

Lawn & Landscape MAINTENANCE

MORE THAN 45,000 SUBSCRIBERS MONTHLY

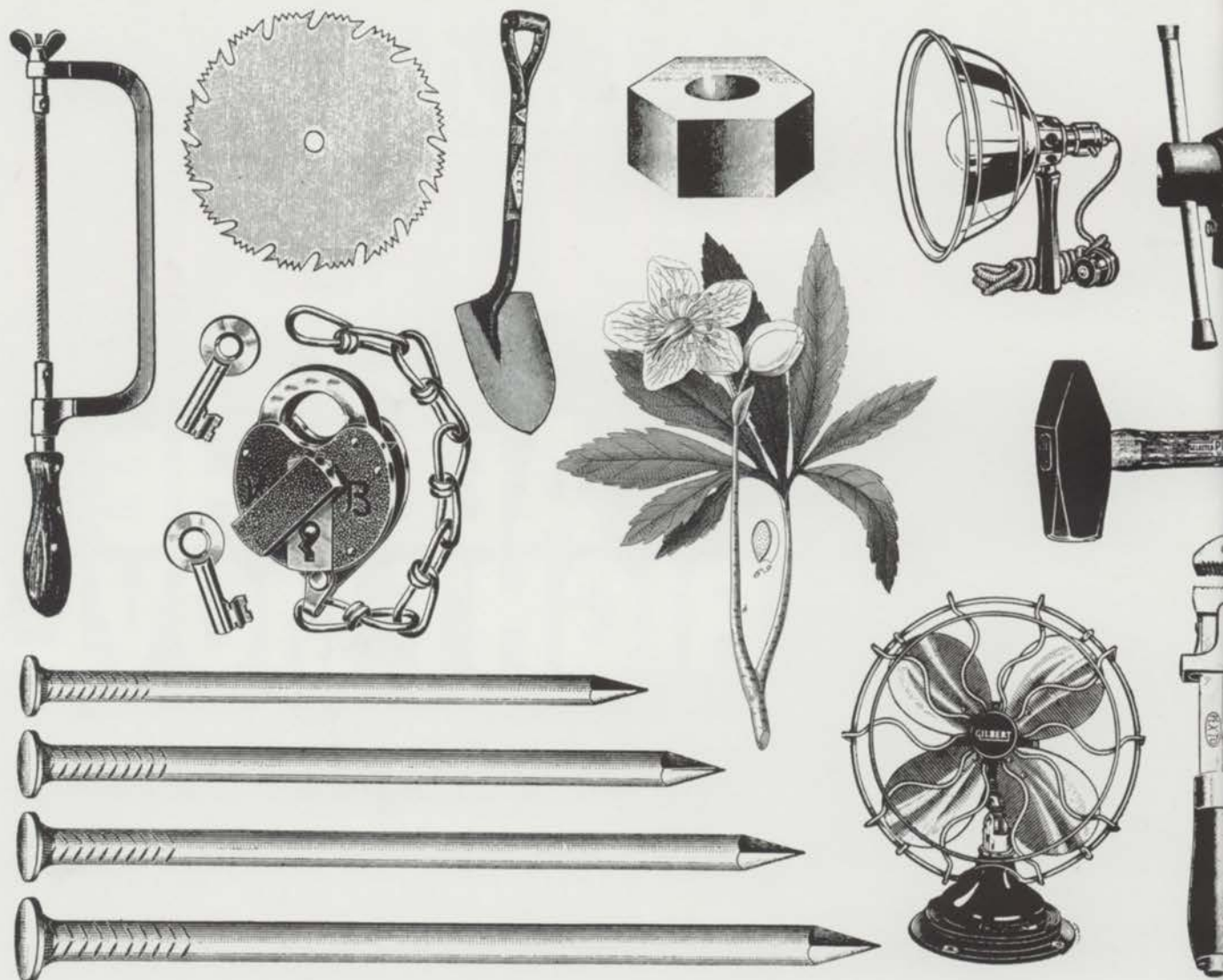
NOVEMBER 1994 • \$2.50

ALL THE RIGHT MOVES

*Contracting firms of
all sizes are making the
right move to professionalism,
starting with attitude, ethics
and management.*

