Proper advance planning meant that NatureScape crews could provide quick response time, which pleased current clients and helped pick up some new ones.

"There were branches and sticks all over. It was a real mess," Morgan remembers. "When we went out on our jobs we took the chain saw, pruners and other equipment with us."

Discounts of 10 to 20 percent were automatically granted to long-term customers or to those who had offered referrals. "We tried to help out," she says.

Not a single stick was left by NatureScape clean-up crews. "Being female, we like to look at the little things," says Morgan of the company, which is owned and operated by women.

Not surprisingly, clients' neighbors noticed this treatment and approached NatureScape for even more work, including future design and installation jobs.

NatureScape's marketing niche is offering specialized full-service care to smaller properties—especially those belonging to older residents. "Senior citizens can't get out there and mow lawns and cut up sticks," Morgan explains, adding that NatureScape has always included such factors in its business plan.

"We usually are prepared for anything that happens, and we're flexible," says Morgan.

"Because of the way the business is run, we can adjust to the needs of our clients."

Such services tend to be greatly appreciated, and they were especially welcome after the area was ravaged by a massive summer storm.

**Riding it out**—The Cleveland area's "Great Storm of '93" last August lasted less than 10 intense minutes. The driving rain and howling wind gusts exceeding 100 mph created the most massive power outage in the history of the local utilities. Huge trees were left toppled atop houses, and residents were literally left in the dark.
NEW FINALE™ HERBICIDE WORKS

FINALE. KILLS WEEDS IN 1 TO 4 DAYS.
Seeing dead weeds proves its effective control. Finale™ gives results in as few as 1 to 4 days, versus the 7 to 14 days required with Roundup®. So why wait when you can use Finale?

FINALE. EFFECTIVE BROAD SPECTRUM CONTROL.
A nonselective herbicide, Finale provides effective control of broadleaves, grasses, sedges, and woody species.

### Fast and Effective Weed Control 3 Days After Treatment

<table>
<thead>
<tr>
<th>Weed Type</th>
<th>% Control</th>
<th>RoundUp</th>
<th>FINALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tall Fescue</td>
<td>10</td>
<td>40</td>
<td>80</td>
</tr>
<tr>
<td>Giant Foxtail</td>
<td>20</td>
<td>70</td>
<td>90</td>
</tr>
<tr>
<td>Morningglory</td>
<td>30</td>
<td>80</td>
<td>90</td>
</tr>
</tbody>
</table>

Source: Hoechst-Roussel Agri-Vet Company

Bermudagrass Control 4 Days After Application
TWICE AS FAST AS ROUNDUP!

FINALE. ENVIRONMENTALLY SOUND.
Finale degrades rapidly* in the soil into naturally occurring compounds. It has no soil activity and there is no root uptake.

FINALE.
BECAUSE RESPONSIBLE VEGETATION MANAGEMENT INCLUDES THE ENVIRONMENT.

* Under natural conditions the half-life of Finale in soil and water (DT50) is between 7 and 20 days, depending on temperature, aerobic conditions and microflora.

Follow label directions carefully. Roundup is a registered trademark of Monsanto Company. Finale is a trademark and the name and logo HOECHST are registered trademarks of Hoechst AG. The name and logo ROUSSEL are registered trademarks of Roussel UCLAF S.A.

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control of your inventory. Keep your storeroom neat, organized and secure, with limited and controlled access. Keep track of the supplies that you use so that abnormal usage can be spotted. Make sure that your employees understand that shrinkage will not be tolerated.

**Purchases**—Pay only for goods and services actually received. Inform your vendors that orders can only be placed by authorized personnel, and thoroughly check every shipment of goods you receive. Ensure that you are receiving what you ordered and it is in acceptable condition before you sign the receipt.

When studying your invoices, double-check the mathematics. These computer print-out bills can look very formal and correct, but check the addition and cross-multiplication. Computers may not make a mistake in adding, but programmers sometimes make mistakes on the instructions that they give.

