Reduce Your Clippings
and the costs of mowing, edging, trimming & clean-up

Whether your goal is to mow every week without getting bogged down or delayed, or whether you would like to skip every other mowing, the benefits of Embark® PGR are the same... big savings of time and labor.

Everett Mealman, Chairman and Chief Executive Officer
PBI/Gordon Corporation

In light of today's economy and environmental constraints, you must reduce these costs. We can help you:

- An application of Embark Lite can slow down the growth of cool season turf grass for 3 or 4 weeks to such a degree that mowers will virtually glide over the turf. Clippings will be reduced by 50% or more, reducing or eliminating the need for double-mowing, raking, blowing, etc. You'll be able to stay on schedule and budget during the peak growing season, even when there is foul weather or other problems that may interfere with mowing. Your cost: Only about $18 per acre.

- A tank mix of Embark Lite and Limit® PGR can slow down the growth of cool season grasses for up to six weeks during the major growth period, and reduce the number of mowings by over 50%. The chemical cost of approximately $45 per acre is appreciably less than the cost of a mowing when everything is considered.

- A tank-mix of Embark 2.5 and Ferromec® Liquid Iron can reduce the mowing of warm season grasses like centipede and St. Augustine by more than 50% for six to seven weeks for only $45 per acre. (Of course, bermuda costs more, but mowing it also costs more.)

There is nothing on the scene today that more efficiently slows down the growth of turf, thus reducing mowing time, than Embark (mefluidide). How timely, given the current landfill situation. Turf quality needn't be compromised, thanks to a new fine-turf formulation, tank-mixtures, and specific directions for ornamental turf use. Embark is foliarly absorbed and directs the life energy of the plant away from the development of seedheads and stem elongation, which means that the plant's root mass is not used up in support of excessive topgrowth. Interestingly, when untreated grasses may begin to show the effects of excessive heat and drought, Embark-treated grass actually enjoys a rebound of life for a couple of weeks from the energy that was stored up in the roots. Embark Lite is the mefluidide formulation especially designed for fine turf. Limit is amidochlor, a root-absorbed PGR which is also a PBI/Gordon product. When tank-mixed with Embark Lite, the Limit helps deliver the maximum duration of growth suppression.

There is almost no end to the creative things you can do with the various formulations of Embark and tank mixes that are available. Many of these uses are detailed in our PGR Applicator Guide, which we want to send you. It is a road map to efficiency in the mowing and management of ornamental turf. Write to us for your complimentary copy.

It also contains many management suggestions for using Embark, such as:

- How to guard against discoloration in PGR-treated turf
- How to be compensated for not mowing the grass
- Recommended mowing practices for beauty enhancement of PGR-treated turf
- How to use Embark to hasten overseeding establishment or to coax the dominance of one grass species over another
- How to use Embark to dramatically reduce the need for trimming and/or edging
- How to use Embark to suppress seedhead development of Poa annua

FREE Applicator Guide
This 24-page PGR Applicator Guide is your road map to efficiency in the mowing and management of ornamental turf. Write to us for your complimentary copy.

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Circle No. 136 on Reader Inquiry Card
N.J. pesticide bill withheld from vote

WAYNE, N.J.—After eight years of debate, argument and compromise, New Jersey Senate Bill #3079 never made it to the floor for a vote in the N.J. Assembly, Jan. 13.

The bill is authored by the New Jersey Environmental Federation and sponsored by Senator Raymond Lesniak.

“T’ll contained some aspects that would make pesticide application difficult and in some circumstances would have banned them completely,” said Gray.

One of the proposed bill’s provisions called for a $100 increase—to $300—in the registration fee for each of the 10,307 pesticides currently used in New Jersey. According to Gray, if the bill is reintroduced, it will have a tough time getting passed. Republicans—historically in favor of existing pesticide laws—won both assembly and senate majorities in last November’s elections.

Ray Ferrarin, assistant director of The Pesticide Program didn’t have a clue why the bill never made it to a vote. “We had most if not all groups, regulatory agencies lined up to support (the bill),” said Ferrarin, who thinks the bill will return. The Pesticide Control Program is a watchdog group charged with making sure regulations state-wide are consistent and obeyed.

—Terry McLver

Water quality site-specific, study finds

WASHINGTON, D.C.—Results of the Environmental Protection Agency (EPA) Phase II report for its National Water Well Survey adds to evidence that water quality problems are based on numerous site-specific factors, according to the Fertilizer Institute.

The Institute believes local experts should be charged with finding solutions, rather than instituting a federal cure-all.

