COVER STORY: THE MARK OF PROFESSIONALISM
by Jerry Roche. It's all here in black and white: if you're training employees, you're taking a step toward being a leader of the '90s; if you're not, you can say a quick good-bye to any aspirations you might have.

COOL SEASON INSECT CONTROL GUIDE
by Harry Niemczyk, Ph.D. Biological insect control products have had limited success. Industry and university researchers continue their quest: to find the best agents and application techniques.

CONTROLLING DISEASE IN LANDSCAPE PLANTS
by John Hartman, Ph.D. Some disease-causing microbes are always present, waiting for the right moment to strike. Others can be controlled with cultural and chemical management techniques.

FERTILIZERS: HOMOGENIZED VS. NATURAL ORGANICS
by Art Mondak and Jim Spindler. You have a choice between homogenized or natural organic fertilizers. Two industry experts describe the merits of each.