthusiastic. Contrary to this stereotype, some of the best salespeople are those who are a little less extroverted, but more stable, highly organized and quality control-oriented.

When working with Fox, one learns to dispense with the age-old terminology linked with the sales profession. Instead of using phrases like *sign a contract*, you're taught to say, *approve the agreement*. And don't call your bill a *monthly payment*, talk about your *initial investment*, because no one likes to make payments.

Expressions like *closing*, *pitch*, *presentation*, *cold call* and *overcome objections* have been used for more than 80 years, despite the fact everything else has been changing to fit the audience we're appealing to, said Fox. "No one ever thought for a moment that maybe the people who are learning this profession need to be a little bit more comfortable with the terminology used to describe the process."

Fox said CDI isn't trying to create monsters out of salespeople, but is trying to enable them to recognize that selling is nothing more than the ability to listen and find out what a consumer's objectives are in relationship to the products and services that could be used.

For more information, contact Dennis Fox, Client Development Institute, Suite 300, 1850 Centennial Park Drive, Reston, Virginia 22091; 703/471-4433.

GOAL SETTING. Customers are quite happy to deal with a professional salesperson, according to Bob McCannell, national sales & marketing manager, the Weed Man Ltd., Mississauga, Ontario Canada. "If you're a good salesperson, the customer will compliment you. You won't hear a better buying signal than that."

Weed Man, a lawn care franchise organization, considers sales to be the heart and soul of its business. As a matter of course, the company sends its 90 franchise dealers and their key people through a three-day training seminar which includes both motivational and selling skills workshops.

The key is training each dealer to become a sales trainer. "We keep passing along those skills. Nothing happens in any business until something is sold, he said."

Training is a combination of learning new

skills and developing confidence in your ability to use them, said McCannell. The confidence level and skill level usually grow at the same pace. "When you see people out in the field trying to sell who lack confidence, it's usually because of fear. The fear is there because they simply haven't been taught the skills."

McCannell said inexperienced salespeople are always interested in learning how to close a sale. "The key is to know *when* to close, so we spend a lot of time on identifying buying signals. We also spend a lot of time on identifying objections and whether those objections are real or not."

Objections are turned around and treated as questions, he said. "We don't believe that you can really change a man's beliefs by overcoming an objection. What we do try to do is turn an objection into a question, because we can always answer a question."

Training is achieved through a variety of role playing drills, said McCannell. "We try to prepare people as best we can before they go out and meet the customer."

Weed Man's sales force does extensive telemarketing. The company also does direct mail. "We always do them in conjunction with each other. We do a lot of our prospecting over the phone. Sometimes

(continued on page 28)

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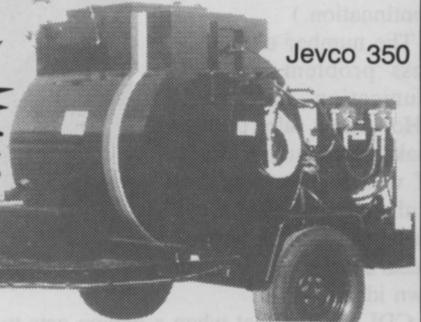
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SALES

(continued from page 26)

we prospect door to door, but quite often in Canada the doors are pretty far apart. We find the telephone's a little easier."

Salespeople cannot be motivated, said McCannell. "If you think you can, you're going to spend a lot of time and money. You're going to become very disappointed because motivation comes from within."

Weed Man tries to teach its salespeople how to set goals and then how to achieve those goals. In this way, the sales reps can see how their goals can be met by working within the organization. This is about as close as you can get to motivation, he said.

McCannell said the laws of selling always remain the same and the emphasis in training doesn't always have to be on lawn care. "We use examples from lawn care but you could be selling anything — window cleaning, life insurance. The principles of selling, the law of psychological reciprocity stays the same. It doesn't matter what you're selling. It's just treating people right."

Follow-up training is very important, he added. "I think Weed Man understands that more than a lot of companies because we're a franchise. We take people in the lawn care industry that have no previous experience and train them. We're constantly training technically and agronomically. We're teaching people how to run a business, so it's just a natural extension for us to teach sales training."

Weed Man is proud of its sales trainees, said McCannell. "They turn themselves into professional consultants. Over a period of time, they become resource centers to their customers, which is the highest form of selling. Price doesn't mean a thing after that. Once you're a resource center, your competition hasn't got a chance."

PRACTICE MAKES PERFECT. There's an old saying that when you first hire a salesman he sells enthusiasm. Once his enthusiasm wears off, you hope you've taught him the skills so he'll continue to sell. Hopefully your salespeople will never lose their enthusiasm completely, but it wouldn't hurt if they've developed some solid selling skills.

Gary Mack, Sales & Marketing Manager, Hydro Lawn, Gaithersburg, Md., trains technicians in sales techniques. He said selling skills is like any other tool you can teach somebody. You never know who is going to be a successful salesman. "There's no blueprint at all. Anybody can sell, but a successful salesman is a person that wants to sell. All he has to do then is learn the skills. I think what makes a successful sales force is having a good selection of people that you put into that position."

Sales training is a standard part of Hydro Lawn's in-house program which also in-

cludes customer service and agronomy. However, the company also has a separate sales force that undergoes outside training. There are numerous schools for both sales reps and sales trainers. One program Hydro Lawn has used is the Dale Carnegie course. Mack recommends it as a good place to groom sales trainers, especially for smaller companies with limited resources.

When you're hiring sales reps, it's probably a good idea to look for people with some experience in the sales profession, Mack said. Their background doesn't have to be in lawn care service either. "They can get sales training at any age at anything. They can go out and try to sell magazines and get very good sales training."

According to Mack, the most important thing for your salesperson to understand is how to sell your company philosophy. He must identify with the business you are in and the kind of quality and integrity you are trying to sell. "He has to be a projection of your business because he's the first contact. If he's not conveying and thinking the same way you are, you'll have a lot of difficulty when he's selling."

Just as Hydro Lawn's technicians sharpen their selling skills, the company's sales force must familiarize itself with the technical end of the business. "When we bring somebody into sales we put them into the field. It's part of what we call their indoctrination. They don't have to become a trained technician but they have to understand what the technician is doing, Mack said."

NO MORE SELLING. What would happen if you decided to eliminate your sales force? If you chucked all your usual marketing methods, would that be the end of your company as you know it?

In 1987, Bill Rowland, owner, Leprechaun Lawns, Topeka, Kan., turned his operation around. He decided not to concentrate on sales anymore but devote his efforts to service instead. "We quit trying to sell to everybody. Instead of trying to add new customers to our base, we really tried to take care of the customers we had."

He threw in the towel with regard to standard marketing techniques like direct mail and telephone solicitation. Rowland decided that in lieu of these efforts, the route man, or area manager, would give current customers some extra personal attention. Maybe this would offset the increasing turnover rate and boost satisfaction, he thought. It might also work favorably with the neighbors later on.

Though Rowland had nothing against the various telemarketing and block sales programs that LCOs employ, he felt customers had grown tired of these methods. "We're still a growing industry, but back when we were in our infancy that kind of thing was acceptable," he said. "The customer

(continued on page 58)

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ORNAMENTALS AND GROUND COVERS

Current estimates indicate that anywhere from 60 to 85 percent of lawn maintenance companies are now making ornamentals a normal part of business.

Ornamentals. Once they were a luxury — something that was added to the landscape if money was available. Today, however, ornamentals are as commonplace as turf, and their popularity is growing almost faster than they can be installed.

Never mind that ornamentals and ground covers are a whole different world from turfgrasses. They bring with them hundreds of potential pest problems never even dreamed of in turf. But that's OK. The service tends to be a natural tie-in since the lawn care company is already maintaining the turf. According to those who know from experience, you have to take advantage of the customer base you have. It's going to be a whole lot harder to woo them with your services once you lose them as customers.

Another advantage for LCOs is that much of the equipment used for lawn care can also be used for ornamental care — just be sure to keep the herbicides away from the ornamental sprays to avoid a chemical disaster.

Just how fast this popular add-on service is growing is anybody's guess. Current estimates indicate that anywhere from 60 to 85 percent of lawn maintenance companies are now making ornamentals a normal part of business.

Particularly in the West and Southwest, traditional lawn care companies have expanded the definition of lawn maintenance.

"In our area, probably 75 percent of the lawn care companies have something to do with trees and shrubs. How far they go, I don't know.

They could be involved with spraying, weed control, fertilization — or all of the above," said William Eubank of William P. Eubank Consulting, a national consulting company for landscape horticulture.

"It's a natural growth direction for a small company which already has a lawn care base of customers. Ninety-nine point nine percent of those people have shrubs and trees on their property so it's a natural addition," he said. "You don't have to go out and find a bunch of new customers. They're already familiar with your trucks, the way

you bill, one phone number. I think a lot of companies who try it, find it beneficial."

Eubank's Houston-based company is a recognized firm in the practice and instruction of effective landscape management techniques. The firm offers analysis and/or development of bid specifications for new landscape installations to problem diagnosis and treatment of existing landscapes.