“The report concluded that no single set of factors can be used to determine the incidence of water quality problems across the country. Rather, each particular problem site was the result of a combination of different factors,” reports the Institute.

Gary D. Myers, president of the Fertilizer Institute, insists that the study has disproven two widely-held fallacies.

“It is clear there is no national water quality problem, and a simple reduction in fertilizer use will have little if any effect on reducing water pollution,” says Myers.

The data should serve as a guide to the EPA as it decides on coastal zone management plans, according to Myers.

California groups pen water charter

SACRAMENTO, Calif.—The California Landscape Contractors Association (CLCA) has joined other interest groups and water suppliers to enact a “historic” statewide urban water conservation plan designed to save an estimated one million acre-feet of water per year.

The Urban Water Conservation Charter, developed by the state water conservation coalition and the California Department of Water Resources, contains a variety of “Best Management Practices,” meant to conserve water use at residential, commercial and industrial sites. Landscape water conservation requirements for new and existing commercial, industrial, institutional, governmental and multi-family developments, and new and existing single family homes, will be implemented at the end of 1995. Large landscape water audits will be required at the end of 1994.

Landscape water conservation ordinances are one of many plans called for.

Pat Marion, chairman of CLCA’s Water Management Committee, calls the charter a “pioneering effort” toward better water conservation.

“We have an unusual opportunity to help sustain California’s natural resources and ensure the wise use of water by supporting the implementation of these conservation practices,” says Marion.

Xeriscaping is not referred to in the charter, and Marion says the bill should not be construed as either pro- or anti-xeriscaping.

Representatives form the Metropolitan Water district of Southern California, the San Francisco Water Department, the League of Women Voters of California and the Sierra Club were among 120 organizations which supported the charter.

A.B. 325, a statewide water ordinance, is expected to be made into law in April or May.

Coming next month:

• The cost of insurance
• Hiring seasonal help
• Practical insect control
  -cold-season grasses
  -warm-season grasses
  -ornamentals

92 Landscape Management, March 1992
Avoid Running Into Problems.

Announcing a turning point in mower history. The Reelmaster® 216 from Toro. It's nimble. Lightweight. And extremely maneuverable. Perfect for mowing around trees, signs, any obstacle standing in your way. And perfect for formal mowing and cutting on slopes.

For added performance, traction and versatility, the Reelmaster 216 features 3-wheel drive. Plus quick-adjusting height of cut. Options include grass catchers and a choice of front rollers that let you adapt easily to varying needs.

The Reelmaster 216 is so easy to operate that anyone can become an expert on the first ride. One lever controls the cutting reels. One pedal controls the forward and reverse speeds and the braking. It's that simple.

For all-purpose mowing, there's nothing as agile as the Reelmaster 216 from Toro. It's a great way to steer clear of trouble. For a demonstration, call your local distributor or contact Toro at the address below.

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Circle No. 147 on Reader Inquiry Card
$3.4 billion spent on maintaining golf courses

LAWRENCE, Kan.—Caring for the nation’s almost 13,000 golf courses is big, big business—about $3.4 billion in 1991, says the Center for Golf Course Management (CGCM).

CGCM is the research subsidiary of the Golf Course Superintendents Association of America (GCSAA). The CGCM arrived at the $3.4 billion figure by studying the maintenance expenditures—including labor but excluding capital expenses—at 1,164 courses.

Stephen G. Cadenelli, president of the GCSAA, says, “the golf course maintenance industry is a major industry in the United States and has a major impact on the nation’s economy.”

For more information about the study, contact CGCM at (913) 841-2240.

Average company owns six walk-behinds

DES PLAINES, Ill.—A recent survey of the outdoor power equipment market has found that the average grass-cutting service uses 6.6 walk-behind mowers, 1.2 front-mounted deck design riding mowers, 0.3 rear-engine riders and 1.2 tractors.

The survey by Irwin Broh & Associates, Inc., consisted of telephone interviews conducted in September of 1991 with representatives of 900 green industry companies. Questions dealt with company buying habits relative to gasoline string trimmers, portable yard blowers, walk-behind mowers, riding mower tractors and gasoline hedge trimmers.

Each equipment category study is available from Irwin Broh & Associates, 1011 E. Touhy Ave., Des Plaines, IL 60018; (708) 297-7515.

Duich retires to be consultant

STATE COLLEGE, Pa.—Dr. Joseph M. Duich has retired from Penn State University to become a technical advisor and consultant for the Tee-2-Green Corp., Hubbard, Ore.

