"I'm ahead of my competition..."

It's been one constant go-go-go since the fifteenth of March. The other day I had 15 unsolicited LawnCare calls. I've hardly had any time to do telemarketing.

Our goal is to list between four and five hundred customers this year. We picked up a hundred from February to the beginning of April alone. That's super!

Everybody in town wants good lawn care service, but they want value. We've got to prove to them that we'll give quality.

I'm ahead of my competition because ServiceMaster LawnCare uses both granular fertilizer and liquid weed control. On a day with 15 mile per hour winds the competition can't spray chemicals but I can legally apply the granular and then swing by and apply the spray when the wind is down.

The Academy was very informative. Rick White is extremely sharp and welcomes questions. If you don't understand, he'll bring it down to your level.

I did a lot of studying at the Academy in my own spare time. I have a study guide from each instructor and a technical manual. It helps if you attend with the attitude that you've got to learn to be competitive in your market.

When you return you have two weeks to take the pesticide exam to be licensed in your state. ServiceMaster gave me excellent preparation. With ServiceMaster study guides and technical manuals, as well as the state's study guide, I had more than enough information to pass the test.

I enjoy getting out and doing this work... seeing the yards I'm doing looking nice and green and lush. Once you drive by and see one of your yards looking great, it's all the satisfaction you need.

I've had people beg me to help them. Neighbors call me and say "You did Mrs. Jones' yard and it's looking great."

Mark Moots graduated from the ServiceMaster LawnCare Academy in March, 1985. Just a little over a year later he has built a thriving business in his hometown. We used his own words to tell you about his experience because he tells it best.

It's been exciting to see Mark develop confidence and a good business sense. It's also exciting to share his enthusiasm for LawnCare and the ServiceMaster program. Personally trained Mark at the Academy as I do every one of our licensees. When they graduate I know that each one has benefitted from my 20 years experience in lawn maintenance... as well as from the 35 years ServiceMaster has been developing franchises and helping them to grow.

There's an old Chinese proverb: "To open a shop is easy; the difficult thing is to keep it open." How true. Going into business for yourself takes everything you've got, financially, emotionally, spiritually. The risk is greatest when you're totally on your own. Everything depends on you yet what backup resources do you have when the going gets tough?

That's why I joined the ServiceMaster team after being an independent businessman for so many years. There is much ServiceMaster can offer that the independent operator cannot afford.

Comprehensive training, highly professional lab facilities, a well-developed bookkeeping system, business counseling at all levels, state-of-the-art equipment, and the finest materials available... all part of the package when you become a ServiceMaster associate.

The door to success and fulfillment can open for you, too. Call me for more information. You'll be glad you did, and so will we. We only want the best for you.

Mark Moots
ServiceMaster LawnCare Operator
Hutchinson, Kansas

ServiceMaster LawnCare
2300 Warreenville Road
Downers Grove, IL 60515
(312) 964-1300

For information and a franchise application, please call or write:

Rick White
Vice President
ServiceMaster LawnCare

Circle No. 145 on Reader Inquiry Card
CLASSIFIEDS

RATES: $1.00 per word (minimum charge, $25). Bold face words or words in all capital letters charged at $1.25 per word. Boxed or display ads: $50 per column inch-1/4 (one inch minimum); $80-3x, $125 4x, $170 5x. Ad will be published only when camera-ready art is provided by agency. For ads using blind box number, add $5 to total cost of ad. Send ad copy with payment to Dawn Nilsen, LANDSCAPE MANAGEMENT, 1 East First Street, Duluth, MN 55802 or call 218-723-6200.