Eubank was responsible for starting ChemLawn's ornamentals program more than 10 years ago. He now specializes in conducting training areas on recognition and control of insects and diseases for lawns, trees, shrubs and planting beds; effective application of chemical pesticides and herbicides; plant fertility requirements and proper application techniques.

Profitability is the key reason ornamentals have become such a widely known extra service. In fact, it's so common anymore that it's not even considered an add-on service by many.

"To me there's more profitability in tree and shrub programs than lawn care, especially if you're doing lawn care with preemergent herbicides. It's relatively inexpensive to make applications — I'm talking about deep-root feeding," Eubank said. "For spraying, trees and shrubs are relatively inexpensive unless you have some specialty problem like fire blight. (A bacterial disease which attacks the stem of the plant.)"

This is where the training comes in. As companies jump into the ornamental business, an accompanying training program is a must. If companies are going to send personnel out to identify and care for trees and shrubs, they must be knowledgeable about the topic.

"You have to have people who can recognize the material and realize the problems. They have to be able to recognize the different insect and disease programs as well as nutritional aspects," he said. "It's a whole new ball game with a whole lot of varieties. Comparatively, not that many things go wrong with turf.

"It can be a problem or fit hand and glove with your operation if you have the right people."

Bill Robotham, owner of Denver Tree Specialists, Denver, Colo., said ornamentals is an easy and definitely popular business to get into. Competition in the field has increased to the point where it's no longer enough just to offer the service — it's how you present the service and work with the customer.

"Creative development of the landscape is where it's at," Robotham said. "Almost anybody can do it. It's an easy business to get into with few regulations."



Trees and shrubs highlight this home.

TREES, SHRUBS AND GROUND COVERS

Every year, the Ohio Nurserymen's Association provides an analysis of the availability of a wide range of nursery stock being produced in Ohio. Ohio nurseries are well-known nationally for producing quality plant material.

In its 21st year of reporting, the association has come up with a list of trees, shrubs, ground covers, vines and perennials being grown in the state. Those which have been recommended by the association's plant committee are highlighted in the report.

The association annually provides the list for people who are interested in the availability, size and quantity of nursery stock being grown in Ohio.

The following is a par-

tial list from the survey:

TREES AND SHRUBS. *Abies Procera Glauca* — Noble Fir; *Acer Campestre* — Hedge Maple; *Aesculus Parviflora* — Bottlebrush Buckeye; *Aesculus Pavia* — *Atrosanguinea*; *Alnus Glutinosa Pyramidalis* — Pyramidal Black European Adler; *Buxus Microphylla Green Pillow* — Green Pillow Japanese Boxwood; *Clethra Alnifolia* — Summer Sweet; *Fagus*

Sylvatica Spaethiana — Spath European Beech; and *Rhamnus Frangula Asplenifolia* — Fern Leaf Buckthorn.

GROUND COVERS AND VINES. *Asarum Europaeum* — European Ginger; *Euonymus Fortunei Acutua* — Little Leaf Winter Creeper; *Lonicera Heckrott II* — Everblooming Honey Suckle; *Vinca Minor* — Common Periwinkle; and *Waldsteinia Ternata* — Barren Strawberry.

PERENNIALS. *Astilbe X ArendsII Hybrids* — Astilbe Hybrids; *Ceratostigma Plumbaginoides* — Blue Leadwort; *Hemerocallis Species*—Day Lily; *Lythrum Species* — Purple Loosestrife; *Stokesia Laevis Blue Star* — Blue Star Stokes Aster; and *Viola Cornuta* — Horned Violet.



Ornamental grasses displayed at an industry field day (above), and an African daisy, (right), an annual gaining growing popularity as a landscape option.



Jim Morgan, branch manager of Green Care Lawn Service Inc., Birmingham, Ala., said he's spent eight of 15 years in business working with ornamentals. While he doesn't consider one area to be more difficult than the other, he admits knowledge of ornamentals is extremely important before embarking in the field.

"That's one of the shortcomings, you really have to be knowledgeable in ornamentals. You may have six or seven different grass types and then hundreds of ornamentals to learn," Morgan said.

When installing ornamentals, one also has to consider what it will look like five, 10 and 20 years down the road.

"For years and years, firms were only looking past the check. Now, most everyone is planning for the future instead of planning for the present," he said.

Eubank and other consultants across the country play a role in selecting what's right for an individual customer. Adding trees and shrubs to a lawn can be an expensive hassle for a customer if it isn't tailored to meet his or her needs.

To prepare yourself for a meeting with a customer, decide upfront what you're trying to sell them and how many visits you'll make to their home. If it's structured right and tailored just for them, it can be beneficial for both, Eubank said.

Because of the tremendous demand across the country for such services, consumers are willing and ready to buy if the service is properly presented.

James Caldwell of Caldwell and Associates, Columbus, Ohio, said oftentimes there isn't enough plant material to go around. At a recent conference, Caldwell spoke with a variety of growers who had nothing but positive things



Miscanthus sinensis grows in the Ohio State University's display garden.

to say about the ornamental demand this year.

"There wasn't one of them who told me demand wasn't up. Many area growers are providing plants to contractors, retail stores, etc.," he said. "It's obviously going to be a good year. Unless something suddenly happens, interest will remain up.

"There just isn't enough plant material to go around. Landscaping is not just important, people are demanding it. It's an interesting phenomenon — there's nothing to slow it down, but the economy. Even then you can substitute (shrubs) with annual flowers."

Ground cover is often forgotten when the subject of ornamentals comes up, but Caldwell said ground cover should be an option in areas where turf has failed. Although ground covers aren't as easy to maintain as grass, they can be a viable option.

"Interest in ground covers has slowed a little because of the increased maintenance options for grass. People are looking for something that's easier to take care of. You still have to water and fertilize ground cover and they're harder to clean up. They pick up leaves, trash etc.," Caldwell said.

On the positive side, new, hardier ground cover cultivars are on the way. The newer cultivars are also offering more foliar type plants. Caldwell said the hardier cultivars will prove beneficial in areas shaded by deciduous plants because they will be more likely to endure the conditions which can cause burn.

In addition, the foliar ground covers will be a plus for those who are looking for a flowering type plant rather than basic ground cover.

Ricks Plueneke, a plant science consultant with The Plant Pro, said new plant varieties are available on a fairly regular basis and he's looking forward to smaller variations of traditional shrubs and trees that can be used as basic ground cover.

The Plant Pro advisory service is an urban equivalent of the independent Agricultural Consulting firm. Recommendations regarding fertilizers, pesticides, landscape plants and other materials are made for each individual client.

Plueneke said the increased involvement in exterior as well as interiorscapes stems from a "return to nature" phenomenon. In addition, he said, wild flowers are returning to popularity.

Training and the ability to recognize problems is where the cost comes in for your company. Before a company can decide to make ornamentals a part of the business, it must hire someone with a horticultural background. Unless there is someone within the company with ornamental experience, many companies hire graduates out of university horticulture programs.

"The homeowner will be asking questions. That's why it's important to know the information about plant material. I (or a consultant) can teach about chemicals, but at least they should know how to recognize (plants), as well as get to know

more about insects that attack plants," Eubank said. "Normally you have insects attacking at certain times of the year. It's a good idea to have a training session — bring samples in and train them."

As far as equipment goes, it can be fairly expensive to add on a high pressure spray rig. A large volume isn't needed, but pressure is needed to get to the top of trees. Otherwise, a company will have to limit its ornamental activity to shrubs and immature trees.

To spray a big tree, Eubank said, a 15 to 35 gallon permanent pump is needed. Anything less than 15 gallons won't be adequate.

"It's going to cost you more to hire somebody that has some ornamental experience (than to purchase new equipment)," Eubank said, adding that someone with ornamental experience may cost a company more than someone with turf experience because of the increased training and knowledge required.

Eubank said it can be easier to recognize problems in lawn grasses than all the complexities of ornamentals.

