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Circle No. 113 on Reader Inquiry Card

Pesticide-sensitivity issue debated at LCPAC meeting

ALEXANDRIA, Va.—Mary Lamielle says she suffers from Multiple Chemical Sensitivity (MCS). She says she becomes ill when she's exposed to any number of chemical products, pesticides included.

Lamielle is president of the National Center for Environmental Health Strategies, Voorhees, N.J., and also a member of the U.S. EPA-sponsored Lawn Care Pesticide Advisory Committee (LCPAC).

"Pesticides are making people sick and keeping them sick," said Lamielle during a 10-minute recitation in front of the 24 LCPAC members. But MCS is not exclusively tied to pesticides, she said. It can be initiated by exposures as disparate as automobile exhaust and the fumes from new carpeting.

Once an individual acquires a MCS they often react to more and more chemical products at lower and lower exposure levels. Symptoms include headaches, fatigue, mental confusion and upset stomach, she said.

"My guess is that many of your (pesticide) applicators have spoken to people

who are sick or are getting sick," she claimed.

Allen James of RISE (Responsible Industry for a Sound Environment), and also a member of LCPA, protested. "This presentation is not scientific nor is it contributing to our deliberations," he said.

Several other LCPA members representing the chemical industry pointed out that opinion, even within the main-stream medical community, concerning MCS isn't as clear-cut as Lamielle claims.

"It seems the EPA itself has some question about Multiple Chemical Sensitivity," said William Chase, Chevron Chemical Company.

EPA's Vic Kimm, however, termed MCS "an area of growing concern."

The LCPAC was established one year ago under the umbrella of the U.S. EPA. It is composed of about 25 members representing the chemical industry, lawn care business owners, several public interest groups, and state agencies. It has met three times in the year since it was formed.

—Ron Hall

Scotts, Sandoz plan 1994 label for jointly-developed fungicide

DES PLAINES, Ill.—Sandoz Agro and O.M. Scott & Sons has signed a limited time, exclusive agreement for Rizolex fungicide.

Rizolex, as a stand-alone product or in combination as a fungicide premix, will use a new chemistry developed by Sandoz. According to a Sandoz press release, this unique chemistry provides superior, cost-effective brown patch and snow mold con-

trol for both cool- and warm-season turf.

Rizolex (tolclofos-methyl) has been field tested by the two companies since the mid-1980s. Sandoz expects it to be registered as early as 1994, with the market launch of Scotts' products formulated with Rizolex possible in 1995. Scotts estimates that it will use Rizolex in up to six turf care products.

FTGA coloring book tells value of turf

■ The Florida Turfgrass Association (FTGA) wants to educate children on the benefits of turfgrass. It's created an activity booklet called "Follow FTGA's Turfgrass Friends."

Coloring pages, cartoon characters, word puzzles, and drawing games fill the booklet. All illustrate the importance of turfgrass to the environment and our quality of life. Through these illustrations and activities, children learn about the role of turfgrass:

- ✓ in trapping air pollutants,
- ✓ absorbing carbon dioxide and releasing oxygen,
- ✓ filtering and filling the underground water supply,
- ✓ cooling the environment and preventing erosion, and
- ✓ providing great playing surfaces.

For more information on this project, contact the FTGA office, 302 S. Graham Ave., Orlando, FL 32803; (800) 882-6721.

Family medical leave: the rules

WASHINGTON—The Family & Medical Leave Bill has passed both the House of Representatives and Senate, and Pres. Clinton has signed it into law.

Here is what is required of you, if you employee 50 or more workers:

● 12 weeks of unpaid leave during any one-year period for births, adoptions, care of seriously ill children, parents or spouse. (Only workers who have been employed for at least 12 months and for at least 1,250 hours of service during those 12 months are eligible.)

● You must return the worker to his/her old job or an equivalent position.

● You must maintain existing health care benefits.

Employees who use the medical leave are not eligible for unemployment compensation during that period. And if the employee does not return to work, you can recapture the health care premiums paid during the leave.

You may also deny leave benefits to salaried employees in the highest 10 percent of your workforce if the leave would create "substantial and grievous injury" to the business.