Pay attention to goods purchased. These may or may not be subject to sales tax, so careful attention can save money. Pay bills on time. While this may not be the time on the invoice, set a policy that your cash flow can live with. Always match the received date to the invoice date and take the later of the two. Set aside a specified time to do this task. Try not to hastily pay a bill because someone is trying to exert pressure. Paying bills results in money leaving your business, and this is the worst kind of money.

**Sales**—Because so little of the total sale actually ends up in net income, little mistakes can hurt you. Make sure that all services are billed. It is often easy to overlook that small item, especially if several employees were involved in providing the service to the customer.

Have a system that records each service rendered, and make sure this reaches the final billing. At the billing stage, make sure that the bill is calculated properly. Few customers look for under-billings.

Periodically review your billings to check the math and services billed. If you have a number of people billing, make sure that you can track mistakes back to the right person.

**Summary**—The above hints can be classified into issues of completeness, accuracy and the authorization of every transaction your company makes. We appreciate that you cannot be there every moment for every transaction. You can, however, set up simple procedures for yourself and your staff. Ask yourself the following questions:

1) Are my sales complete and accurate? How do I achieve this within my system? Am I sure that every product and service delivered is at the price specified?

2) When I pay a bill, am I getting the services and products I ordered, for the price I agreed to, and have I fully received the billed items?

3) Am I keeping control of my assets? Am I getting full value for the resources I give away to improve my net income?

Take a moment to see if you can plug a few of those business "leaks." Do not fall for the temptation of thinking that if you have never had a problem, no problem will ever occur. Do not depend solely on people to catch mistakes, or to not make them in the first place. After all, making mistakes is what humans are all about.

—Dan Sautner is chairman of Padgett Business Services. This is the third of a series of articles on accounting Sautner is writing for LM.
"A SEVEN-DAY PREVENTIVE SCHEDULE OF DACONIL 2787® COVERS ALL THE BASES."

From the Great Lakes to southern regions, for bentgrass turf, a little Daconil 2787® Fungicide from ISK Biotech Corporation goes a long way. That's certainly true for Thorn Martinek, course superintendent at the 80-year-old Shaker Heights Country Club located in that prestigious neighborhood near Cleveland, OH. He's used a seven- to ten-day schedule of Daconil 2787 Flowable Fungicide at low label rates for more than a decade. And the result? Throughout the season, Leaf spot, Dollar spot, Brown patch and even algal scum are kept well under control.

Seven-day schedule

"We've been successful with this program for years," Thom says. "Daconil 2787 is a good contact fungicide, but with daily mowing, frequent irrigation and that sort of thing, you're bound to lose some of it. So, from a preventive standpoint, I like to use a seven-day schedule at the very lightest end of the recommended rates." In warm, wet weather, though, when disease pressure is highest, Thom uses Daconil 2787 at higher label rates, or tank mixes with systemics.

While the course at Shaker Heights Country Club is short — just 6300 yards — it has a reputation for tough, tight holes and fast, subtle, undulating greens. With bentgrass turf throughout, Thom knows he can't take shortcuts on maintenance.

Cornerstone for disease control

Ask him, and Thom will tell you he doesn't see much disease. This he attributes to using Daconil 2787 as the cornerstone of his preventive disease control program. He doesn't have to worry about resistance, either. That suits his conservative nature just fine.

Drop us a line to tell us your Daconil 2787 success story. If we use your story in an ad, we'll donate $100 to your favorite charity. Write Jackie Tengler, ISK Biotech Success Stories, 5885 Landerbrook Drive, Suite 215, Cleveland, OH 44124.

Always follow label directions carefully when using turf and ornamentals plant protection products.

® Registered trademark of ISK Biotech Corporation
You own a landscaping business and need to send a personalized advertising letter to customers describing a new maintenance service. What's the cheapest and simplest alternative?

It's income tax time and you must know the exact amount of your profits, losses and outstanding debts in order to file an honest return. How can you do this easily and quickly?

Your business badly needs a new truck and other expensive landscaping equipment. How can you easily figure all costs and correctly estimate the probable return on investment?

The answer to all such problems—and more—can be summed up in three words: use a computer.

