The important thing is that our industry has matured to the point of recognizing our role in helping to solve the environmental equation.

Use “Silent Spring” as a tool

It wasn’t until 1959, just five years before biologist Rachel Carson’s death, that her controversial book “Silent Spring” was released to the public. Prior to that time, pesticides were considered benign concoctions derived from naturally occurring substances.

Scientists and laymen of the day thought the term “natural” was synonymous with the term “safe.” The passage of time has not altered this assumption, which has been proven questionable.

Growing fear
The public misunderstood organic phosphates partly because they represented a new technology in 1945. I believe formulators thought field test results would help organic phosphates become widely accepted and used beyond the scope of the “naturals.”

By the early 1960s, however, “Silent Spring” was quickly becoming what many believed to be a guiding truth about various insecticides, and those industries and institutions that relied upon their use.

Carson portrayed the dark side of pesticides, and it’s clear that her intent was to incite fear, especially when she writes that pesticides are the “elixir of death” and “500 times more deadly to children.” Her objection to DDT, dieldrin, toxaphene and heptachlor condemns their use and convinces readers that they might have disastrous effects on humans.

Faulty conclusions?
I believe that “Silent Spring” is a well written book, but we all must question the validity of many of its negative statements about pesticides.

Is “Silent Spring” as relevant today as it was in 1959? After 40 years, it’s obviously not as well read as it was, but its message hasn’t lost any of its warning or force, particularly to readers unfamiliar with pesticides or their proper use.

In 1959, her truth was the only truth out there. But that’s not the case today. We’re armed with more knowledge and are not as willing to accept “Silent Spring” as the blind truth.

We’ve also learned that pesticides are tools we can use effectively and to the great advantage of the environment. Our goal is to get that message across with the same force that Carson did in her book.

To help us, we can actually borrow and use some of her own thoughts. For instance, she states, “It is not my contention that chemical insecticides must never be used” and “It is reasonable to suppose that we can apply a broad spectrum insecticide to kill burrowing larval stages of insects, for example, without also killing the good insects.”

Her idea of combining chemical controls and other control methods sounds like Integrated Pest Management (IPM) to me.

Almost there
Thanks to science, technology and education, we have, in fact, fulfilled many of Rachel Carson’s dreams. Our industry is truly helping to solve the environmental equation.

Since we all strive for the same truth, let’s view Rachel Carson’s book for what we have in common with it — preserving and enhancing the environment.

— Doug Hague is president of Lawn Classics, Inc., Findlay, OH. He can be reached at (419) 424-8880.
ONE CUSTOMER SAID THE WAVE OF TRUCKS AND TRACTORS
LOOKED LIKE THE NORMANDY INVASION.

IT TAKES A LOT OF MEN AND EQUIPMENT TO MAKE THINGS LOOK BEAUTIFUL AND NATURAL.
ON SCHEDULE. WE PLAN CAREFULLY, AND WE WORK WITH THE BUILDERS TO COORDINATE OUR EFFORTS. BUT OUR BIGGEST ASSET IS OUR IRONCLAD COMMITMENT TO GETTING IT RIGHT.

WHAT LINE OF WORK ARE YOU IN? SO ARE WE.

CLOCKWISE FROM LEFT: SUPER DUTY F-250; SUPER DUTY F-350;
SUPER DUTY F-550 STAKE TRUCK

For more info, call 1-800-FORD-115 or visit www.commtruck.ford.com
Sign me up!
As always, when I receive my copy of Landscape Management, I read “On the Record” first. I couldn’t agree more with the one entitled “They don’t know you” in March — something does need to be done to improve the Green Industry’s image. I try to do this on a daily basis by being honest and straightforward with those I come in contact with, but I’m willing to do more. Sign me up to assist in any way possible! As a result of your editorial, I have contacted my local VFW and offered to take care of the grass and ornamentals around a small veterans’ memorial. It’s not much, but it may be a first step. The smaller companies really can help, but in order to make a national effort, the big players need to get involved. Thanks for bringing this issue to the forefront.

Neil Fievet
Nitro-Green
Hayden, AL

Nice editorial
On behalf of the Evergreen Foundation and everyone else in the Green Industry, thanks for the great editorial entitled “They don’t know you” in your March issue. It was a nice call to action. Way to go!