*****3-DIGIT 778
A 204217 0394EA94 934 #
JAMES B BEARD SCIENTIST
INTERNATIONAL SPORTS TURF
PO BOX 10065
COLLEGE STATION TX 77842-0065

JB
BEARD
COLLECT



If You Pound, Plant, Plumb, Hammer, Hack,

K2500 4x4 Cheyenne Regular-Cab



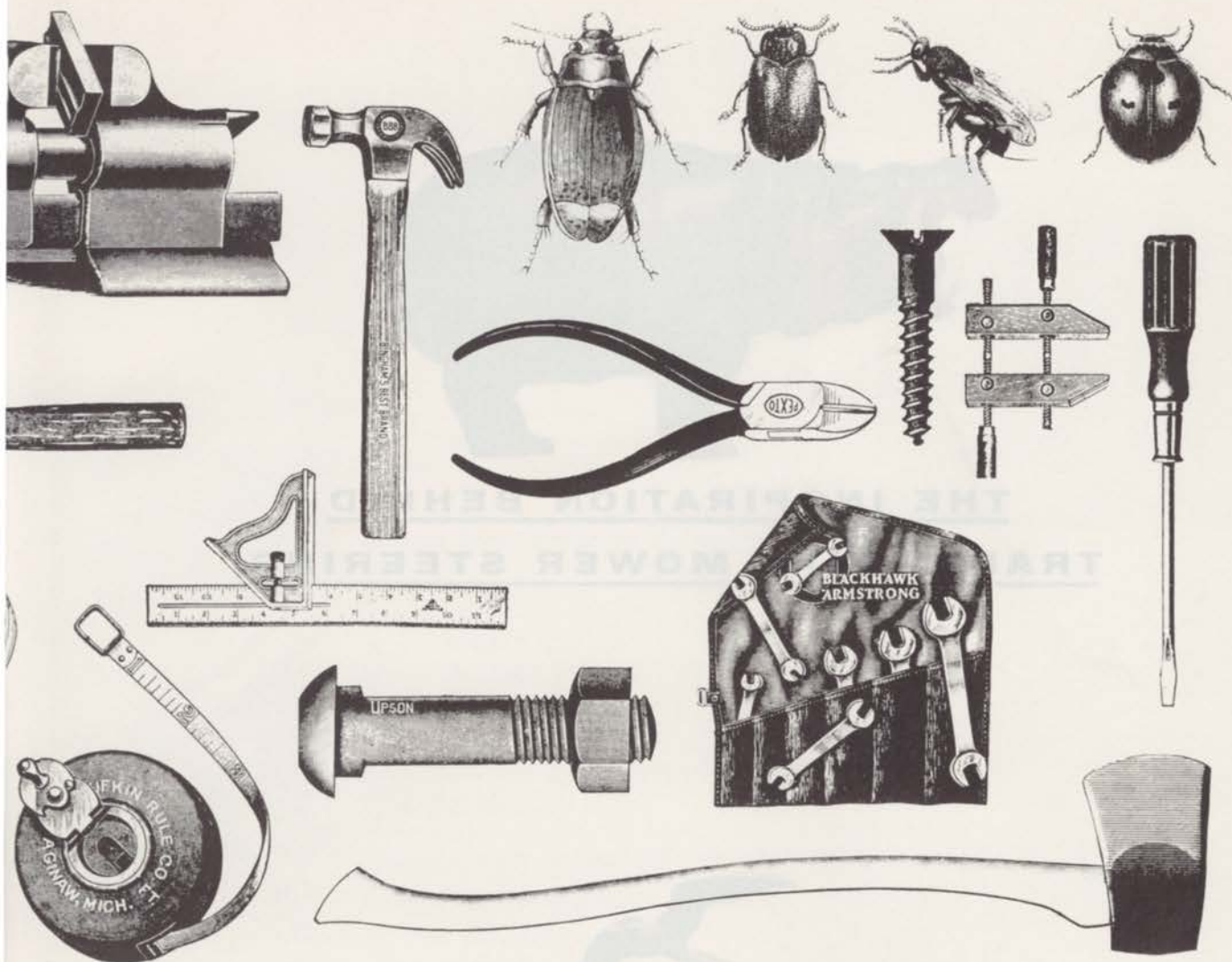
G30 Van



No matter what line of work you're in, we've got a great line of hardworking Chevy commercial trucks that can move your business forward. Chevy trucks are the longest-lasting, most dependable trucks on the road. So it's smart to look for the Chevy dealer in*