Duich was professor of turfgrass science at Penn State for more than 36 years. While there, he assisted Professor H.B. Musser in developing Penncross creeping bentgrass.

Dr. Duich will address golf course superintendents’ questions and management practice inquiries concerning the company’s bentgrasses. He will continue to reside here.

Green industry market revealed

WASHINGTON—According to one report, the gardening and landscape industries in the U.S. will “virtually re-invent” themselves in the 1990s.

The study, done by Forecasting International, Inc., gives an extensive overview of dominant trends in American lifestyles that will impact the two professions.

“Although the study predicts that the aging baby-boomers will generate a substantial market for landscaping, it also concludes that landscape contractors will find it difficult to prosper as a result of this trend,” a press release notes. “In support of this conclusion, it cites several factors: a continuing poor labor pool, under-capitalization and price cutting.”

According to the study, future bright spots will be in high-end residential design/build, maintenance (including lawn care) and irrigation.

For more information on the 258-page book “The Gardening of America,” contact Dickson Felix Inc., 1441 Que St. NW, Washington, DC 20009; (202) 328-1540.
It's only a matter of time

You know that good turf deserves the best forms of nitrogen. That's why you need slow-release NITROFORM™ and controlled-release NUTRALENE™, two superior formulations that cater to your specific nitrogen needs.

With NITROFORM, nitrogen is released slowly throughout the growing season and remains available to roots for one year or longer—when other nitrogen sources have been used up. Ideal for sandy soils where low micro-organism levels and leaching are often a problem. It also works well in clay soils since it stimulates micro-organisms that decompose thatch. Available in both dry and liquid formulations and applied at recommended rates with conventional equipment, NITROFORM won't burn top-growth or roots. So treated turf is subjected to less stress. As a result, it grows stronger and needs fewer pesticide applications.

NITROFORM™
- Consistent 38% nitrogen
- Sustained, predictable nitrogen release by soil bacteria when most needed by roots and vegetation
- Keeps providing nitrogen for a year or longer (12 to 16 months)
- Some nitrogen remains in the soil for the next growing season
- Non-burning, low-salt index
- Low leaching and volatilization
- Reduced thatch build-up

With dual-action NUTRALENE, you can count on quick grass greenup in spring plus sustained release throughout one growing season. Unlike other controlled-release nitrogens, NUTRALENE is not solely dependent upon soil temperatures, moisture, coating or particle size for its optimum release pattern. Applied in chip or granular form, the dual release of NUTRALENE encourages outstanding growth response—even in early spring or late fall. In hot weather, its reduced leaching characteristics enable uniform, sustained feeding to continue.

NUTRALENE™
- 40-0-0 guaranteed analysis
- Controlled release dual action to provide quick initial greenup
- Complete availability of nitrogen within one season (12 to 16 weeks)
- No nitrogen carryover
- Non-burning, low-salt index
- Reduced leaching and volatilization
- Low thatch build-up

Now's the time to rely on NITROFORM™ and NUTRALENE™ for high quality Nitrogen.
**Training tips**

by E.T. Wandtke

- Training your employees is difficult. If you are the owner of the lawn service or landscape company, you often are perceived as not really understanding what your employees go through each day.

When you look at your employees as you start the training, do you see just blank stares? Do you have trouble getting your employees into the training session? Here are some tips which will help you have more exciting customer service training sessions.

1) Start each training session by asking your employees questions which you will provide the answers to during the session. Getting your employees to focus on what you are saying can be accomplished by using an electronic speaker system. Some trainers have found that by speaking softly, employees will quiet down quickly.

2) Present a paragraph summary of what you will be covering in the training. Everyone is eager to know what will be covered. Don’t keep them in the dark.

3) When presenting ideas or suggestions, concentrate on the present and the future. These are the times when your audience will be applying your suggestions. Avoid references to the past, whether they be good or bad. Training is a forward directed development of your employees.

4) Visual aids keep employees attention and can serve to emphasize a specific point. Using a story to emphasize a specific point is an additional method of improving employee retention of the idea which you are making.

5) Keep the training session under one hour. The mind begins to wander if you stay too long on one topic. It’s better to have two training sessions of one hour each twice a week rather than one two-hour session once a week.

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**INFO CENTER**

Useful literature and videos offered to LM readers

**ON THE ECONOMY...** "Preparing for, and Responding to a Down Economy," a 148-page textbook/workbook, is available from Smith Huston Inc. for $49.00. Written by James R. Huston, the text includes chapters on strategic planning, field production, computers and budgeting. Its last chapter is titled "A Quick-Reference Checklist and Survival Kit." To order the soft-cover edition, send check to Smith Huston Inc., P.O. Box 4433, Oceanside, CA 92052. For more information, call (619) 726-2112.