If you're just interested in installing plants on a limited basis, it's relatively inexpensive to buy plants from a wholesale distributor. In these instances, a company doesn't have the expense of maintaining

(continued on page 34)

Sometimes Big Isn't Better

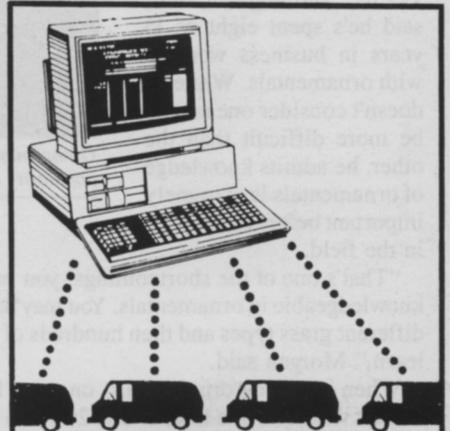
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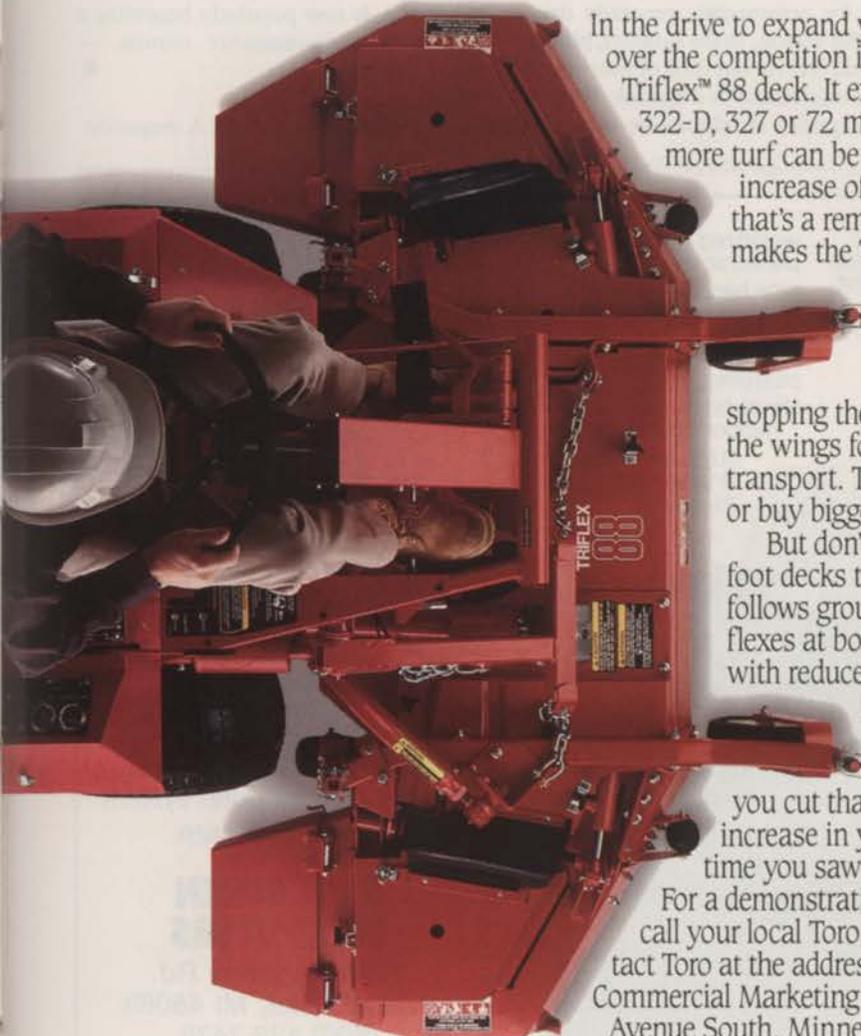
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ORNAMENTALS

(continued from page 32)

buildings and inventories.

The biggest liability in terms of dealing with ornamentals comes when precautions aren't taken to properly rinse and clean spray containers. Eubank said he's heard plenty of stories about companies trying to get involved with trees and shrubs quickly and inexpensively. His concern rises out of companies who choose to spray ornamentals and herbicides out of the same spray rig.

"That's a real quick way to get into trees and shrubs. They'll say 'I already have my sprayer, all I have to do is rinse it out, throw some chemicals in there and start spraying trees and shrubs.' It might work a couple of times, but someone will forget some herbicide that was left in the tank and end up killing a bunch of them (ornamentals)," Eubank said.

That concern is also shared by insurance companies. Eubank said he hasn't heard of many LCOs complaining about liability insurance, but said herbicides are the biggest worry of insurance people. They want to know what you are spraying and what might happen if someone forgets to clean out the container.

Obviously the best way to avoid this situation is to have a separate sprayer for trees

and shrubs and one for herbicides.

"There's certainly a training need there. For somebody who's just getting into it it's important. Have someone go out with people to look at the landscape and gain some hands-on experience. If more companies did this they'd end up keeping more of the customers," he said. "If they don't know what's going on, the customer will drop you right away."

A new move in ornamentals seems to be in weed control. Eubank said more companies are getting involved with the control of weeds in ornamentals because there are a lot of new herbicides available to help.

"I think that's something that's catching on in a lot of companies. Universities and plant propagation labs are working with more plant materials which are resistant to different insects and diseases. They're trying to put out new hybrids," Eubank said.

Although new cultivars are always being researched, Eubank said, the popular ornamentals of today will remain strong over the years. Consequently, learning to properly maintain current ornamentals should be a priority of companies.

Caring for ornamentals generally depends on the season. In the summer, plant roots should receive one inch of water per week from rainfall and/or irrigation. Foundation evergreens should not be sheared

too tightly while doing routine pruning.

In the fall, weekly plant irrigation should continue if rainfall is inadequate. Apply two to three inches of mulch around the base of plants, avoiding mounds against stems. Apply rodent repellent to tree trunks or encircle the trunk with wire mesh. Don't forget to fertilize.

In the winter, avoid piling snow onto shrubs adjacent to sidewalks and driveways. Use as little deicing salt as possible. Support limbs weighted by ice or snow with ladders or similar braces. Do not shake branches to remove snow.

In the spring, hose down evergreens that may have received salt spray. Water all plants near where deicing salts were used in order to remove accumulated salt from soil. Remove trunk wraps and burlap barriers.

It's almost a mutual selfishness between LCOs and their customers that's drawing lawn care companies into the ornamental market. A customer's desire to have one company fulfill their outdoor needs is an answer to an LCO's need for increased business and profitability.

What was once considered only an add-on service, is now popularly becoming a regular lawn maintenance routine. —
Cindy Code

The author is Editor of ALA magazine.

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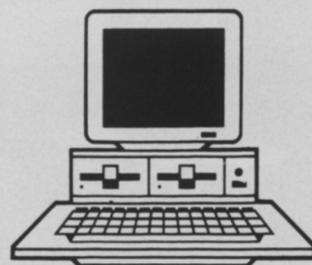


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CRABGRASS

It was no picnic trying to hold these weeds in check last season, but turfgrass researchers have a few suggestions for this year.

There's no doubt about it, crabgrass (*Digitaria* sp.) ran rampant last year. Turf specialists throughout the United States cite environmental extremes as a contributing factor. Though crabgrass comes in cycles and can be troublesome in any given year, a hotter than usual summer coupled with erratic rainfall only encouraged the growth of this weedy annual. Some researchers reported that no preemergence herbicide worked well in 1987, even when joined with proper cultivation practices. In other regions, however, the crabgrass condition was nothing exceptional; just the usual bother. Though we'd like to, we can't predict the weather for the coming season, but here's a report on how conditions affected lawns last year, as well as some management tips on how to promote healthy turf and keep crabgrass from really taking off again in 1988.

Allan Duey, lawn care consultant, Sioux City, Iowa, observed a definite problem with crabgrass last year. Infestations were located throughout the western portion of Iowa, eastern Nebraska, the Kansas City area and up north into South Dakota and Minnesota. Weather extremes lessened the dependability of preemergence herbicides, he said. Duey also believes the problem may have been worsened as LCOs switched away from Dacthal® and chose to work with "less expensive" compounds.

Professionals in his market area that used various other products got poor results ranging from non-performance to severe damage, Duey said. It wasn't a matter of timing, as most application was done in mid-April. Residual activity just wasn't as effective. "They didn't get the performance they thought they were going to get and that's what's going to make them go back to the more expensive pre-emergent."

In any event, when it comes to battling crabgrass, precision in application must be stressed, Duey said. Though

a product may work very well under the controlled conditions of a research plot, there are numerous differences when it comes to spraying a few thousand lawns. Duey suggested that chemical manufacturers visit LCOs, give demonstration clinics on how to apply their product and watch very closely how it is applied; a practice that used to be fairly common in the agricultural industry, he said.

"We still have this problem of misapplication in the industry. Calibration is so important. I think the manufacturers are going to have to come out and make certain that they ride herd on the type of applications being made. I don't see this happening so far. The manufacturer is going to have to live with what he's got and throw out some guarantees or come out with precision application clinics and training for the lawn care applicator."

In his consulting work, Duey also advises the LCO to teach customers about mowing and thatch problems. Homeowner education often touches on irrigation. Here timing and quantity are both important, as light and frequent irrigation will only enhance a crabgrass problem. "It (watering) has to be more precise than we thought in the past. When we were using the Dacthal product we could pretty much depend that it would move down. It had a longer residual activity and would maintain itself."

CYCLICAL PROBLEM. Dr. Bruce Branham, assistant professor of crop and soil sciences, Michigan State University, East Lansing, Mich., said his region had a big problem with smooth crabgrass (*Digitaria ischaemum*) last year, although it wasn't much worse than previous years.

"Crabgrass goes in cycles so it depends upon the climate," explained Branham. "If you have a severe year in terms of heat like we had in 1987, that tends to encourage crabgrass."

Because crabgrass has a slightly different metabolism than seeded turfgrasses, it does better under hotter conditions.

HOW HIGH SHOULD YOU MOW?

