

industry almanac

NEWS YOU CAN USE

FMC nabs rights to new insecticide

PHILADELPHIA, PA — FMC Corp. entered into an exclusive agreement to develop, market and distribute a new Ishihara Sangyo Kaisha, Ltd. insecticide in the U.S. The insecticide, which will control sucking pests that transmit injurious diseases among plants, will enter the market in 2004 or 2005.

LESCO to add independent dealers

STRONGSVILLE, OH — LESCO Inc. is expanding its distribution system to include a wide network of independent dealers outside its current 228 lawn care service centers. The new program is aimed at 500 markets across the United States. LESCO will sell all its chemical products, fertilizers, seed and equipment through the program, which will include special dealer training. The company also plans to add another 109 service centers.

Griffin registers new herbicide

VALDOSTA, GA — Griffin LLC registered a new herbicide called TranXit for controlling *poa annua* and other grasses and broadleaf weeds in warm-season turf.

L.R. Nelson plans reorganization

PEORIA, IL — The L.R. Nelson Corp. is reorganizing into two separate business units, one focused on retail lawn and garden products and the other on professional turf irrigation products.

EI buys TruGreen Landcare Construction Group

TruGreen retains lawn care, maintenance divisions

BY SUE GIBSON PORTER / EXECUTIVE EDITOR

CALABASAS, CA — In a move that's been in the works since mid-summer, Environmental Industries Inc. has agreed to purchase the landscape design/build assets of TruGreen LandCare LLC, a wholly owned subsidiary of ServiceMaster Corp. (SVM), Chicago. TruGreen will continue to operate its lawn care and landscape maintenance divisions within ServiceMaster. TruGreen's construction operations had sales of approximately \$168 million in 2000. Terms of the deal were not disclosed.

EI plans to make the new landscape construction assets part of its Valley Crest Division. New or expanded markets for Valley Crest now include Washington-Baltimore, Boston, Minneapolis, Chicago and Austin.

Richard Sperber, president and COO of Environmental Industries, commented on the purchase, "We are pleased to join with these operations and the teams that run them. These are outstanding organizations with a

"This move develops access to new growth opportunities and creates an industry leader committed to world-class practices and operational excellence."
— Thomas Donnelly, COO & president, Valley Crest

good reputation and include some of the finest landscape people we know."

Until recently, Richard Sperber served as president of Valley Crest. He added, "We've been searching for the right mix of acquisition opportunities to complement the great market position we enjoy. This deal makes sense

CLIPPINGS



Guadalupe Nanez and his daughter, Catalina Nanez, 4, watch as Fiesta Floats performs a road test on Rain Bird's Tournament of Roses float entry, Saturday, Sept. 8, 2001, in Duarte, CA. All entries in the parade must pass a series of tests before they are adorned with flowers and participate in the January 1, 2002, parade in Pasadena, CA.

Info Center

VIDEOS AND LITERATURE FOR THE GREEN INDUSTRY



It's raining irrigation products... in Century Raid Aid's new 2001-2002 supplies catalog, available free to landscape professionals by calling Century at 800/347-

4272 or by registering on the Century Web site at www.rainaid.com. Thousands of landscape irrigation supplies and specialty products, including sprinklers, valves, central control systems, low volume irrigation and more are featured in the 160-page catalog.

Understand Bobcat attachments better... with Bobcat's interactive CD for concrete/flat-work applications. The CD includes video clips and attachment specifications for 17 Bobcat attachments, including backhoes, breakers, concrete mixers, sweepers and more. The CD is

available from your local Bobcat dealer, or you can request it at www.bobcat.com.

Tons of truck accessories... can be found in AW Direct, Inc.'s spring 2001 catalog. Products include Whelen lightbars, reflective clothing, ratchet binders, chains, hooks, wire rope and toolboxes. To receive a free catalog, call 800/243-3194 or send an e-mail to contactus@awdirect.com.

