When it comes to preventing the broadleaf and grassy weeds that most often plague your customers' turfgrasses, PRE-M® preemergent herbicide is right on target. Why pay more for other products when, time after time, university trials prove that PRE-M offers you better overall performance combined with unmatched value?

Superior performance made PRE-M the leading* preemergent herbicide. Superior value widens the gap. PRE-M is everything you'd expect from LESCO®, the leading supplier in the professional turf care industry.

Ask your LESCO professional or call 1-800-321-5325 to learn how you can earn generous rebates for your PRE-M purchases.

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In aeration, there are three ways to go.

Too fast. Too slow. Just right.

Knowing the difference could make all the difference in your job, not to mention your turf.

Sure, there are pull-type aerators that will run over your turf very fast. But like the hare in the fable, they won’t produce winning results. And, of course, there are those drill-type aerators where you have to be a little more cautious like our friend the tortoise, because you’re not quite sure of the result, how well it will work. What you’re really looking for is an aerator that will go just right.

Fitting your needs exactly with the correct piece of aeration equipment for your soil conditions is precisely why Verti-Drain® offers a dozen models, from a narrow width pedestrian to a wide-swath, high-production unit.

And all Verti-Drain models offer you the option of either solid tining or pulling cores. You might be surprised to find that solid tining is preferred often for severely compacted soils.

Many turf professionals have discovered our thinner tines called needle tines – the aeration holes are so small that you can hardly see them, yet you still get the patented Verti-Drain shattering effect under the surface.

With the heaving/shattering action, each tine is forced backwards underground, cracking the soil so air and water can move freely, strengthening roots and helping grasses resist pests, weeds, disease, drought and hard play.

So, the moral of the story is that there is a Verti-Drain® just right for you. Call today to contact one of our knowledgeable distributors to find out more details.
One voice, one message

Our industry is huge, but not unified. There are many local associations for lawn care operators, landscape contractors and grounds managers, each with opportunities to network with peers and learn something to improve your future. If you don’t belong, you should.

At the national level, you have many choices: ALCA, PLCAA, PGMS, ANLA, IA and more. These groups help you network, increase technical and management knowledge, become certified and improve employee programs. You’ve asked for these services, and the associations responded.

But while each association serves its members, the industry as a whole rarely benefits. I don’t see many efforts to show your work has value for homeowners, property managers, regulators and politicians, investors or students looking for a “green” career.

These associations try to do this but their resources are limited and frankly, they’ve been directed by members to do otherwise. Many co-sponsor the yearly Gallup poll measuring consumers’ use of professional landscape services. But there is no coordinated program of public relations targeting shared key groups — those who buy, regulate or staff your services.

Right now, you handle PR on behalf of your industry, in your own marketing and political efforts. If you believe in licensing and professional operations like Troy Hall, owner of Hall’s Horticulture Design in Charlotte, NC, you educate your customers yourself.

“Public awareness of registered landscape contractors and the extensive testing we must go through should set us above the rest. Whether it does or not is up to me as a sales person,” he says.

He’s right, but I also think it’s up to your associations to help. It’s time to focus more associations’ efforts on spreading the message of value. You can’t do it alone.

More bang for the buck
Here’s what I’d like to see: One unified program, funded by participating organizations, developing first-class public relations and lobbying on behalf of the entire professional landscape management industry.

Starting goals with key groups could be:

Consumers — Develop an appreciation for the value of professional landscape management.

Commercial buyers — Understand how professional services benefit their property values.

Investors — Provide accurate and comprehensive industry research.

Regulators and politicians — Provide quick response, accurate data and coordinated lobbying.

Students — Increase existing efforts to explain how great a landscape management career can be.

With one voice, the associations would not have to reinvent the wheel and would have a new “critical mass” carrying more weight with regulators. These messages of professionalism and service value will eventually increase your own respect and rewards.

I’m serious about this and pledge to help get this thing organized. But you need to tell your associations this is important work, with benefits for all. Many voices together make one strong message. Let’s talk!
OCTOBER

18-19 Western Nursery and Garden Expo / Las Vegas, NV; 800/748-6214

20-22 New Jersey Shade Tree Federation's Annual Meeting and Expo / Cherry Hill, NJ; 732/246-321

23-27 Hawaii MIDPAC Horticultural Conference and Trade Show Expo / Hilo, HI; Sponorred by the Hawaii Export Nursery Association; 808/969-2088

25-28 International Maple Symposium / Lisle, IL; Sponsored by the Morton Arboretum; 630/719-2468

26 Southeast Texas Grounds Maintenance Conference / Conroe, TX; 936/539-7822

28-30 American Society of Landscape Architects Annual Meeting and Expo / St. Louis, MO; 202/898-2444

DECEMBER

4-7 Ohio Turfgrass Foundation Conference and Show / Columbus, OH; 888/683-3445

7-8 MVTA Lawn and Turf Conference and Trade Show / Columbia, MO; Sponsored by the Missouri Valley Turfgrass Association; 573/882-2301

12-14 New Jersey Turfgrass Expo / Atlantic City, NJ; 732/821-7134

NOVEMBER

1-3 Eastern Regional Nurserymen's Association Expo 2000 / Atlantic City, NJ; 800/376-2463

4-7 Green Industry Expo and Conference / Indianapolis, IN; Sponsored by PLC, PGMS, ALCA; 800/458-3466
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The conventional wisdom on grub control is shifting from a curative to a preventive approach. Fortunately, MACH 2® Turf Insecticide offers effective preventive grub control with a powerful curative component as well.

Apply MACH 2 once before egg-hatch to prevent grubs all season long. Or apply shortly after egg-hatch to cure grubs up through the second instar. Make the choice that suits your schedule and resource availability.

And don’t worry about watering MACH 2 in immediately. Unlike other products that degrade on the surface in a single day, MACH 2 can wait 2 weeks or more for your customers—or mother nature—to water it in without sacrificing effectiveness.

Prevent or cure. Unmatched irrigation flexibility. Effective control with an award-winning environmental profile. Only MACH 2 truly gives you the best of all possible worlds.

For more information, call 1-888-764-6432 ext. R3107, or visit our website at www.mach-2.com.

IT'S ALL YOU NEED TO PREVENT OR CURE.