Some people have a fixation that a lawn is better if it's cut low. When it comes to crabgrass, this couldn't be further from the truth. A lawn that is cut too low is weakened and predisposed to infestations whether or not sound cultural and chemical practices are being performed.

The past few years, Eliot Roberts, director, The Lawn Institute, has been studying the matter. He calculated that if you

raise your mowing height only 1/8th of an inch, you increase the leaf surface for each 1,000th square feet (50 by 20 ft.) of lawn by the equivalent of 300 square feet.

"It's like putting up a huge leaf on top of the leaves that are already there that is 50 feet long by six feet high...300 square feet," Roberts explained. "That one big extra leaf would be obnoxious to look at

sitting there all by itself, but all the little blades that are increased 1/8th of an inch are really just the equivalent of that leaf."

According to Roberts, the extra leaf surface does wonders when it comes to increasing the photosynthetic capacity of the turf. "The grass is manufacturing more food and energy substances to make it more vigorous, more competitive and better able to crowd out weeds."

It thrives under hot, humid growing conditions, Branham said. "When we have that kind of weather it competes very well. You tend to get sporadic rains that aren't enough to get the grass healthy, but enough to get the crabgrass to germinate."

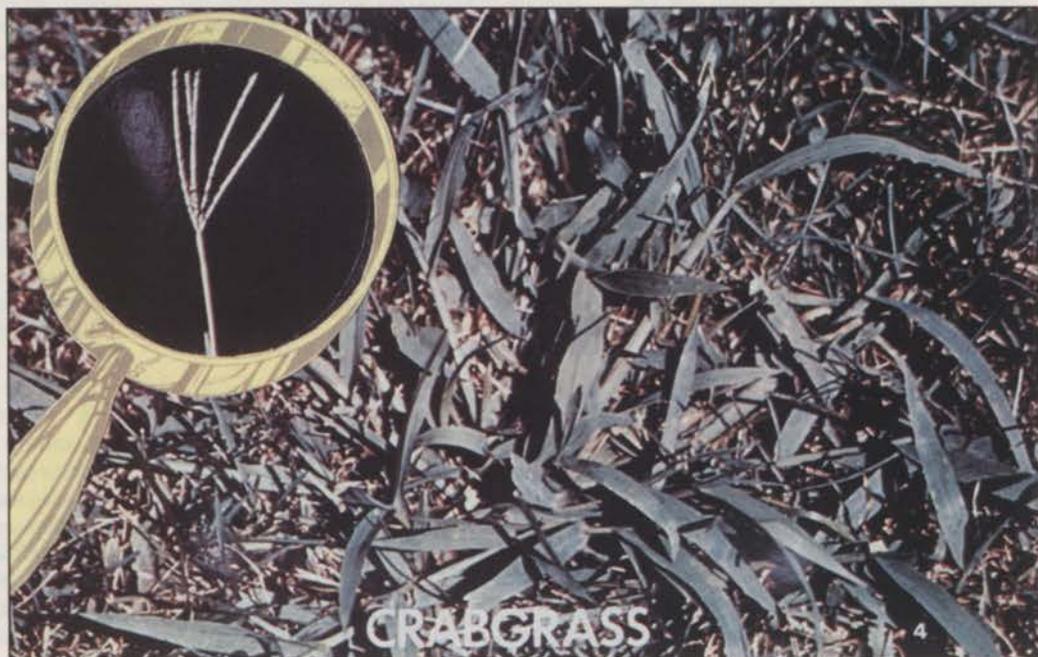
Crabgrass is also a very vigorous tillering plant. As its seedlings grow, they quickly spread out through the competing turf. "You can get up to five or six tillers on a single seedling which will then spread out and can take up quite a large area of ground," he said.

Branham explained that the best way to prevent a lot of crabgrass from coming in is to promote the recovery of the turf, as crabgrass often colonizes in voids created by such stresses as disease and insects. "In terms of prevention, the first thing is to make sure you get your turf dense again. That would mean a good fall fertility program and perhaps overseeding those areas where there was a lot of crabgrass and hardly any grass left."

Just because crabgrass was abundant last year doesn't necessarily mean there will be a tremendous amount again this year. As previously mentioned, it depends somewhat on the environment. However, Branham added, when it comes to preventing crabgrass through a chemical program, the best thing to do is make multiple applications of preemergence herbicides. This would mean an additional label rate of whatever product you're using in the early spring, followed up 45 to 60 days later with a half rate. "Obviously that's a more expensive approach, but if you're trying to get 100 percent control that's the way to go."

Branham said no particular preemergence herbicide fared better than the others last year. Though Duey said LCOs regretted the fact that they temporarily abandoned Dacthal, Branham said that particular product wasn't any more successful than others in his area. "Everything kind of fell on its face. Basically you want to have something that has as long a residual as possible. The only thing that would have worked last year was to make two applications."

B.J. Johnson, professor of agronomy, University of Georgia, Athens, Ga., said there's always a crabgrass problem



The horizontal-type growth of crabgrass tends to crowd out desirable grasses.



Homewood Golf Course, Ames, Iowa. Acclaim .12 (front), Acclaim .18 (center), MSMA 2.0 (rear).



Varying control of warm-season annual grasses. Courtesy of University of Nebraska.

in his region but in 1987 the situation was about average or somewhat below. Here the most commonly found species is large crabgrass (*Digitaria sanguinalis*), although there are various others in the area as well.

"I haven't heard too many people complaining," said Johnson. "Within recent years we've had some newer chemicals that have been in use and evidently we're getting better full-season control. Pendimethalin is a good example. That material is used quite readily."

Betasan® is also used by lawn care professionals, said Johnson, but has been replaced with pendimethalin in many instances. "Betasan has not performed as effectively (in our area) as in previous years, so pendimethalin has pretty well taken (over) the market."

Rainfall has been erratic throughout the state of Georgia the past few years and definitely enters into the picture,

said Johnson. Just how much below normal it's been, varies from location to location.

Johnson agreed with Branham that the best way to gain control of crabgrass is to make proper application in the springtime and come back with supplemental treatments.

WEATHER EXTREMES. Kirk Hurto, senior research scientist, ChemLawn Services Corp., Columbus, Ohio, found that crabgrass pressure was greater last year than in the past. He said the problem mostly reflects environmental conditions that were

experienced during 1987. Untimely rains and extremely high temperatures through spring and summer both contributed to the amount of crabgrass complaints and herbicide failures that were experienced.

"Some of those early summer rains and unusually high temperatures didn't give the bluegrasses as much of an ability to compete," said Hurto. "I think those were really the driving forces in the poor control that we seem to be hearing about from across the country, particularly in the Midwest."

In certain parts of the Midwest, one negative factor was rainfall patterns. In

general, the growing conditions in the spring were unseasonably dry and warm. "The bluegrasses really were under stress much earlier than usual. We observed crabgrass germinate earlier than usual."

Hurto described the end of May and early June as being a peak period. "I can't remember exactly when that hit, but we (suddenly) had adequate rainfall. Under those conditions, the crabgrass was able to take off. I really think that what happened was that the crabgrass was sitting there and being the weedy species that it is, it was able to actually take off and start growing more rapidly."

Summer brought high temperatures and Ohio saw about 20 days where the temperature exceeded 90 degrees, Hurto said. "With that kind of heat stress, the turf just couldn't compete with the crabgrass."

Hurto said he encounters mostly smooth crabgrass throughout Ohio. "If you get up into other sections of the Midwest, for example in Chicago, you see both smooth and large. As you go south you see a mixture of the two again. In the Northeast, they report primarily smooth. It jumps around depending on where you're at. I've yet to find any large crabgrass of important population in central Ohio. It may be here, but it's not the one that predominates."

By the time a lawn care operator can predict what the weather's going to be like through a given season, the preemergent may already be down. But when it comes to increasing use rate or going with a different type of strategy, Hurto suggested that the LCO look at how the product performed over more than one year before responding.

"If it's been a market where you've had continuously poor performance, then I think you need to reassess it," Hurto said. "But when you look at just weather norms, if 1987 is considered unusual, you have to go back and look at what 1985 and 1986 offered. We haven't had really good weather conditions in the summertime for the last few years, but I would submit that 1987 was a very unusual year."

Hurto said that decisions based on one year's results should be measured carefully "because it gets expensive when you start talking about increasing use rates. I'm not certain increasing use rates is the answer when the bluegrass can't grow any better than it did in 1987."

Eliot Roberts, director, The Lawn Institute, Pleasant Hill, Tenn., said last summer was interesting in his region because of the infrequency of normal rainfall. "It was dry in western Kentucky and on in through central Kentucky. Most all of Tennessee was just about bone dry."

MAINTENANCE. If a homeowner or turf attendant waters deeply and infrequently, it helps keep crabgrass from getting started.