Look for more information when the American Association of Nurserymen publishes a compliance guidebook. For more information on the guidebook or membership into the AAN, write 1250 I St., Suite 500, Washington, DC 20005 or phone (202) 789-2900.

Business coaching services offered

BAKERSFIELD, Calif.—The Landscape Horticulture Center for Personnel Development (LCHPD) is offering a new service that can provide landscaping, nursery and tree care companies with information and guidance for successful business management practices.

"Business Coaching" is a way to get information on running small businesses. It covers general business management, financial management, marketing and sales, personnel management (including recruiting and training), expansion and profitability. Guidance for buying or selling an existing business is also available.

For further information, call Jim Keener at (800) 359-6647 or (805) 498-6916.

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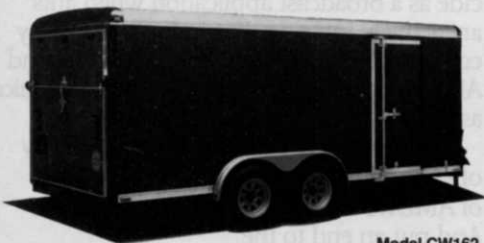
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CUSTOMER SERVICE TIPS

Good service results when teamwork's the top priority

by Ed Wandtke

■ This question is always being discussed in the lawn care industry, yet no one seems to be able to really answer the question. Owners, technicians, salesmen, customers—who is really to blame?

After years of discussing customer service with owners and service personnel in the industry, I believe I understand who is to blame. But first we must look at what is necessary for good service.

Good service is the result of three people coming together: the owner, the technician, and the salesperson. When these three can identify customer problems, perform the service, and provide follow-up, the customer is satisfied.

The owner must see to it that the employees are properly trained, the salesperson must correctly identify the customer's problems and expectations, and the technician must perform a thorough and quality job.

If you consider service to be a working triangle among the owner, technician and salesperson, you can visualize what is needed for good service. So who is to blame for bad service? The answer is this: your "triangle of good service" has become a "triangle of trouble."

The triangle of trouble is the result of poor communication: among employees, customer and company owner.

I have yet to hear of bad service when owners do the work themselves. The reason for this is because they have no one to communicate with but themselves. As a result, there are no communication blocks.

Three easy steps to good service:

1) Communicate with your employees what you believe good service to be. Make sure the salesperson and the technician completely understand what you mean.

2) Train your employees so good service is easy. Regular training sessions are the key to maintaining a consistency in the quality of your service.

3) Follow up with the customer to make sure he or she is completely satisfied. This is a good way to see if your company is having any problems.

Work at these three easy steps and next time I see you at a conference or trade show, I hope you can tell me your company has a "triangle of good service."

—Ed Wandtke is a principle in Wandtke & Associates, 2586 Oakstone Dr., Columbus, OH 43231. For further information about the items covered in this article, phone (614) 891-3111.

GREEN INDUSTRY EVENTS

APRIL

19-21: International Golf & Resort Development Show, Fiesta Americana Condesa Resort, Cancun, Mexico. Contact: GDII Financial Seminars, P.O. Box 5194, Ignacio, CA 94948-5194; (800) 285-2332.

25-29: American Society of Golf Course Architects annual meeting, Ritz-Carlton Hotel, Philadelphia. Contact: ASGCA, 221 N. LaSalle St., Chicago, IL 60601; (312) 372-7090.

MAY

2-4: Menninger Sunbelt Tree Conference, Hotel Royal Plaza, Lake Buena Vista, Fla. Contact: Linda Van der Zee, Florida Nursery Growers Assn.,

5401 Kirkman Rd., Suite 650, Orlando, FL 32819; (407) 345-8137.

12: North Carolina Turf & Landscape Field Day, North Carolina State University Field Center, Raleigh. Contact: Turfgrass Council of North Carolina at (919) 695-1333.

13: Landscape Irrigation Auditor Training Course, Provo, Utah. Contact: Irrigation Association, 1911 N. Fort Myer Dr., Suite 1009, Arlington, VA 22209-1603; (703) 524-1200.