**BEING WATER WISE...** A new consumer brochure that can be handed to customers is available from the California Association of Nurserymen. Specifically designed to offer California residents helpful advice and sound strategies for saving landscape water, the brochure features fun illustrations and 15 Water Wise tips. For a free copy, visit a participating C.A.N.-member nursery or send a self-addressed stamped envelope to C.A.N., 4620 Northgate Blvd., Suite 155, Sacramento, CA 95834.

**SPRAY GUIDE...** Hypro Corp. offers "Hypro Pumps Spraying Guide and Master Catalog" that includes information on environmental considerations: pump types and drives, calculating pump flow and pressure requirements, hand-held spray gun performance, sprayer calibration, etc. For a copy of this catalog (Form 2500AG), write Hypro at 375 Fifth Ave. NW, New Bright, MN 55112 or phone (612) 633-9300.

**TREE VALUES...** The Council of Tree & Landscape Appraisers has available three brochures that cost 30 cents each. They are titled "Tree Values," "The Tree Casualty Puzzle" and "When a Tree is Damaged or Destroyed." The first is a homeowner’s guide; the second discusses steps taken in appraisal, including tax/insurance ramifications; the third is a guide for real estate, insurance, tax and legal professions. To order, send check to CTLA, 1250 I Street, NW, Suite 500, Washington, DC 20005; or phone (202) 789-2421 for more info.

**COURTING SMALL CLAIMS...** Did you know that you can have your day in a Small Claims Court and get monetary judgments against a defendant without paying a lawyer to defend you? A compact new guide points out the differing procedures, forms, claim limits and service fees for local courts across the country. It covers the rights of plaintiffs, how to present evidence and how to collect judgments. It also includes a sample copy of a typical claim form. Send $3.50 to Reymont Associates, P.O. Box 114, Cooper Station, New York, NY 10276.

**CHEMICALS REFERENCE...** The 1992 Farm Chemical Handbook is now available for $69.00 from Meister Publishing Company. Sections include pesticide dictionary, fertilizer dictionary, sine index, regulatory file, safety/application and biocontrols dictionary. To order, send your check to Farm Chemicals Handbook '92, 37733 Euclid Ave., Willoughby, OH 44094.

**LANDSCAPE STANDARDS...** "California Landscape Standards: Guidelines for the Landscape Industry" is now available from the California Landscape Contractors Association, 2021 N Street, Suite 300, Sacramento, CA 95814. Sections deal with general requirements, site preparation, hardscapes, irrigation, lighting, planting, maintenance and interiorscaping. The 180-page book can be purchased for $49.95 per copy.
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...And get exactly what you need in a pre-emergent herbicide program. Your DOTS distributor is no ordinary "stock" person, but rather a professional who deals with specialized formulas for your individual needs.

Your DOTS distributor can help you meet your soil or turf requirements head on using specific formulations. With DOTS, you get a true customized blend—not a pre-packaged, "me too" mix.

Your DOTS distributor will coordinate a season-long program, enabling you to apply the types of fertilizers and herbicides you need—at your preferred application rates. And, if you have any agronomic questions or problems, your DOTS distributor will provide soil testing to help secure answers, and then work with you to prepare an individual solution.

Choose from high quality products including TEAM™ SURFLAN®, BALAN®, or BALAN® plus SURFLAN®, depending on your location and turf conditions. Just look for the red dot to know you're getting the best...from the best distributor. Contact your DOTS distributor today or call 1-800-345-DOTS.
MARCH

11: Metropolitan Detroit Landscape Association trade show and convention, Novi Expo Center, Detroit, Mich. Contact: (800) 354-6352 (Michigan only); (313) 646-4992.


16-17: Golf Course Superintendents Association of America Regional Seminar, Minneapolis, Minn. Contact GCSAA, 1421 Research Park Dr., Lawrence, KS 66049-3859; (913) 832-4444.


20-21: Xeriscape West '92, Grand Junction, Colo. Contact: Associated Landscapers of Colorado Western Chapter, 3072 East 1/2 Rd., Grand Junction, CO 81504; (303) 434-1163.

22-24: ALCA Student Field Days, University of Kentucky, Lexington. Contact: Dr. Robert McNiels, Dept. of Horticulture and Landscape Architecture, N-318 Ag Sci North, University of Kentucky, Lexington, KY 40546-0091.
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