(continued on page 40)

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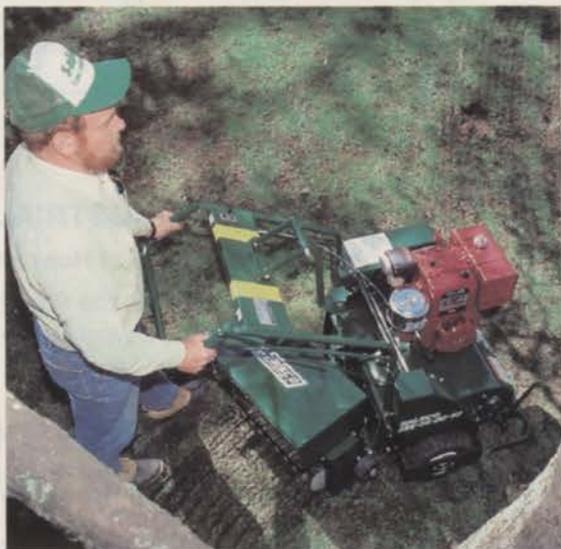


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CRABGRASS

(continued from page 40)

going to be crabgrass seeds germinating in the fall anyway and the lawn has a chance to thicken up as a result of the dethatching operation. When you come around in the spring and put down the preemergence herbicide, you're not running the risk of bringing more seed up by dethatching at that particular time."

Roberts added that this practice also spreads out the operations that the applicator is performing through the season. Dethatching is a good thing to do, he said,

but only if it's done at a time when it doesn't compete with the other chemical applications where the timing is critical.

Early spring fertilization is important and should be made ahead of time so that it doesn't benefit the crabgrass more than the turfgrass. Roberts said that if a customer is feeling that his lawn doesn't have the nice dark green color that it ought to have about the time that crabgrass seed is germinating, it might be beneficial to apply chelated iron or iron sulfate. These particular compounds help provide the color better than nitrogen which will benefit the crabgrass at that germination period. Several iron chelates are

now available in the marketplace and offer the advantage of being organic and slowly available.

"It's an alternative," said Roberts. "You can put nitrogen down and if you do, it will stimulate the crabgrass as well as the lawngrass and may end up less effective. But if the nitrogen can be withheld at the particular time when crabgrass seedlings are just germinating, hold off on that and use the iron to provide the color. You come up with better crabgrass control and still have the dark green color that the homeowner is looking for."

Some lawns have the problem of being infested with weeds and crabgrass over a period of years. Very often the reason for this, said Roberts, is that the grasses are old common types which do not have the new increased vigor and the disease and insect resistance new grasses have.

Roberts advises people who contact him to look in their marketplace to find out what grasses are being used in that region and use those name varieties to overseed the lawn. "You could get into quite a complicated series of recommendations for specific name grasses for different parts of the country," he said.

From that point, the lawn can be thinned with a split seeder and the new grass seeded down in. Gradually the lawn is converted from an old common type which is weak and susceptible to all kinds of problems, to newer grasses which are easier to maintain and provide a much better quality turf with fewer weeds and diseases.

Roberts added, however, that replacing the turf does not eliminate the need for pesticides or fertilizers. The newer grasses are just as much in need of management and correct cultural practices as any lawngrass, he said. "What it does means is that the lawn care operator has the opportunity to have a higher batting average in terms of successful use of chemicals and everything else. He now has the grass working for him to get the job done successfully, quickly and very efficiently."

There's no question a lawn can be maintained with common grasses, said Roberts. "But it's an awful lot harder to do it that way. It takes more management to have as high a batting average or be as effective in getting the job done right than it does when you use these newer grasses."

On the flip side, crabgrass problems are sometimes increased as people choose new grasses that tolerate lower clipping height. "That low clipping is responsible more than anything else for what we see in terms of a long-term trend in increasing crabgrass problems. This is too bad because it shouldn't be that way. We've got much better chemicals than we've had before, many more of them." — Julie November ■

The author is Assistant Editor of ALA magazine.



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INSECT PESTS OF ROCKY MOUNTAIN TURFGRASS

Many of the turfgrass pests found in the Rocky Mountain region are similar to those found throughout the Midwestern and Eastern areas of the United States, but often behave quite differently here.

Growing healthy turfgrass in the Rocky Mountain region poses some difficult challenges. The region is semi-arid requiring irrigation to support most turfgrass cultivars. Temperatures run to the extremes. Soil types are often heavy clays low in organic matter. Problems with salts and high pH conditions are frequent. Yet the average homeowner, many of whom have fairly recently moved to the region, demands a high-quality lawn area.

Among the problems involved in turf care are various insect and mite (Arthropod) pests that feed upon lawn areas. Many of these turfgrass pests are similar to those found throughout the Midwestern and Eastern areas of the United States, but often they may behave quite differently than in other regions. In addition, several insect problem species appear to be fairly unique to the area.

CLOVER MITE. The clover mite (*Bryobia praetiosa*) occurs where ever cool-season turfgrasses grow in the United States and Canada. It is widely recognized as a nuisance household invading species that periodically becomes active in homes. Clover mites are also reported as minor pests of fruit trees.

Injury by clover mites shows unusual patterns in terms of time of injury and its location. It's a cool-season mite that forms dormant eggs in high temperatures.

They have an extensive host range that includes broadleaf as well as grassy plants. Damage to turfgrass first appears as silvery spots on leaves, similar to that caused by leafhopper injury. Progressive clover mite infestations kill the grass. In parts of Colorado, clover mites are the most serious arthropod pest.

Injury by clover mites shows unusual patterns in terms of time of injury and its location. It is a cool-season spider mite (similar to the winter grain mite of eastern areas) that forms dormant eggs when temperatures become high. Eggs hatch when temperatures cool in early fall. The mites are active throughout the winter and early spring if temperatures are sufficiently high to allow activity and development. Most activity is noted in October and November and February through April, but any extended warm winter period

can cause episodes of feeding and turfgrass damage. Because clover mites feed so early in the season, damage is often overlooked as a form of "winter injury."

Clover mites periodically use tree trunks and similar upright objects (including house foundations) to molt and lay eggs. Consequently, clover mite damage is concentrated at these locations. Damage around these sites is particularly intense along the south and west (i.e., sunny) sides of buildings, trees and shrubs usually within two yards. However, south facing hillsides and berms around parking lot areas are extensively damaged.

Clover mite injury is intensified at drier sites, but adequate winter watering can limit injury. The relatively dry winter conditions that prevail in the region are very likely important in the occurrence of clover mites as regional turf pests. Diazinon,[®] Dursban[®] and Kelthane[®] are labelled for control of clover mites, and some applicators preventatively spot treat high risk sites in the fall. However, during outbreak conditions, some applicators have found that no product gives adequate control. While not labelled for clover mites, Orthene and insecticidal soaps have given clover mite control in trials at Colorado State University.

SOD WEBWORMS. Several species of sod webworm infest Colorado turfgrass. Among the more common sod webworms are the larger sod webworm (*Pediasia trisecta*) and Leach's crambus (*Crambus leachellus*.) These species overwinter as partially grown caterpillars that resume feeding in spring. There are two generations per year. Often, most damage occurs from the overwintering caterpillars as they become nearly full-grown in May. Peak injury by the second generation is in late July, early August.

Numerous natural controls often limit sod webworm injury. Most conspicuous are various birds, notably starlings, that feed large numbers of the caterpillars to their young. Ants, ground beetles, rove beetles and parasitic wasps are common on Colorado lawns and are reported to feed upon sod webworm eggs and larvae.

Reports of problems with the subterranean feeding sod webworm, the cranberry girdler (*Crysoteuchia topiaria*) are increasing. Larvae of the cranberry girdler are different in appearance from "typical" sod webworms with their orange head and the absence of dark spotting.

Habits of the cranberry girdler are also different from those of the more common sod webworms. Cranberry girdler caterpillars feed in the root zone of the turf and cause peak injury in September and October as they become full-grown. They have proven to be more difficult to control than thatch



Sod webworm in turf (top left). Cranberry girdler moth resting on grass (below). Slides by Cranshaw and Frank Peairs.



The alfalfa webworm moth (above) is a common lawn moth which is not a turf pest. At right, a bronzed cutworm larva.



infesting sod webworm species and to have a greater damage potential because of their root feeding habit which coincides with a period of reduced turf vigor. Use rates of insecticides similar to those labelled for white grub control appear more appropriate than the lower sod webworm rates. There is one generation of the insect per season.

Numerous other "lawn moths" are common on Colorado lawns. A spectacular outbreak of alfalfa webworm (*Loxostege commixtal*) occurred for several weeks throughout the region in 1985. During the outbreak period, hundreds and even thousands of moths could be found on an average lawn causing considerable concern. Later that same season alfalfa webworm populations collapsed and it has been much less frequently encountered. Since that time, the lucerne webworm (*Nomophila nearctica*) and the forage looper (*Caenurgina erechtea*) have been among the more common lawn moths found in the region. Neither the alfalfa webworm, forage looper, nor the lucerne webworm are pests of turfgrasses in the region, confining feeding to broadleaf plants including weeds.