Phil Fogarty
JP Horizons
Painesville, OH

Pumped up
Your January article entitled “Uncovering your best side” was excellent and really got me pumped up for the upcoming season. The panel of landscape contractors featured are very qualified and have a lot to share, and their advice will help our industry. I think entry level operators like myself are faced with many challenges, and one of them is not knowing what to charge. If you were to ask an experienced operator what to charge, they would laugh. What they don’t realize is that the entry level operator is probably unintentionally low-balling his price. In your next issue, maybe you could make a chart showing low ball prices that are unprofitable, medium range prices, high end prices and average prices for different areas. Also, please stress that travel time should be included in your price!

Aaron Shehan
Gro-Lawn and Landscape
Burleson, TX

Bam!
Imagine my surprise when I opened up the March issue of Landscape Management and saw the Cleanup Crew item about how my husband Rob looks like famous chef Emeril Lagasse. The funny part is that Emeril is Rob’s culinary hero! We have eight jars of Emeril’s “Essence” spice in our pantry, and we love Emeril’s two restaurants in Las Vegas, Emeril’s and Delmonico Steakhouse. Rob loves to watch Emeril on the Food Network, and one of his dreams is to sit in front on Emeril’s show so he can taste the food. Thank you for making our day!

Joyanna Diaz
Yards “R” Us Landscape
Las Vegas, NV

Correction
A news item in the Industry Almanac section of the April issue stated that Ted Gramer, former president of Green-zebras, is now Chief Executive Officer of Green2go. He is not. Rather, he is the Chief Operating Officer. We regret the error.

June beetles from hell
In “Goodbye grubs,” in the April issue, the damage in this photo (page 68) was attributed to burrowing green June beetles. Thank goodness, it was actually caused by skunks digging for grubs.

Clarification
In the same article, it should be noted that Imidacloprid is really more effective against young grubs, rather than large grubs.
Lurking just beneath the surface are thousands of tiny weed seeds, threatening to ravage lawns and established ornamentals. Fortunately, Pendulum® preemergent herbicide stops more than 40 broadleaf and grassy weeds dead.

Pendulum is a proven performer, offering well over a decade of unsurpassed, season-long control and unmatched value to maximize your profit margins.

It's a combination that's earned Pendulum a higher satisfaction rating from LCOs than any other preemergent.*

To learn more about how Pendulum can make sure weeds never see the light of day, call 1-800-545-9525, ext. T3257 or visit www.turffacts.com.

Always read and follow label directions.
Weed Man ranks high

SCARBOROUGH, ONTARIO — More than 2,500 franchisers and related professionals polled in Success magazine's list of top franchises ranked Weed Man number four in the top 200, reports Turf Holdings Inc., parent company of the lawn care franchise in Canada and the United States. Companies were compared on financial performance, franchiser/franchisee relationship, corporate management, growth and stability, and opportunities for growth.

VW&R, E&E now use Vopak name

KIRKLAND, WA — The Van Waters & Rogers (VW&R) and Ellis & Everard (E&E) brands have been consolidated under the Vopak name to reflect the expanding global presence of their Rotterdam-based parent, Royal Vopak, a world leader in oil and chemical storage, logistics and distribution.

Bayer Corp has a new name

KANSAS CITY, MO — Bayer Corp. announced that its Garden & Professional Care unit has changed its name to Bayer Corp., Professional Care.

YOU DON'T SAY

U.S. shipments for power lawn and garden equipment should rise more than 3% annually through 2005, reaching $9.8 billion.

SOURCE: THE FREEDONIA GROUP, INC.

Landscape Management debuts new Web site

CLEVELAND, OH — Look for more opportunities to get round-the-clock information on operations management, expert help with technical problems, updates on products, hundreds of Green Industry links and insightful industry news at the new Web site developed by Landscape Management: www.landscape-management.net.

The new site sports a new address and design, eGreenBook resource and reference guide of products and services specifically developed for the Green Industry, an e-mail newsletter, past issue archives of Landscape Management and easy subscribing.

Please visit www.landscape-management.net to enter the Green Star Professional Landscape Management Awards, or to enter our PalmPilot Giveaway Contest. We look forward to hearing your comments and suggestions at 800/225-4569 x2729 or sgibson@advanstar.com

Mexico's fledgling program trains workers for U.S. Green Industry

IRAPUATO, MEXICO — State government officials here, at the urging of U.S. businessman Jeff West, began training Mexican workers for the U.S. landscape industry. The training prepares workers for the H-2B program that allows U.S. employers who can't attract local labor to recruit and employ unskilled, seasonal foreign workers. The majority of these workers are recruited in Latin America, including Mexico.