Mid-mount "Z" fans... should check out Walker Manufacturing's new brochure, "What You Should Know Before Buying a Mid-Mount 'Z' Riding Mower." Provided in the brochure is a 10-point checklist to help customers match the best of two styles of mowers to the intended application while understanding their real-life needs. For a copy, call 970/221-5614.

strategically. It strengthens our core services and our ability to offer full-service landscape and site development services for customers across the country."

The new organizations will report to Valley Crest's recently appointed president and COO, Thomas Donnelly. "This move develops access to new growth opportunities and creates an industry leader committed to world-class practices and operational excellence," he said.

The acquisition is EII's fourth in the last 24 months and is a part of a strategy of moving into more eastern and northern landscape markets, as well as providing new opportunities to develop the firm's extensive landscape design/build business. Valley Crest is known for its full-service capabilities, as well as specialty construction work in unique and complicated projects such as Las Vegas casinos and Disney World's Animal Kingdom.

The move increases EII's employee rolls to more than 6,500 and boosts its annual proforma revenue to nearly \$600 million.

People & companies

The Toro Company named **Tim Ford**



Ford vice president and general manager of its Commercial Division.

Pursell Technologies promoted **Dave Heegard** to



Heegard vice president of sales. **PBI/Gordon Corp.** named **Mark Miller**

sales manager for its professional turf and ornamental and agricultural products.

BASF appointed **Allison Moskal** national



Moskal national sales manager for the Turf, Ornamental and Pest Control group.

Environmental Industries appointed **Nada Duna** vice president and **Roger Zino** president and chief operating officer.



Duna

division, Environmental Care.

Valley Crest, the landscape company and wholly owned subsidiary of Environmental Industries, named **Thomas C. Donnelly** president and chief operating officer. **Valley Crest Tree Co.** named **Vicki Povah Martinez** senior vice president and

cer of its landscape maintenance

Robert L. Crudup president and chief operating officer.

Dow AgroSciences named **Chris Woolley** marketing manager for turf and ornamental insecticides.

Responsible Industry for a Sound Environment hired **Frank Gasperini** as director of state issues.

Textron Golf, Turf & Specialty Products named **John Dreibelbis** manager of advertising and communications.

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WHAT'S NEW ON-LINE

This month at www.LandscapeManagement.net:

- October features
- LM Week in Review
- 10 steps to strengthening your organization!

Twin cities target phosphorus fertilizers

MINNEAPOLIS — Beginning Jan. 1, 2002, commercial lawn care applicators will no longer be allowed to use turfgrass fertilizers containing phosphorus here. City council

members, citing the need to protect lakes within city limits, approved the ban Sept. 28. Minneapolis followed the lead of surrounding suburbs that have also banned the

use of phosphorus-containing fertilizers. As of this writing, lawmakers in the City of St. Paul were considering similar action.

The opposition speaks

Both the Minnesota Nursery Landscape Association (MNLA) and Responsible Industry for a Sound Environment (RISE) are opposing this city-by-city effort to restrict the efforts of commercial applicators.

"The ordinance is wrong on the facts, and it's wrong on the science," says Jim Skillin, manager of formulator issues for RISE.

"They're doing this because they think it's going to improve the water quality in their lakes, but it's not. In the long term it will impair water quality. The turf will get thinner and there will be erosion and more runoff."

In unsuccessfully trying to head off the ordinance, Skillin asked council members "to conduct a little research on the subject of inorganic phosphorus in lawn fertilizer products." He told them that inorganic phosphorus from turf fertilizer reacts with the soil and doesn't travel far within the soil. He said a bigger problem is organic phosphorus leaching out of dead vegetation.

MNLA executive director Robert Fitch says his group opposes the "patchwork quilt" approach that each community is taking in regards to the issue.

The Minneapolis ordinance also covers retailers that sell turfgrass fertilizer. After Jan. 1, lawn fertilizer displays containing phosphorus will be limited to 10% of the quantity of non-phosphorus lawn fertilizer on display.

— Ron Hall



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Circle 108

Correction

The contact number for Terry Foley of Foley Enterprises, Austin, TX, was incorrectly listed in the September issue of *Landscape Management*. The correct number is 888/623-7285. We regret the error.