For more information and the name of the CSV dealer nearest you, call the CSV Express line at 1-800-759-5550. *Dependability based on longevity: 1984-1993 full-line truck company registration



Dr Jack For A Living, Do It In One Of These.



C3500 Regular Cab



P-Cutaway Van HD

your area that proudly carries the CSV sign of quality. It means they're more likely to have the inventory, parts, service and full maintenance programs you need. At Chevy, we're in business to help your business. Let us go to work for you.

**Chevy Trucks
LIKE A ROCK**



Excludes other GM divisions. The Chevrolet Emblem and Cheyenne are registered trademarks and Chevy is a trademark of the GM Corp. ©1994 GM Corp. All Rights Reserved. Buckle up, America!

USE READER SERVICE #80



THE INSPIRATION BEHIND
TRADITIONAL MOWER STEERING.



THE INSPIRATION BEHIND
THE TORO® T-BAR.



It's a simple fact. The less energy you expend steering your mower, the more energy you'll have to fly through each job and be more productive. That's basically the thinking behind Toro® T-bar steering. Just put your hands on the bar, push, and you're off and running. Steer right, you turn right. Steer left, you turn left. Let go and it returns to neutral without engine kill. No grips to squeeze. No additional levers.

As you might expect, the Toro® T-bar is the preferred choice among commercial cutters. And it's available on any of our mid-size models.

To find out more, call us at 1-800-348-2424. If you'd like to see a demonstration, talk to your ProLine dealer (or just watch any bird that happens by).

TORO® ProLine

When you want it done right.™

Lawn & Landscape MAINTENANCE

VOLUME 15, NUMBER 11

NOVEMBER 1994

FEATURES

Cover Illustration:
Comstock

34 Cover Story: All the Right Moves

You don't have to be big to be professional, say the experts. They believe professionalism equals success, at any level.

44 Contractors Keep Truckin' With Customization

Innovative truck customizations can help a lawn or landscape contracting business get the most out of standardized equipment.

52 Today's Sprayers Excel at Supplemental Treatments

IPM and convenience factors have made backpack and handheld sprayers the ideal tool for quick spot treatments.

57 Mowing in the 21st Century

Flying lawnmowers? Satellite-controlled operations? Star Trek suits? What's this industry coming to?

80 Pesticide Education: Understanding the Media's Role

An alternative approach to educating the public, based on new concepts about risk communication, is under development. Some believe it may alleviate the public's concerns.



p. 52

86 Contractors Throw their Hats into the Ring

Four lawn and landscape contractors are working for sensible regulation and government accountability in their own state legislatures.

93 Specialty Pesticides: Worker's Comp

Smart contractors have found that the best way to keep worker's comp rates under control is to pool their resources together.

99 1995 New Product Showcase

Here's a sneak preview of the latest product innovations for turf, tree and ornamental services.



p. 34



p. 99

DEPARTMENTS

119
Advertisers' Index

8
Business Watch

6
Editor's Focus

13
News in Brief

20
Association News
ALCA's Masters in Landscape Management program debuts; PLCAA and PGMS elect new officers for 1995; the Garden Council prepares the "Plants for America" industry survey.