West operates GTO, a Michigan-based labor solutions firm that places H-2B workers. He said the program will help alleviate some of the problems attached to H-2B. He says that bribery and fraud plague the recruiting process in Mexico. The biggest problem for U.S. employers is workers going AWOL, and taking higher paying jobs in other industries.

"If we don't get our act together with this H-2B, it could be in big trouble. Officials know what's going on and they don't

continued on page 22
Switch from Dursban to Talstar® and get Longer Residual and Better Performance. Guaranteed.

"Hey, who turned off the lights?"

Talstar insecticides can be used just about anywhere you use Dursban.

Talstar® insecticides are the replacement for Dursban. But unlike Dursban, they are guaranteed† to provide long-lasting performance against a broad spectrum of insects, or your money back. And you can use Talstar® insecticides on lawns and landscape ornamentals, for perimeters and just about anywhere else you'd use Dursban.

Talstar® insecticides are formulated with the active ingredient, bifenthrin, a low-dose pyrethroid, which contains no alpha-cyano group. That means they are also less likely to cause the skin irritation experienced with other pyrethroids, and won't cause throat irritation. Plus, they're easy to handle and at label rates, are odor-free.

For more information, contact your FMC authorized distributor, call 1-800-321-1FMC, or visit us at www.fmc-apgspec.com.

†See Guarantee Program Guidelines for details. This guarantee does not apply to termicide products.
Here today, consolidated tomorrow

By Larry Aylward

In the past two years, several small-, medium- and large-sized companies have merged with or acquired their counterparts. Some of the more notable deals included:

- Novartis Agribusiness and Zeneca Agrochemicals combining to form Syngenta
- The Andersons acquiring Scotts Co.'s U.S. professional turf business
- BASF purchasing the Cyanamid herbicide division of American Home Products
- Simplot Turf & Horticulture buying Lange-Stegmann's professional products
- Dow Ag acquiring Rohm and Haas' agriculture chemical business.
- Aventis announcing it would spin off Aventis CropScience

Raj Gupta, chairman and CEO of Philadelphia-based Rohm and Haas, said the decision to sell the company's agricultural chemicals business to Dow Ag was difficult but necessary. "It has become evident that the agricultural chemicals business will flourish more as part of a global firm with a stronger presence serving the agricultural markets," Gupta said.

Jennifer Remsberg, residential market manager for Bayer Professional Products, said Green Industry professionals are more concerned about the fate of products, not the fate of companies. "This is a product-driven market," she added.

Still, Green Industry professionals should know that consolidation can be good, said Keelan Pulliam, head of Syngenta's Professional Products Business Unit. "When mergers happen, the size of the businesses are much larger," he noted. "That allows us to spend the dollars we need on research and technology, which is critical to solving Green Industry professionals' problems."

Larry Aylward is editor of Landscape Management's sister publication, Golfdom.
Fill out and mail this card, or call toll-free 1-866-36-GATOR. You'll receive our John Deere Gator® vs. Gator Comparison Test Video, FREE!

Please help us make our Gator Utility Vehicle work even better for you, by telling us a little bit about yourself:

1. Will your new vehicle be driven for □ personal or □ business use? If business, what type? __________________________

2. If you had a Gator Utility Vehicle, how and where might you use it? Check all answers that apply to you:
   - Around my home: □ As transportation □ For cargo
   - At my farm/ranch: □ As transportation □ For cargo
   - For my business: □ As transportation □ For cargo
   - At my vacation home: □ As transportation □ For cargo
   - Other __________________________

3. Circle the one answer to Question #2 that suits you most. __________

4. How big is the property where you'll use your Gator Utility Vehicle?
   - □ Under 1 acre □ 1 to 4.9 acres □ 5 to 9.9 acres
   - □ 10 to 19 acres □ 20 to 99 acres □ 100+ acres

5. Check all the activities you do often or enjoy as hobbies:
   - □ Do-it-yourself projects □ Hunting/fishing
   - □ Yard work □ Camping/picnicking
   - □ Gardening/nursery □ Ranching/animal care
   - □ Equestrian □ Farming
   - □ Other __________________________

Please Reply by July 15, 2001