



GOT GRUBS?

DuPont Professional Products showcases Acelepryn — its knock-out punch for 10 white grub species — at its first symposium for lawn care pros.

BY **MARTY WHITFORD** EDITORIAL DIRECTOR

MIKE McDERMOTT GRINNED as he advanced to the next slide in his PowerPoint presentation. It featured a wide-angle shot of DuPont Professional Products' impressive line-up.

"It brings a tear to my eye every time I see our family photo," half-joked McDermott, global business leader for DuPont Professional Products.

"We've grown our family from zero registered products to 12, our team from two to 42, and the countries we serve from zero to 11, in eight short years," noted McDermott, with carefully measured pride for his team's accomplishments.

Actually, it is precisely that — DuPont's constant investment in innovation — that enticed McDermott's audience of about 55 lawn care

professionals to gather in the first place. OK, the meeting venue — staying three days at the Ritz-Carlton Golf Resort in Naples, Fla., during the dead of winter — didn't hurt. But according to many of the attendees of DuPont Professional Products' first lawn care symposium, their time investment was driven mostly by a desire to learn as much as they can about DuPont's great white grub killer, Acelepryn.

Bug break-through

"At DuPont, we don't just mix together leftovers — two or three old active ingredients — and call it dinner," said Mark Coffelt, Ph.D., global development manager for DuPont Professional Products. "We innovate. We invest



Mike McDermott, DuPont Professional Products' soft-spoken leader, discusses the fruits of innovation with lawn care pros.

a great deal of time and money to create entirely new classes of chemistry featuring novel modes of action, new levels of performance and more sustainable environmental footprints."

Acelepryn's active ingredient, Calteryx, earned reduced risk status in turfgrass applications from the U.S. Environmental Protection Agency (EPA). Calteryx features the lowest solubility and application rate ever used for white grub control products, noted Chuck Silcox, global product development manager — turf and ornamentals, DuPont Professional Products.

"There is no signal word on the Acelepryn label, and there are no required buffer zones for applications near water," Silcox added.

DuPont's Acelepryn Lawn Care Symposium 2010 featured study after

continued on page 52

WEB EXTRA

Visit www.landscapemanagement.net for details on The DuPont NASCAR Experience, a weekend getaway being offered to six lucky lawn care professionals, and six of their guests. Also offered only online is rare footage of Brenda Franke, DuPont Professional Products' marketing manager, showing off her mad driving skills in a NASCAR simulator while at DuPont's recent Acelepryn lawn care symposium. A second video takes *LMTv* viewers on an airboat ride through the Florida everglades — an excursion enjoyed by symposium attendees compliments of DuPont.



1 DuPont treated lawn care professionals to airboat rides through the Florida everglades, where wildlife has a way of sneaking up on you.

2 A former sailor, I got a little lonely after spending time on an airboat.

3 Many lawn care pros recalled seeing an airboat on the 1960s TV show "Gentle Ben," but few had ridden such a cool watercraft before the event.

4 "As Good As Gator Gets": Greg Kinnear look-a-like Jay Arnsperger, president of Turf Care, acts like he runs into alligators every day in Omaha, Neb.

5 A Strangler vine embraces a Cypress tree on our boardwalk tour.

6 Even from hundreds of yards away, it's clear two eagles' nest is no small matter!

PHOTOS BY: MARTY WHITFORD

TRIMEC[®] HERBICIDES

Reliable, Dependable, Predictable
40 Years of Quality

► pbigordon.com/trimec

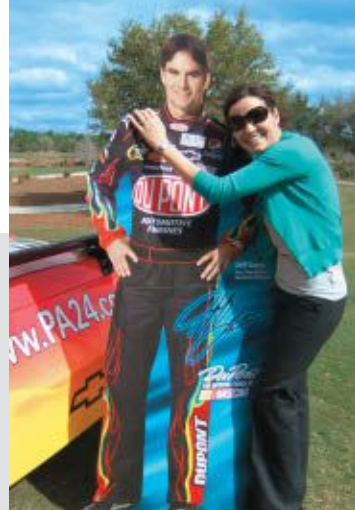


DUPONT LAWN CARE SYMPOSIUM



Above, DuPont sales rep Ross Eckstein takes a spin in a NASCAR simulator.

Top right, Brenda Franke, DuPont Professional Products' marketing manager, gets close with NASCAR driver Jeff Gordon.



FEEL THE NEED FOR SPEED?

Get on the fast track: DuPont Professional Products is offering six lawn care professionals, and six of their guests, a weekend getaway featuring rare access to a NASCAR race.

The DuPont NASCAR Experience includes air travel and tickets to the Kansas City Speedway Oct. 1-3, as well as the opportunity to meet, and receive an autograph from, DuPont driver Jeff Gordon (#24). Full access to DuPont's hospitality tent for food, beverages, entertainment and a chance to win more prizes, also is included.

There are two ways to win:

1. Sweepstakes (one winner) — This contest is open to all U.S. companies, partnerships, joint ventures or other legal entities that apply DuPont's Acelepryn in the U.S. Contact your DuPont Professional Products sales representative for an entry form. All entry forms must be received by Aug. 15, 2010. No purchase is necessary.

2. Acelepryn Sales Challenge (five winners) — Be one of the Top 5 purchasers of Acelepryn and earn an automatic trip for two to the DuPont NASCAR Experience. Contact your DuPont Professional Products sales representative for more information; entry details and rules will be announced soon. — *MW*



AUTOMATE YOUR SUCCESS

with **GroundsKeeper Pro** business software

Organize your business better with **GroundsKeeper Pro** business software. It's specially designed for the lawncare and landscaping industry, easy to use and affordable...

FEATURES INCLUDE:

- Time & Materials
- Contracts
- Estimating
- Routing
- Scheduling
- Billing
- Optional credit card processing
- Income & Expense Reporting



JUST \$399

SAVE THOUSANDS OVER SIMILAR PROGRAMS

FREE TRIAL

ADKAD TECHNOLOGIES / 1.800.586.4683 / WWW.ADKAD.COM/LM.HTM

continued from page 50

study — conducted by third-party researchers and lawn care pros, as well as DuPont scientists — showing Acelepryn to effectively control the 10 major white grub species as well as other turf pests such as annual bluegrass weevils, billbugs and caterpillars.

Investing in innovation

Daniel Potter, Ph.D., professor of urban landscape entomology at the University of Kentucky, said Acelepryn is the only insecticide for both the turf and golf markets that provides season-long control of both grubs and grass-feeding caterpillars.

"Acelepryn has very low toxicity with people, birds, bees, earthworms and fish," Potter added. "We can rec-

ommend this product for its performance and also feel good about its environmental profile."

Chris Paisley, technical director for Mariani Landscapes in Chicago, tested Acelepryn at a 120-acre cemetery, and he discovered the product saved a lot of turf, time and money.

"In areas where the cemetery's board opted not to treat with Acelepryn, we had to go back and repair three-and-a-half acres of turf using 2,400 lbs. of seed, 130 bales of peat moss and 126 bags of mulch," Paisley said. "The difference between turf treated with Acelepryn and turf not is as clear as night and day."

U.K.'s Potter closed by agreeing with Coffelt regarding the necessity for ongoing innovation in lawn care technology.

"Some companies are trying to get more mileage out of their existing products by mixing them together," Potter concluded. "I'm not a big fan of these combo products. I just don't get the shotgun approach. Why apply two or three chemicals when you might only need one?" **LM**



Chris Paisley

PHOTOS BY: MARTY WHITFORD