17-18: Practical Tree Care Workshop, Indianapolis. Contact: Dr. James R. Fazio or Kathy Austin, The Arbor Day Institute, P.O. Box 81415, Lincoln, NE 68501; (402) 474-5655.

INFO CENTER

Useful literature and videos for LM readers

LIGHTING GUIDE...A new guide to outdoor lighting is available from Intermatic's Professional Landscape Lighting Products Division. "Light the Night" is a 20-page guide divided into six sections, including basics of low-voltage lighting, lighting techniques and products. Cost is \$1.75; send check or money order to Light The Night, Intermatic Professional Lighting Division, Intermatic Plaza, Spring Grove, IL 60081-9698.

STOP THIEF!... "Stand up to the IRS" is a new book by tax attorney Fred Daily, written to offer relief for anyone who feels taken for a ride by the IRS. Most of the book covers audits and bills, but there is plenty of advice to taxpayers

on how to file their returns and stay out of trouble. Available for \$19.95 from Nolo Press, (800) 992-6656.

NEW FROM ALCA...The Associated Landscape Contractors of America has several new publications for exterior and interior landscape contractors: "Crystal Ball XIV: Client Sensitivity in The Total Quality Landscape Contracting Company"; "Understanding Business, Wage and Benefits"; and "Preparing a Landscape Company Policy Handbook." These and other publications are listed in a free catalog. Contact the ALCA Publications Department, 12200 Sunrise Valley Drive, Suite 150, Reston, VA 22091.

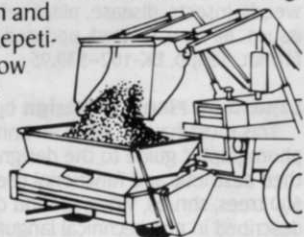
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Landscape Construction, Problems, Maintenance

Landscape Problem Management by Balakrishna Rao, Ph.D.

A new release! This is a compilation of Dr. Rao's popular "Problem Management" column from Landscape Management Magazine. Answers readers' questions and solves problems about weeds, insects, disease, plant selection, and a range of landscape issues...all new, revised, updated and presented in a categorized format. 153pp. BK-102-\$39.95

Landscape Plants in Design by Edward C. Martin

This must-have book is an annotated black-and-white photographic guide to the design qualities of ornamental plants and their aesthetic and functional use in landscape designing. More than 600 trees, shrubs, vines, ground covers and turfgrasses are described in non-technical language, spotlighted in 1,900 photographs. Select the best plant materials for use in landscape design. Quick references to specific design qualities and growing conditions. 496pp. BK-365-\$75.95

Means Landscape Estimating by Sylvia H. Fee

2nd. ed. Written by a highly respected landscape designer and contractor, this updated book is an organized working tool that "talks you through" every step of preparing effective bids and estimates. Guidance for planning jobs and marketing your company. 275pp. BK-346-\$64.95

Means Site Work and Landscape Cost Data 1993

12th annual ed. Plan, budget and estimate site work construction. Data is up-to-date for estimating infrastructure improvements, environment-oriented construction, hazardous waste and ADA-mandated handicapped access. New items include additional piping and drainage, street openings, pavement repairs, handicapped ramps, railings, hardware. Check cost items using the handy page tabs and comprehensive index. Current guidelines and background references for solving estimating problems. 57 tables of Assemblies Costs with 3,000 supporting line items to make conceptual estimates (with 10% accuracy). 550pp. BK-347-\$79.95

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Landscape Equipment Maintenance Series (VHS Video)

This five-title series gives you more than an hour of detailed instruction on one tape. Or, choose just the titles that apply to your business:

Power Blower presents proper procedures on maintenance, safety and operation for optimum performance of the most valuable piece of landscaping equipment, the power blower. 10 min. VS-102E or S

Rotary Edger/Trimmer teaches how to keep this valuable tool in top shape with proper maintenance, safety and operation for crisp and neat lawn edges. 13 min. VD-103E or S

21-Inch Rotary Mower shows maintenance, storage, operation and safety to get the best performance and a well-groomed job from your mower. 14 min. VD-104E or S