CUTWORMS AND ARMYWORMS. Several species of cutworms and armyworms can be found on Colorado turfgrass. By far the most abundant species is the bronzed cutworm which has exceeded sod webworms as an injurious turf pest during the springs of 1986-87 in many areas. Damage is similar to sod webworms in that grass blades are fed upon creating thin or dead patches. However, bronzed cutworms feed much more heavily on turf than do sod webworms, being much larger in size. Bronzed cutworms are often confused with the armyworm, which they superficially resemble.

There is only a single generation of the bronzed cutworm per year. Overwintering stage is the egg which hatches in early spring. Peak feeding occurs in May, at the same time as the common overwintering sod webworm species, and bronzed cutworm injury is often diagnosed as sod webworm damage. Controls for bronzed cutworm are similar to those for sod webworms.

Other caterpillars that may be found in Colorado lawns include the glassy cutworm (*Crymodes devastator*), bristly

cutworm (*Lacinipolia renigera*) and true armyworm (*Pseudaletia unipuncta*).

BILLBUGS. The predominant billbug species found damaging turfgrass in the Colorado region is *Sphenophorous cicutriatusm*, locally termed the "Denver billbug." Problems occur throughout the state, in part through the past distribution of

Severe damage occurs in early spring as well as late summer and fall. Presence of the adult stage is very spread out, but egg laying is likely to be concentrated in June and July. Current control recommendations in Colorado are for adult control treatments to be applied in early summer.

WHITE GRUBS. Several species of white

can be found damaging lawns throughout the summer. At least some of the grubs appear to be able to complete their development in as little as two years in these areas.

The black turfgrass ateniens (*Ataenius spretulus*) entered the region fairly recently and has been occurring as a regional turf pest for the past decade. As in other parts of the United States, it is primarily a concern on golf courses, concentrating on *Poa annua* and showing greatest injury on heavily trafficked areas. However, damaging infestations have also occurred on home lawns in the Denver area.

Ability to control white grubs in Colorado turfgrass has been erratic. In recent trials, all of the registered white grub insecticides have given poor results at least once. Heavy clay soils, high salt and pH conditions and thatch buildup all can be problems with soil insect control in the region. Current research is investigating alternative approaches including the use of predatory nematodes and the use of mechanical controls such as aeration spikes. These have given promising results in preliminary trials and are continuing to be evaluated.— *Whitney Cranshaw* ■

The author is Assistant Professor of Entomology at Colorado State University, Ft. Collins, Colorado.

Multi-year species of white grubs including *Phyllophaga anxia* and *Polyphylla hammondi* also occur as turfgrass pests. In the warm, southern areas of the region, these can be found damaging lawns throughout the summer.

billbug infested sod. The bluegrass billbug (*Sphenophorous parvulus*) is widespread but of more minor occurrence as a turfgrass pest. In excess of 95 percent of the billbugs observed during the past three years have been the Denver billbug.

Life history of the Denver billbug is poorly understood and this lack of information has inhibited its effective management. Unlike the bluegrass billbug (which overwinters as an adult weevil), the Denver billbug can be easily found as various stage larvae and adults throughout the winter.

grubs severely damage turfgrass in some locations. Most common are various chafers, primarily *Cyclocephala hirta*. These have an annual life cycle similar to other *Cyclocephala* species such as the northern and southern masked chafers common to other regions. Damage typically peaks in September prior to the period when the grubs move down into the soil to overwinter.

Multi-year species of white grubs, including *Phyllophaga anxia* and *Polyphylla hammondi* also occur as turfgrass pests. In the warm southern areas of the state these

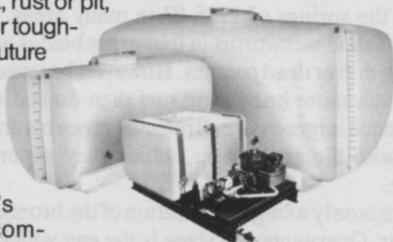
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A popular school of thought says that things get more unusual in direct proportion to your proximity to any given American shoreline. Los Angeles, New York and Miami — when compared to, say, Columbus, Ohio, or Oklahoma City — are laden with eccentricities.

Before anyone claims this is coincidence, get this: It's not just people; lawn care also changes drastically as you approach the sea.

An expert witness to this phenomenon is Ben Barnes, manager of Keystone Lawn Spray near Philadelphia, Pa. Keystone, which consistently ranks among the 50 largest lawn care companies in the country, had been primarily

a Pennsylvania firm. During the past several years, however, the business has expanded into New Jersey and parts of Delaware. With New Jersey, naturally, came the Jersey Shore.

"I've received a real education in seaside lawn care over the last few years," Barnes said. "Many recommendations are entirely different for the eastern half of New Jersey than we're used to in Pennsylvania."

The more obvious differences happen directly along the water. There, floods and high tides erode the turf or cause severe salt damage. However, natural disasters aside, the effect of the sea on lawn care can be traced a good 60 miles inland.

"The most consistent problem associated with lawn care near the ocean is the soil," Barnes said. "It's very sandy quite a ways inland."

Sandy soil doesn't retain moisture very long, putting constant stress on turf. Additionally, steady doses of high humidity and relentless sunshine help fungal diseases take advantage of the stressed turf.

And there's more. Sandy soil doesn't support a high number of microorganisms which are needed to effectively break down the organic nitrogen in fertilizers. Finally, the higher wind speeds near the coast often make liquid fertilizer applications impossible.

These conditions may sound nightmarish, but they're also conducive to business for lawn care companies willing to tackle them, particularly one like Keystone, which includes an optional fungicide program as part of its service.

"We do about two-thirds of our New Jersey business in the eastern half of the state," Barnes explained. He added that Jersey Shore customers opt for the fungicide program (called Fungi-Gard®) at a much higher rate than customers anywhere else in the Keystone marketing area.

Dollar Spot is lawn enemy number one in this seaside environment. It's a disease that's more likely to damage a homeowner's pride than to kill his lawn, but, as Barnes said, "Aesthetics is the name of the lawn care game."

Barnes said his program consists of Tersan 1991® and Bayleton® fungicides. "We'll go in with the 1991 for low-level damage, and use the Bayleton on the stubborn cases," he said. "It's our cleanup hitter. It wipes out any level of Dollar Spot you can get."

But there are a number of other adjustments to Keystone's lawn care program on the shore. To deal with the soil's inability to break down nitrogen, Barnes has his applicators switch to a synthetic fertilizer that breaks down on its own.

To be prepared for wind, applicators carry both liquid and granular fertilizers. "When the wind hits about 15 mph,



Keystone Lawn Spray applicators tending to lawns on the Jersey coast.

we instruct our applicators to go down with the granular," Barnes said.

The final two adjustments require thorough communication and the customer's cooperation. Unlike watering recommendations for homeowners farther inland, who are instructed to water heavily and infrequently, shore homeowners are told to employ repetitive, light waterings. "They need to water practically everyday to keep replenishing the soil," he said.

Many communities in New Jersey are under water restrictions, magnifying the stress problems the nearby ocean causes. However, Barnes said there is one way to make do with a more moderate watering schedule — aerification.

"It's been an unusual practice for the lawn care industry," Barnes said. "But these sandy soils are an unusual condition. Since they don't have a lot of microorganisms, thatch builds up rapidly, trapping water at the surface. We need to punch through to allow water to move down into the root zone.

"Our equipment is expensive, but we wanted units that could run off the cam shaft and pull plugs from dry soil. We had to pay to get what we wanted."

Barnes said this is Keystone's first year of aerification, and there's still plenty of consumer education to go. "The consumer has been bombarded with the idea of dethatching, and now we have to convince him that sometimes aerification is the correct answer," he said.

If there's any place that Barnes feels confident he can

get across a new idea in lawn care, it's New Jersey, he said. "These people are very savvy on lawn care because it's so vital to the appearance of their lawns," he said. "I recently read in an article that 60 percent of all homeowners in New Jersey have built-in sprinkler systems. That's very encouraging."

The exception in any seaside setting, he said, is the weekend homeowner. "It's simple logistics," he explained. "They just aren't in touch with what's happening in their yard, they don't mow regularly, and they're often unable to give a timely report if a problem arises."

Still, all in all, the Jersey Shore is a pleasant challenge for Keystone, providing the same kind of spark that the lawn care business itself provided in the 1970s. Keystone was founded in the 1940s by current owner Bob D'Ginto's father and had been primarily a landscape and site development contractor.

"In 1974, we took on lawn care to smooth out the peaks and valleys in our business," D'Ginto said. "Most of our work is municipal, which is very interest-rate intensive. We have to feel that we made a great decision."