And today, it's not hard to learn from scratch how to use computers. With the advent of recent user-friendly programs using Windows and Macintosh technology, mastering computers is not nearly as difficult as it was 10 years ago. Today, instead of having to enter long strings of command characters to get your computer to perform a function, in many instances all you have to do is click a mouse on an icon and voila!

But if you, like many other people in the green industry, are still reluctant to conduct a foray into the computer world, these answers to some questions can help.

1) **What can a computer really do to improve my business?**

In addition to finding solutions to problems such as the above, it can control your inventory; keep accounts receivable and payable in order; help hire employees and check their work; analyze, promote, and design your ads; and check your profits.

Also, if you purchase a modem and subscribe to an on-line information service like Prodigy, you can be on-line with other computer users and share a variety of information that can be valuable in your day-to-day operations.

2) **How can I learn more about computers?**

   - First, check out a book from the library. Master "computerese" so you can understand descriptions concerning what a computer can and cannot do, and how.
   - Take some lessons on how to use a computer. Some are offered by computer dealers, others can be scheduled through your local junior or community college or adult education classes.
   - Study computer magazines such as Byte and Info World. There are also periodicals for owners of specific computers such as PC World for the IBM PC and MacWorld for the Apple Macintosh. They're available at many libraries.
   - Join a computer-oriented club whose members already own computers. These people will usually be glad to answer any questions you might have.

3) **Where should I shop for a suitable computer?**

   - Check local retail computer stores. Discuss your business and its needs with a knowledgeable salesperson. Take careful notes, making sure you cross-reference the computer name with additional components you might need, tasks it can handle, price and other data. Shop around!

4) **What questions are important to ask before selecting specific computer software?**

   - Is it easy to understand and follow what appears on the screen?
   - If offered a computer package, does it include a double-entry system?
   - Can all transactions be tracked easily so that mistakes can be found and corrected quickly?
   - Is there a built-in safeguard that will save information when mistakes are made?
   - Can you purchase one program and add to it as your expertise develops?
   - Will the manufacturer continue to improve its software and offer it as part of its computer service?
   - Does the company support its software with trained personnel, seminars, user manuals and a hotline number?
   - Does the company offer a guarantee which fully covers the product if you're not completely satisfied?
   - Will it operate the software you've selected?
   - Does it have at least 64K of memory, expandable to at least 128K?
   - Does the disk system have the storage to make the whole system run rapidly while allowing for future growth?
   - Does the screen have 80 characters, which allows it to show all the information you need to see?
   - Is the keyboard typewriter style?
   - Is there a number pad to make accounting entries easier?
   - Is the computer able to accept the type of printer that will yield the kind of finished work you need?

5) **About how much should I pay?**

Since prices are now at an all-time low, many business people feel that computerizing their businesses as an experiment can be worth a possible loss, which can be written off later. (However, such losses are rare.)

—Bess Ritter May

This is one serious couple. Introducing the Gravely Pro Chip Series and the Gravely Pro Vac 1050. The Pro Chip Series now offers three new models all built to deliver with the greatest of operator ease. And we've designed the Pro Vac 1050 so that it's versatile enough to work on both turf and pavement. The fact is, when 96% of Gravely owners told us they love the way our Gravelys perform, we knew the relationship was built to last.

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You might think using less insecticide means you'll have to put up with more insects. But that's not necessarily the case. Because how you use your insecticide is as important as how much you use. With the right tactics, you can use a lot less and still get excellent results.

Here's an example. Mixing insecticide with insecticidal soap can reduce the amount of insecticide you need on your ornamentals by about 50 percent. Soap controls most soft-bodied insects and mites. By adding insecticide, you'll also take care of tougher insects, like scales and worms. University studies suggest you may get better control than you get with insecticide alone.

A few ways to balance with your love for the environment...
Studies show that Dursban delivers better chinch bug control at lower rates than other insecticides.

Knowing exactly when to apply insecticide helps, too. One way to monitor mole crickets, chinch bugs, webworms and cutworms is by mixing 1 1/2 oz. of dish soap in two gallons of water and sprinkling it even controls fire ants.

And Dursban also gives you plenty of application flexibility. It's available as a liquid, dry flowable, wettable powder in water soluble packets, granule, fertilizer or bait.