Power Shears require proper maintenance to ensure safe, efficient operation. Covers what you need to know about gasoline models. 12 min. VD-105E or S

String Trimmers can reduce the time for difficult mowing and trimming. Get the best results from proper maintenance, safety and operation. 13 min. VD-106E or S

Each Title: \$49.95. Complete Series: VD-EMS-\$199.00

Landscape Tools Use and Safety (VHS Video)

Choose the right tool for the job and know how that translates into safety for the landscape worker. Illustrates the relationship of construction materials to the quality of landscape tool. Safety precautions, proper clothing and back care are thoroughly discussed. See commonly used tools in action, such as scoop, round and square point shovels, rakes, forks, cultivators, hoe, picks, mattocks. 25 min. VD-107E or S-\$89.95

Landscape Irrigation Maintenance and Troubleshooting (VHS Video)

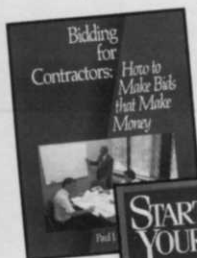
Starting with an overview of the operation and maintenance of irrigation systems, this video details sprinkler heads and drip emitters, pipes and fittings, field control wires and hydraulic tubing, valves, backflow prevention devices, mainlines and points of connection, and controllers. Troubleshooting: flow charts and step-by-step methods. 26 min. VD-108E-\$89.95

IPM (Horticulture) (VHS Video)

Beautifully filmed, excellent introduction to Integrated Pest Management (IPM) includes interviews with experts who help you learn to integrate biological, cultural, chemical strategies into an effective pest control program. 25 min. VD-109E-\$89.95

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Landscaping Management 1993 Directory and Buyer's Guide

Your complete guide to the professionals you want to contact for business, including key contacts at land grant universities across the country. Sections include equipment, equipment companies, seed and chemical companies, and control products. Find extra tips and information in special departments spotlighting products and "As We See It." 112pp. IS-BG-\$10.00

Bidding for Contractors: How to Make Bids That Make Money by Paul J. Cook

A clearly defined working guide for producing winning bids. Learn the benefits of the author's extensive experience in construction project management by providing contractors with the necessary tools to develop competitive bids from small jobs to multi-million dollar projects. 225pp. BK-348-\$35.95

Start & Run Your Own Profitable Service Business by Irving Burstiner

Step-by-step how to follow your dream of owning your own business into the reality of the service sector. Find out how to plan, launch and successfully run a service business: prepare a business plan; master the financials; buy an existing business or start a new one; choose a place of business; market your service; forms required for a proprietorship, partnership, corporation; model business plan; sample tax returns; and a list of selected franchise operations. 286pp. BK-349-\$18.95

Achieving Excellence Through Customer Service by John Tschohl with Steve Franzmeier

This savvy guide holds all the ways to establish caring, dependable and speedy service to bring customers back again and again. From hiring and motivating workers to refocusing company policies and procedures on customer satisfaction, this book is the answer to customer service. 304pp. BK-350-\$22.95

Finance and Accounting for Nonfinancial Managers by Steven A. Finkler

Completely updated, this expanded edition explains the basics of finance and accounting in clear, non-technical language. Get a firm grip on everyday business transactions involving finance, assets, depreciation, liabilities, inventory, costing, owner's equity, capital budgeting, audits, cost accounting, cash-flow statements, ratio analysis. Includes current tax laws. 225pp. BK-351-\$14.95

Winning Strategies for Lawn & Landscape Contractors - A System for Success by Brent Demos

Discover proven techniques that will help you meet and beat the competition! Win more bids, increase jobs from current clients, hire productive employees, and learn successful management skills. This comprehensive manual also includes effective tips for marketing and advertising, equipment management, diversification, education and training. 136pp. LSM-BK-761-\$59.95

Lawn Care Industry State of The Industry Report

An up-to-date report of lawn care business growth, average annual expenditures, and a look at the future of the industry. Ranks the largest lawn care businesses in North America. BK-230-\$10.00

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PRODUCT SPOTLIGHT

Super-absorbent polymers worth a look in days of rationed and expensive water

■ The high cost of water is enough to make any landscape manager curious about ways to conserve this valuable resource.