BUSINESS OPPORTUNITIES

Outstanding business opportunity available! Very, very fast growing tree, shrub and lawn care company on Long Island for sale by one of New York’s leaders in the greener industry. Serving prestigious areas of Suffolk Counties North and South shore. Fully automated working environment. Three truck fleet completely equipped. Terms negotiable. Monday through Friday 9:00 - 5:00. 516-360-3361. 8/87

Excellent business opportunity in Chicago suburbs. Well-established landscape maintenance and snow-plowing business. A-1 reputation. In business 23 years. Condominiums, commercial and residential accounts. Sale price includes well maintained trucks and equipment, 4500 sq. ft. comm. & office bldg., plus 60,000 sq. ft. vacant property for possible lawn and garden center. Price: $1,500,000.00, no brokers. Interested parties send letter of interest to LM Box 429. 7/87


HELP WANTED

ESTIMATOR SALESPERSON: A diversified, growing, suburban Cleveland landscape firm has an opening for a landscape Estimator/Saleperson for commercial projects. Applicants must have experience in commercial landscape contracting and a college degree in a related field. Ability to deal with landscape architects and general contractors needed. We are looking for a highly motivated individual with a proven record to help us grow. If you are qualified for this career opportunity, please send resume, work and salary history to Chagrin Valley Landscaping, P.O. Box 391002, Solon, OH 44139. 7/87

LANDSCAPE MAINTENANCE AND CONSTRUCTION FOREMEN: Suburban Cleveland firm is seeking experienced individuals who can work together with other people. Must be hard working, organized and capable of directing a project from beginning to end. Salary commensurate with experience. Send resume to: P.O. Box 391002, Solon, OH 44139. 7/87

PROJECT MANAGER: Excellent opportunity for career and goal oriented individual to work with a commercial landscape firm in Atlanta, Georgia. Must be experienced in all aspects of landscape construction and willing to assume total responsibility. Good salary, benefits and incentive programs. Scapes, Inc. 404-956-7500. 7/87

LANDSCAPE MAINTENANCE FOREMEN NEEDED: Expanding commercial landscape maintenance firm servicing Dallas/Ft. Worth areas. Knowledge of industry a must. Send resume to: GROUNDS TECH INC., 2036 Bedford Rd., Bedford, Texas 76021. 7/87

HELP WANTED

Assistant Managers & Foremen

Excellent growth opportunity with Connecticut’s largest landscaping firm. Complete Interior and Exterior Construction and Maintenance Departments. Candidates should have an "A.S." or "B.S." in Horticulture or equivalent in experience also two years experience supervising and motivating people. Excellent company benefits. Salary commensurate with experience. Send resume with education, experience, and salary history in confidence to:

MILFORD LANDSCAPING & MAINTENANCE, INC.
P.O. BOX 2-186
MILFORD, CT 06460
203-878-8748

CAREER OPPORTUNITIES: ChemLawn is now accepting applications for the positions of Lawn Specialist in our expanding Florida Markets. Join the Nation’s Leader in Lawn Care. Send resume to LM Box 422. TF
MANAGEMENT: Ever-Green Lawns Corporation, a division of the multi-national Hawley Group, Ltd. is looking for experienced lawn and tree care professionals. Please provide written work to Richard D. Niemann, Corporate Recruiter, Ever-Green Lawns Corp., 1390 Charlestown Industrial Drive, St. Charles, MO 63303.

Landscape Architects/Supervisors (project foremen) to join a nationally acclaimed firm looking to expand into its second generation. Long Island area supports a high budget landscape industry. Year round employment, company benefits and continuing education available. Experienced and aggressive people send resume to: GOLDBERG & RODLER, INC., 216 East Main Street, Huntington, New York 11743.

PROTURF TECHNICAL REP

Scotts ProTurf Division currently has a ProTurf Tech opportunity available within its national sales force.

Tech Reps are responsible for the sale, promotion, and servicing of Scotts commercial ProTurf products to those professionals responsible for the management of large turf areas such as golf courses and college campuses. Tech Reps specialize in product knowledge and agronomic expertise to recommend and sell the Scotts ProTurf product line. Territory sales responsibilities can range from 100 or more golf course accounts contained within a geographical territory.

The ideal candidate will have a college degree in turf management or agronomic science and turf related job experience.

Scotts offers an excellent starting salary plus incentive, company car, and a comprehensive benefit program including health plan, paid sick and vacation time, education and top comprehensive benefit package including medical plan, paid sick and vacation time, education and top comprehensive benefit package including medical plan.