And now, "Fungi-Gard has given our eastern New Jersey market areas a definite competitive edge," Barnes said. "We get a lot of accounts from homeowners who walk away from services that can't help with their disease problems." ■

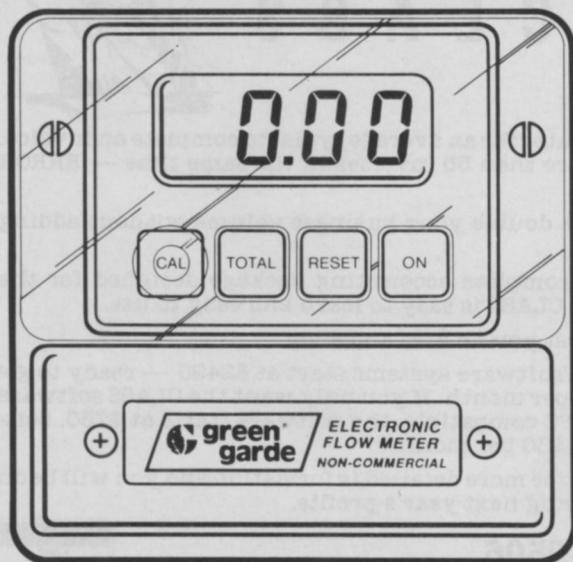
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FINANCIAL CORNER

PLAN NOW WHILE EARNINGS POTENTIAL IS HIGH

Retirement — the golden years we all look forward to. Unfortunately for some, the reality just doesn't measure up. Money expected from Social Security, company pension or profit-sharing plans and personal investments can turn out to be less than expected.

Contrary to belief, many middle-income people may not be adequately covered by their pension or profit-sharing plans. In fact, a report from the National Bureau of Affairs shows that, for employees who retired on Jan. 1, 1984, with 15 years of service and final annual earnings of \$30,000, the average private pension benefit in 1984 was only \$4,260 per year.

This amount does not include any supplemental pension plan benefits. And, since private-pension plans rarely provide for automatic inflation protection after an employee retires, retirees usually find the value of their pensions shrinking each year. These and other factors can easily reduce the quality of life during retirement.

But there are steps we can take to help

assure that the retirement we anticipate is, in fact, the retirement we get.

Obviously, concerns and objectives change as the years pass. For people in their 30s and 40s, a primary concern is generating capital to meet the expenses of housing, education and other family needs. As retirement nears, however, these initial goals are substantially accomplished and a new strategy should be adopted to meet the new goals: namely capital accumulation for retirement and financial preservation.

Retirement income is the key. People should begin to accumulate money and build on it while earnings and savings potential are still high. And early investment for retirement reflects an immediate benefit, too. If tax-deferred retirement savings vehicles are selected, such as IRAs or annuities, "retirement money" will not be taxed until the funds are actually withdrawn. At that time, the withdrawn amount may be taxed at a lower rate because of the person's shift to a lower tax bracket.

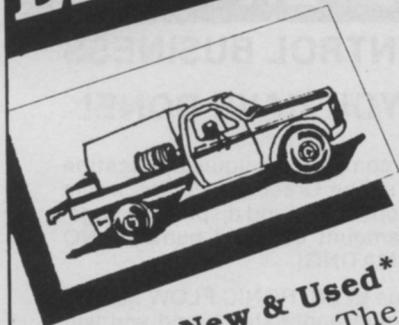
To help guarantee a secure retirement, a financial portfolio should also be carefully planned to meet each individual's needs. Many people consider a balanced portfolio of mutual funds, fixed income (investments paying a fixed rate of return) and equity assets (investments with fluctuating market values and rates of return). Just as important, periodic reviews are recommended to keep a plan "on track" when personal and economic changes occur.

It is never too late to begin planning for retirement. A multitude of planning strategies and investments exist today to help nearly everyone establish a comfortable retirement lifestyle. And, since many financial planning firms offer a variety of retirement analyses to help consumers examine their present situations and acquire the resources necessary to achieve their desired goals, there is no excuse not to plan for the golden years.

Here's an exercise that demonstrates how much money is required during retirement

(continued on page 52)

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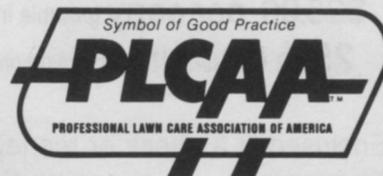
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- Annual Conference and Show**—Exhibits, educational sessions, workshops, and an outdoor equipment demonstration are just a few features of PLCAA's popular annual gathering of lawn care professionals.
- Exclusive publications**—Stay current with *Turf 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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FINANCIAL CORNER

(continued from page 50)

to pay bills and maintain your current standard of living.

Let's say your current income is \$45,000 and you are spending \$40,000 of that to "pay the bills." Industry experts estimate that you will need approximately 80 percent of this figure to maintain your current standard of living in retirement. If you multiply \$40,000 by 80 percent, \$32,000 is ap-

proximately what is needed in today's dollars for each year of your retirement. If you calculate retirement age at 62 years and life expectancy at 78 years, that means you would be retired for approximately 16 years. That's 16 years at \$32,000 per year, or \$512,000 — the least amount you'll need to finance your retirement and to avoid outliving your resources.

Next, it's important to consider all potential sources of retirement income. This includes resources you've already accumulated and those you expect to ac-

cumulate before retirement. If you are like most people, you will live on income from Social Security, pension plans, IRAs and other savings and investments in addition to wages.

You may be wondering what investments to make as you approach retirement. Leaving your money in a savings account or certificate of deposit that is currently earning 6 percent annually is an example of a counterproductive choice that on the surface appears to be a sound and conservative decision.

In one year, a savings deposit of \$10,000 earning 6 percent annually will earn \$600 in interest. After being taxed on these earnings — let's assume you're in the new 28 percent bracket — you'll pay \$168 in taxes (\$10,000 + \$600 - \$168 = \$10,432.) After subtracting an average inflation rate of 4 percent, the net value of your account is \$10,015. That gives you a real return on your savings of \$15.

A well-rounded plan includes a balance of four types of financial investments. First, cash reserves are required for immediate needs — to meet an emergency or take advantage of an opportunity. These resources can come from passbook savings accounts, money market funds and short term certificates of deposit. Second, you should have adequate protection to cover last expenses and survivor needs when death occurs, or to replace earnings in case of disability or illness. Examples are health, property/casualty, disability and life insurance policies. A third type of investment is fixed assets — investing at a fixed rate of return, usually for a fixed period of time. Mutual funds, unit investment trusts, investment certificates, cash value annuities and cash value life insurance are examples.

A final investment consideration is equity assets. Money invested where the value and rate of return can fluctuate, but which provides more opportunity for growth, can be found in real estate, common stocks, some mutual funds and variable annuities. Balancing your investments in these four directions can help you achieve safety, transfer risk, reduce taxes and earn a reasonable rate of return on your investments.

How much money will you need during retirement? To answer that question you should thoroughly understand your goals and objectives for retirement. Next, assess your expenses and sources of income for these expenses. A financial planner can determine if your plan is "balanced," and can assist you in evaluating the safety of your plan, its flexibility and the investment options available to you to make your retirement years easier. ■

The preceding information was provided by IDS Financial Services.

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PEOPLE

Roger A. Yeary, ChemLawn vice president of health and safety, has been named to the additional position of corporate safety director. In the position, he will be responsible for ensuring that all of Ecolab Inc.'s products and services meet standards of personal safety and environmental compatibility. Ecolab acquired ChemLawn last April.

Yeary is a recognized industry spokesperson on health and safety issues. He earned his Doctor of Veterinary Medicine degree from The Ohio State University and has done post-doctorate studies in toxicology. Prior to joining ChemLawn in 1981, he was professor of toxicology and coordinator of the interdisciplinary toxicology program at OSU. Yeary is headquartered in Columbus, Ohio.

ChemLawn Services Corporation has named **Ron Roberts** environmental counsel and **G. Lincoln "Linc" Sidwell** corporate safety manager.

In his new position, Roberts is responsible for overseeing compliance with regulations that govern the company's operations. He was previously director of environmental affairs for J.P. Industries of Ann Arbor, Mich.

Sidwell manages ChemLawn's safety programs, including materials handling instruction and driver training. He had been executive director of the Safety Council, Columbus Area Chamber of Commerce.



Whitehead



Warren



Perisho

Rex Perisho has been named national sales manager for BlueBird International, Englewood, Colo. Perisho came to BlueBird after serving as general manager of the McFayden Ford dealership in Omaha, Neb. Prior to that, he was a territory manager for lawn and garden and agricultural products at John Deere Company.

At BlueBird, Perisho will oversee sales of all the company's products to the rental, turf, automotive and industrial markets.

Claude Whitehead has been appointed regional sales manager for the Turf Products Division of GardenAmerica Corporation.

In his new position, he serves as a liaison between GardenAmerica and distributors and contractors in the Texas and Oklahoma region. Prior to joining the company, Whitehead served as an outside sales representative and as a manager for major Texas irrigation distributors. He is also a licensed irrigator in the state of Texas.

Bill Warren has been appointed director of sales for the Turf Products Division of GardenAmerica Corporation. His duties will include supervision of the division's nationwide network of regional sales managers and representatives.

Warren, who has 20 years experience in irrigation sales and management, comes to GardenAmerica from L.R. Nelson Corporation, where he served as manager of the Turf Irrigation Division. He also has been associated with Weathermatic and Firestone Tire and Rubber Company. His professional affiliations include the Irrigation Association and the Texas Turf Irrigation Association.