One way some landscapers and lawn care professionals have begun to conserve water is with water-absorbent polymers.

Water-absorbing polymers are granules buried in turf to act as tiny sponges. They soak up and retain water, dispensing it as needed to thirsty plants.

HydroGrowth Technology of Tucson, Ariz., has a new polymer on the market. The plan includes the polymer granules, injection equipment and installation techniques for maximum efficiency.

The HydroGrowth also improves soil aeration and porosity, establishes a stronger turf root zone and increases seed emergence, allowing the turf to be used weeks earlier. The HydroGrowth polymers are potassium-based. Polymer granules are inserted into the rootzone of newly planted seeds and growing plants with a patent-pending injection process, which enables the polymers to create a "moisture wrap" effect that enhances seed germination, sprout emergence and plant growth.

Turf roots grow into moisture-swollen polymers and tap the available water and nutrients. Moisture and nutrients are ready directly, in 95 percent plant-available form.

The granules then dehydrate and absorb more moisture when it becomes available. A two-year study by the College of Agriculture at the University of Arizona compared turf treated with HydroGrowth with a control plot of untreated turf. No water was applied to any of the turf for six to eight weeks each summer. The polymer-treated turf maintained 70 to 80 percent of its original green and visual beauty after the test was concluded. The control plot retained 20 percent of its original green and was declared to be dormant. The treated plots were also green one month longer in the fall and one month earlier in the spring.

The Ritz-Carlton Hotel in Laguna Niguel, Calif., installed 43,000 sq. ft. of HydroGrowth polymers in 1989. Philip Sellick, Western Regional Director of Landscaping, says the initial cost was returned through water savings in less than one year.



Tractors are easily modified to perform polymer injections.

"Savings during this period have averaged an impressive 39 percent," says Sellick.

"It would have been impossible to maintain our turf and landscape areas at a cost-effective level without polymers during the drought," adds Sellick.

"Super-absorbent polymers not only saved us water, but enabled us to reduce our fertilizer and labor costs," says Sellick.

"We've seen firsthand how well they work, not only in saving us money, but in keeping our turf and plants in optimum condition."

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Dear Editor,

Feb. 2, 1993

I'm writing this letter, to let you know, how much your magazine has meant to me. I own a small company in Campbellsville, Kentucky. I started my lawn care company in February, of 1989. From day one, I've done everything by myself. I started out just mowing, trimming shrubs, whatever I could get. Two years ago, I started into the chemical lawn care. Last year I bought a nearby company to get their accounts. At one time, I was mowing over (70) seventy lawns a week, (5) times a year. Plus spraying about (60) sixty clients I spray, covering (12) counties, because I have almost (300) clients in a few industrial, most of Central Kentucky. Plus, I signed a new contract last year to take over grounds maintenance at nearby Campbellville College. It's a 50 acre facility, which covers mowing, tree/shrub care, athletic fields and chemical applications. I now do more time commercial accounts at night where feasible. To give me more time in the day, to spray lawns; or be at the college. I like doing it all myself, including all office work and bookkeeping, because I always know what's going on, what I've completed, and where I stand financially.

As you can see, I'm very busy, and need all the help I can get. When I read your magazine, I get useful advice and suggestions from your articles. It has helped me several times in the past. Articles on expanding and using more services, to maybe just a small tip in a special department. I just wanted to let you know that your magazine doesn't just get thrown over on a shelf, it gets read, cover to cover.

Thank you, so much!
Yours Truly,
Rob Harris

owner/operator
HARRIS LAWN CARE
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Campbellsville, KY 42719

LANDSCAPE MANAGEMENT's BPA-audited circulation provides advertisers with 45,106 captive readers each month in the four key categories most frequently specified by those wishing to reach the green industry:

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- Bob Mierow, West Coast representative: (206) 783-0549**

SHOWCASE

PRODUCT REVIEW

Software calculates water budgets for landscapes

Irrigation Management Group recently released its IBM-PC compatible version of ET Calc, an exclusive software program for



landscape professionals to use in calculating accurate water budgets for planting, irrigation and landscape management.