SEND YOUR RESUME IMMEDIATELY! We have open positions to Lawn Care Branch Managers, Nursery Managers, Horticultural, and Landscape Const. Managers. We computer file your resume and contact you when jobs open in your field or area you desire. Confidential placement from Green Industry Resources Corporation, 25230 Conrad Ct., Damascus, MD 20872, (301)253-5787.

Buckey Trucks, Straight Stick, Corner Mount and Knuckle Boom Cranes. Brush Chippers - New and Used. New Enterprises - New Morbark Disc Type, New Woodchuck Drum Type. Best prices anywhere. Used Chippers - Asplundh, Woodchuck, etc. 2 to 5 Resales in stock. Sprayers, Dumps, stakes, Log Loaders, Crew Cab Chip Box Dumps, Railroad Trucks, $50 in stock. Sold as is or reconditioned. Opdyke's Hatfield (Philadelphia Area) 215-721-4444.

One of the frustrations of the lawn and turf professional is the damage caused by subsurface grubs. Unseen webworms and cutworms can be turning your lawn or turf brown, too. If your customers take pride in showing off a rich green carpet of grass, you need a beautiful solution to these ugly problems. You need an insecticide that works and works fast. Help is available from Tee Time, the trusted name in professional lawn and turf care. Turn the page to see how simple it works...


Circle No. 101 on Reader Inquiry Card

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Mar-Mac staples, sod pins and "L" shapes are made to meet all current geotextile standard installation specifications, and Mar-Mac can also make staples, pins or "L"s to meet any customer specification. Some of the many applications of the Mar-Mac products are erosion control and foundation stabilization on golf courses, airports, strip mines, and building sites.

Toll Free 1-800-845-6962
MAR-MAC MANUFACTURING CO., INC.
P.O. Box 278, McBee, South Carolina 29101

Circle No. 127 on Reader Inquiry Card

84 LANDSCAPE MANAGEMENT/JULY 1987
The dried, cracking ground crumbled slightly under the weight of the man's boot. He stopped and knelt down, running two fingers of his right hand over the dry ground. He tugged at a couple blades of grass. The drought-stressed turf tore easily. The man could irrigate his greens and tees for a short time each day, but his fairways...

Is this scene reserved for the arid Southwest? Or the Southeast, tortured by drought last year? For the moment, perhaps, it seems that way. But it is not. In most areas of the country, water is deficient: we use much more than Mother Nature can replace with her tears.

But this isn't how it should be. Nor is it how the situation can be. Sometimes as much as 40 or 50 percent of the water we use in landscaping and golf course irrigation is wasted. The problem is not how much we use, but how we use it.

Now, more than ever, there is a distinct need for precise computerized metering equipment which not only operates an irrigation system efficiently, but also knows when to operate it. Systems need to be leak-proof, and heads must be arranged in a way that minimizes overlap and maximizes effectiveness. Alternate sources of irrigation water such as effluent must be explored by industry groups. And it all must be affordable.

Is this too much to ask? I don't think so. A lot of people are refusing to accept the fact that a dwindling water supply is a real problem. It's time for those people to wake up and splash some cold water on their faces. The technology exists to create these systems. The management practices exist to implement them. It must be done.

We cannot sit back and wait for the problem to dry up. Because it will.
Positive Prevention or sure cure for Pythium disease

Preventative control of Pythium blight and damping-off can save you from major turf loss to these destructive diseases. Just apply BANOL® fungicide every 7 to 21 days when conditions are favorable for disease development.

But if Pythium is already damaging your turf, cure it fast with BANOL. Applied at the higher rates, this highly-effective fungicide soon has Pythium under control.

BANOL is systemic, so it won't wash off like contact fungicides. And unlike many fungicides, BANOL shows no indication of resistance development. Further

advantages: non-phytotoxic, non-leaching, compatibility with other fungicides and insecticides.

For complete information on nourishing and protecting your turf, join the NOR-AM Turf Management Program. Write to: Communications Department, NOR-AM Chemical Co., 3509 Silverside Road, P.O. Box 7495, Wilmington, Delaware 19803.

IMPORTANT: Please remember always to read and follow carefully all label directions when applying any chemical.