Now, we realize you probably have some questions. That's why we created The Turf Manager's Guide To Responsible Pest Management. It's 44 pages packed with comprehensive information on the latest techniques for controlling insects, weeds and turf diseases. For a free copy return the coupon, or call our toll-free telephone number. Because when you apply a little knowledge, you don't need to apply as much insecticide.

Why Adult Should Spend Time Catching Bugs.

If you want better results from the insecticide you use, insect traps can help. They allow you to find out when certain pest insects are present and time your insecticide applications accordingly. Insect traps are inexpensive, easy to use and they'll help you get greater control using less insecticide.

Just one pound active ingredient per acre gives you the most consistent broad spectrum insect control available at such a low rate. Dursban

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Spring fertilization

by J.B. Sartain, Ph.D.
University of Florida

Technet Center

Early spring is a time to review your turfgrass fertilization program. Did your turfgrass flourish last season, or was growth poor with noticeable thinning? Was growth non-responsive to fertilization?

Poor turfgrass growth is often related to too much shade, cutting too low, or soil chemical properties. Knowledgeably selecting a turfgrass species for shade tolerance and proper mowing height can eliminate some common problems. Soil nutritional deficiencies, however—the topic of this month's cover story—can only be assessed through soil tests.

Turfgrass fertilization should be based on a recent soil analysis, but if an analysis does not exist, the nutritional requirements of the turfgrass can generally be met by applying 1, 1/2, and 1 lb. of N, P, and K, respectively, per 1000 sq. ft. as an initial application.

These nutrients can be supplied by applying 6 lbs. of a 16-4-8 analysis fertilizer. It is recommended that this mixture be composed of approximately 70% slow-release and 30% soluble N sources. If the soil is prone to leaching losses, a K source with reduced K loss potential should be used.

Nitrogen—Turfgrasses need more nitrogen (N) than either of the other primary nutrients, potassium or phosphorus. Most soil testing laboratories do not test for N because this nutrient is highly mobile and is typically deficient in the turfgrass rooting zone.

Some turfgrass species, such as bermudagrass grown on sandy soils, require relatively high rates of N application on an annual basis; other species such as bluegrass grown on clayey soils, require much less annual N. However, the early spring fertilization of turfgrasses on all soil types is generally similar, with initial application of approximately 1 lb. N/1000 sq. ft. being typical.

Using slow-release N sources permits increased rates of N application without the threat of turfgrass “burn,” and can reduce application frequency from 30 days to as much as 90 days. A combination of slow-release and soluble N sources (70% slow-release, 30% soluble N) promotes optimum warm-season turfgrass growth.

Slow-release N sources are also less susceptible to N losses through leaching (Fig. 1). Soluble N sources tend to leach more in sandy soils than slow-release N sources. They should be used with care when large applications of N are made on an annual basis, particularly if groundwater pollution potential exists.

Phosphorus—Few soils used for turfgrass cultivation over an extended time exhibit phosphorus (P) deficiencies. A Mehlich 1-extractable P level of less than 15 ppm is considered low, and indicates a probable response to applied P.

Shallow rooting, low turfgrass root mass in early spring, and cool soil conditions often influence P fertilization response more than actual soil-test P level.

In long-term research, ryegrass positively responded to P fertilization, even though bermudagrass grown on the same phosphatic soil was negatively influenced by P fertilization. This suggests that cool-season turfgrasses can respond to P fertilization, even on soils testing high in P.

If overseeding is used in the turf management program, best response to P may be obtained during the cool-season turfgrass growth period. Early spring turfgrass growth may respond to P fertilization if the root mass of the warm-season turfgrass is restricted and the soil is cool.

Adequate fertilization can be achieved by applying 1/2 to 3/4 lb. P/1000 sq. ft., using any of the commercially-available P fertilizer sources. No differences in growth response to P fertilizer sources have been observed.

Potassium—Considerable confusion exists regarding potassium (K) fertilization. Turfgrasses accumulate approximately one-half as much K as N. In some turfgrass cultures, this represents a considerable quantity of K over an entire season, especially if the clippings are removed.

In sandy soils, K leaches readily and is rarely found at high levels. Turfgrasses

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