Whatever sort of grounds you manage professionally, ORTHO's new TAG Herbicide T/E can help you keep them clean and trim. With its fast-acting formula, TAG gives rapid burn-down, usually within 24-48 hours, of a wide variety of annual grasses and broadleaf weeds. TAG has a proven track record for getting rid of unwanted grasses and weeds, even under less-than-ideal weather conditions. A non-selective contact herbicide, TAG will burn back or control nearly anything green to which it is applied.

To help TAG work at its best, use ORTHO X-77 Spreader (non-ionic). X-77 makes spray droplets spread quickly and evenly to coat waxy leaf surfaces for optimum performance.

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Circle 15 on reader service card

KEEP YOUR GROUNDS IN TRIM.



PRODUCTS

A new four-page color brochure from **Becker-Underwood** shows applications of the company's Hi-Light industrial strength spray indicator. The booklet illustrates how the blue colorant chemical additive defines both large broadcast spray areas as well as small spot treated spray areas of herbicides, insecticides and otherwise colorless chemicals.

Indicator/herbicide weed control applications on gravel, fence lines, highway rights-of-way, around traffic signs, utility poles and in parking lots are depicted in the brochure.

Benefits of Hi-Light include visual indication of skips, overlaps, spray drift pattern and intensity. The product is easy to clean up and also allows for savings on chemicals.

Circle 101 on reader service card

Feldmann Engineering & Manufacturing Co. Inc. introduces the Feldmann Lite Portable Earth Augers. Quick starting and carefully balanced for smooth drilling, the tools are ideal for tree and shrub planting, sign erection, soil percolation, soil testing

and tree fertilization.

Two powerful gasoline engines, a 33 c.c. and 49 c.c., are both available. The two-cycle engine has an automatic rewind starter, soil state ignition and a load sensitive governor for a smooth, constant power transfer from gear box to drill bit. Centrifugal clutch, low gear ratio and pre-lube ball bearings combine for sturdy construction of a durable tool.

Circle 102 on reader service card

The Groundhog, a new grade tractor from **Teledyne Princeton**, prepares major housing and construction sites for landscaping and sodding.



Able to turn on its own length, the Groundhog grades as close as 1/2-inch from any foundation, pipe, tree or other site obstacle. Its powerful speed and performance eliminates the need for hand raking, thereby providing substantial savings in time and labor. In addition, the product is versatile and easily converts to plow snow.

The Groundhog features a hydrostatic drive system with variable speed, reliable torque hubs, a 60-inch hydraulically controlled blade that moves up or down at the touch of a finger and large flotation tires. Options include a diesel-powered engine and four-way blade.

Circle 103 on reader service card

New from **HMC/The Green Machine®**, the Panther Model 2840 String Trimmer/Brush Cutter inaugurates an Expand-It® System set of tools designed especially for use by landscapers and lawn service professionals.

As with other models, the high-performance Expand-It System tools are interchangeable, easily attached to the single 24.1 cc, 1.3 horsepower power source using a single knob on the tool shaft. Other

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tools include a weeder-cultivator, blower and snow thrower. A new Panther edger tool will be available in the spring of 1988.

The Panther series two-cycle gasoline engine (Model 2810) features solid state ignition, a recoil starter and a quiet-tone muffler with guard. The Model 2840 String Trimmer/Brush Cutter combines the power unit with a professional-duty tool for those uses. Lightweight and powerful, the unit includes a longer 47.8-inch shaft for greater operator reach and comfort, and a standard debris and blade guard for safety. The Model 2840 uses a four-inch Tap-For-Cord® cutting head, with dual .080 cutting lines to give an 18-inch cutting swath.

The unit also accepts an optional eight-point brush blade and nine-inch saw blade.

Circle 104 on reader service card

Land Pride, a division of Great Plains Manufacturing, introduces its line of 15 quality implements for tractors up to 65 horsepower. Each implement is engineered and ruggedly constructed for intensive use.

The Land Pride line includes grass overseeders, three-spindle grooming mowers, rear blades, landscape rakes, flail mowers, rotary tillers, pulverizers, aerators and box scrapers. Land Pride implements are designed to offer smooth operation, superior performance and outstanding durability.

Circle 105 on reader service card

Specially formulated for 2-4 cycle engines, B'laster® Lawn Mower Starter & Tune-Up from the **William K. Westley Co.** restores power and compression without using dangerous ethers. The new starter/tune-up removes carbon, gum and varnish deposits from the engine as soon as it's added, instantly cleaning the engine and allowing it to run smoother. B'laster frees rings and valves, removes moisture and prevents vapor lock.

The product is simply added to the fuel tank and spark plug hole of any 2-4 cycle engine. It's ideal for snowblowers, tractors, chain saws, snowmobiles, outboard engines and engine layovers.

Circle 106 on reader service card

Designed to accommodate both drip and conventional sprinkler irrigation systems, the "ADD-IT" from **Trickle Soak Systems** injects a liquid fertilizer into the water each time it's operated. There is no pressure loss through the system and no outside power source is required to operate the injector.

The "ADD-IT" is available in eight sizes, from one pint up to five gallons.

Trickle Soak Systems was a recipient of an award from the American Society of

Agricultural Engineers for its product. **Trickle Soak** is a San Diego-based company that offers a complete line of drip irrigation equipment in addition to the "ADD-IT" product line.

Circle 107 on reader service card

CP Products' "business card with a brain" now features a stainless steel face.

Since 1983, **CP Products** of San Pedro, Calif., has helped prevent its clients' business cards from becoming discards by bonding them to the back of solar-powered, six-function calculators to create a valuable



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ALA / MARCH 1988 57

thin (1.2 ml), weighs less than one ounce and has no batteries to wear out. It's one way sales professionals can express their appreciation to customers or impress new prospects.

Circle 108 on reader service card

Honda Power Equipment, a longtime producer of consumer mowers, now offers its first commercial walk-behind lawn mower specifically designed to meet the professional's heavy-duty needs.

The HRA216SXA cuts a 21-inch swath and is powered by Honda's 5.5 horsepower GXV160 overhead valve engine. The self-propelled mower is equipped with a two-speed transmission with a higher ground speed to help shorten mowing time. Also standard is Honda's Roto-Stop™ system which stops the cutting blade, but not the engine, when the handle is released.

Among the features built into the HRA216SXA for added durability are a heavy-duty steel deck, large diameter steel wheels with sealed ball bearings and a handle that has been increased in diameter to one inch.

Cutting height is adjustable from one to three inches in five intervals. An easy to empty rear grass bag holds up to 2.1 bushels.

Circle 109 on reader service card

SALES

(continued from page 28)

has gotten a lot smarter. They know a lot more about lawn care right now than they did 10 years ago. If you don't treat them like that, before long they're simply not going to be your customer. They need more than just results."

Redefining the amount of territory each technician covered and the amount of production he was required to do, Rowland reduced the number of clients each applicator had to work with. Production was cut significantly (about 30 to 40 percent) to relieve some of the pressure. "It used to be that they couldn't spend more than 10 or 15 minutes on the yard or they were behind schedule. Now they've got time built in at the end of the day to make up for lost production," Rowland said.

Technicians are now in charge of their area, explained Rowland. Where there used to be some crossover of duties within a territory, now only one applicator works so he may get acquainted with the various clients. Whether the route grows or dies, it's the area manager's responsibility.

Rowland said the drawback to this approach is that he doesn't expect to see real growth for two or three years. "Last year we had growth, but it was nothing like past years. It's a slow approach toward a future

sale and takes a little more nurturing. We really believe that in the long run we'll get a much happier and more solid customer. Our industry has been moving along pretty fast and not paying much attention to the customer and his needs."

CONCLUSION. Whether you let your technicians double up as salespeople or you've enlisted a team of experienced professionals, the concept of developing a successful sales force remains the same. School your people in your business philosophy and the services you offer. Make it a follow-up type of training. Nowadays, the homeowner is more discerning than ever when it comes to lawn care service. Make certain your salespeople are sensitive to that. Teach them to be good listeners as well as sellers. Nobody likes an order-taker. Think about the terminology you've been using. If it sounds rough to you, it probably isn't helping sales. You may choose to send your sales reps or trainers through a professional sales school, especially if your own background tends to be more production related. If you decide to go this route, you should find that sophisticated training is out there to help you build a dynamic sales force.—*Julie November*

The author is Assistant Editor of ALA magazine.

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Surflan®—(oryzalin, Elanco Products Company)



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weed control.**

Put the squeeze on
container disposal
problems.

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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.

Water-soluble packaging. DURSBAN 50W comes in pre-measured packets that dissolve quickly and completely. They're packed inside a foil pouch, which is disposed of easily.

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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

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Lawn care companies of all sizes anywhere in U.S. wanted to purchase by national corporation. If interested please respond to: ALA magazine, Box 329, 4012 Bridge Ave., Cleveland, OH 44113. Strict confidentiality maintained.

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CHIPCO® 26019

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