Water budgets produced from extensive calculations in ET Calc can be formatted for compliance verification of local ordinances or as required by the Water Conservation in Landscaping Act, effective January 1993.

Circle No. 192 on Reader Inquiry Card

Chipper makes mulching easy with two models

Goosen Industries' new commercial chipper/shredder for landscapers can chop limbs up to five inches in diameter, and shreds leaves or brush into a decorative mulch.

The two models available are the CS1000 PTO and CS5000 gas-powered chipper/shredders. The CS1000 PTO unit features a 540 PTO drive. The CS5000 features a 13-hp Honda gas engine.

The CS5000 is trailer mounted and can be towed easily to any work area. Blower and vacuum attachments are available and can be easily mounted to either unit.

Circle No. 193 on Reader Inquiry Card

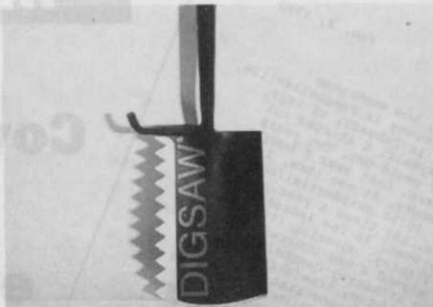
New hand tool can be used as spade, saw or hook

The Digsaw is an innovative new workhorse of great use in the garden, farm, forest or building site. The Digsaw works in three ways:

- as a spade, with an extra thick footbar for more digging power and leverage;
- as a saw, to cut through tree roots;

● as a hook, the curve footbar can be used to drag branches or gather felled undergrowth.

Circle No. 194 on Reader Inquiry Card



Retaining walls install quick and easy, no mortar required

The Diamond retaining wall system by Anchor Wall Systems, Inc., is a mortarless and pinless retaining wall system available in earth tone colors, with natural rock-face texture.



The patented retaining wall system includes a rear lip which provides automatic setback which eliminates the need for mechanical attachments and provides greater installation efficiency.

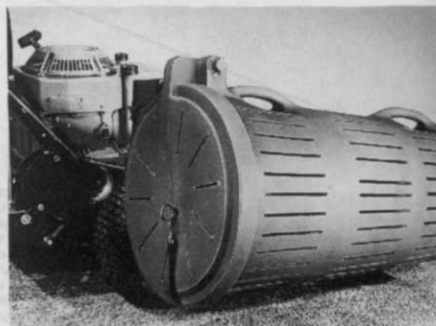
Each piece weighs about 70 lbs. and can be used in walls with heights ranging from as little as one ft. to geogrid reinforced walls more than 20 ft. in height.

The wall system is available in straight or three-way beveled split; curves, 90-degree corners and terraces can be easily built.

Diamond includes several options for custom designs and enhances rather than dominates the surrounding landscape.

Circle No. 195 on Reader Inquiry Card

Heavy-duty grass catcher fits commercial mowers



"Grass Packer" is a giant step forward in grass catchers, says Exalted Mechanicals, Inc. The unit fits virtually every commercial mower and holds up to four bushels of debris in its heavy-duty plastic body that is dent-resistant and rustproof.

Grass Packer's patented design uses both an aerodynamic entrance shoot and tapered cylinder to enhance air flow and ensure clog-free operation. In addition, it has large built-in handles and an oversized cover/hinge assembly for easy carrying and unloading.

The Grass Packer is available with a universal mounting bracket and has a one-year warranty.

Circle No. 196 on Reader Inquiry Card

Computerized watering system uses Windows

A computerized water supply system has been developed in Israel to completely handle the irrigation management of all types of grounds.

Called the Compact Controller, it is the world's first irrigation computer that operates with Windows graphic software.

The Compact Controller, which can be directly connected to a personal computer, can program up to 225 stop and start times in 24 hours, watering cycles from one minute to 24 hours, water flow rate and how much fertilizer should be added to each cycle.