116
Calendar

10
Environmental Forum
New pesticide regulations will be revisited after this month's elections.

112
People

120
Classifieds

26
Irrigation News

115
Product Profile

LAWN & LANDSCAPE MAINTENANCE (USPS 657-470 ISSN 1046-154X) is published 12 times per year. Copyright 1994 G.I.E., Inc. Publishers, 4012 Bridge Ave., Cleveland, Ohio 44113. All rights reserved. No part of this publication may be reproduced or transmitted by any means without written permission from the publisher. One year subscription rates, \$25 in the United States, \$29 in Canada and \$82 in other foreign countries. One year foreign airmail rate: \$182. Two year subscription rate: \$35. Subscriptions and classified advertising should be addressed to the Cleveland office. Second class postage paid at Cleveland, Ohio, and additional mailing offices. Postmaster: Return form 3579 to LAWN & LANDSCAPE MAINTENANCE, 4012 Bridge Ave., Cleveland, Ohio 44113.

Editor's Focus

PROFESSIONALISM IS in the eye of the beholder. Or is it?

In every issue of *Lawn & Landscape Maintenance* magazine, we discuss the professional landscape contractor. What it takes to perform a professional installation, maintain a professional landscape, manage a professional fleet and crew and deal with customers in a professional manner.

Yet, when asked to define the word professional or professionalism, no two descriptions are the same. Some talk about customer relationships, others talk about the cleanliness of crew members and their vehicles, still others discuss the responsiveness and responsibility of a landscape firm to the community in which it operates.

There is no wrong definition to the word unless, of course, actions don't measure up to the basic business philosophy. My idea of a truly professional company includes all of this and more.

A truly professional company combines a love for the landscape industry as well as a keen sense of business savvy. The owner of the firm doesn't mind getting his/her hands dirty and knows how to set and maintain prices in a competitive market.

A professional contractor knows how to make a customer's landscape dreams a reality and does so in an upfront, no-hidden-costs manner. A professional performs lawn and landscape services to benefit the individual property and not just to make a quick, extra buck.

A professional firm selects turf, trees and shrubs for a landscape with the long-term growth of the plants in mind, and trains his/her technicians to do the same. Such a firm invests in the landscape community both in a business sense and personally, always promoting the benefits of a professionally maintained landscape on and off the job.

A professional firm provides leadership and continual on-the-job training; instills trust in its employees; is concerned about the safety and career paths of its key personnel; knows when to pull back rather than grow uncontrollably; excels in a competitive climate; and injects pride and a desire to excel throughout the entire company.

One person does not make a professional firm, rather it's team execution and achievement. Professionalism is the key ingredient which separates the long-term successful landscape firms from the short-lived, flight-by-night operations.

A professional firm is involved in local, state and national associations, interacting with peers and addressing both positive and negative issues with confidence and forthrightness. A professional contractor mentors novice landscapers and is interested in the growth of the entire industry rather



than simply his/her bottom line.

As a profession, the lawn and landscape industry has been around for more than 25 years, yet it's one still experiencing phenomenal growth, re-direction and sophistication.

The lawn and landscape industry as I know it contains a large number of quality firms bending over backward to convey the message of professional service. By its nature, this industry also has its share of those looking for a quick buck, and nothing else.

Thankfully the well-intentioned firms have acted both individually and as coalitions to shape local, state and federal legislation as well as work with the media on crucial issues.

Because this industry is experiencing intense scrutiny, it's in the best interest of all firms to internally and externally re-evaluate your positions and make the decision whether you're truly a part of the professional industry or not.

In a related, professional matter, I'm pleased to introduce LLM's new managing editor, Susan Gibson. Sue has held various positions in business publishing for more than 20 years. She has contributed articles for a wide variety of industry magazines covering everything from metalworking to executive topics to book reviews.

Most recently, she was a partner in CityCom Inc., a Cleveland, Ohio, advertising and editorial services firm.

She is no stranger to the lawn and landscape maintenance industry, having contributed to several projects involving the Professional Lawn Care Association of America and The Lawn Institute. She also attended the 1988 PLCAA Conference in New Orleans.

In addition to writing free-lance articles for the pest control and recycling industries, Sue has also provided editorial services for lawn care and industry suppliers. — *Cindy Code*

EDITORIAL

Cindy Code
Group Publisher/Editor

Susan Gibson
Managing Editor

Bob Gitlin
Contributing Editor

GRAPHICS/PRODUCTION

Charlotte Turcotte
Art Director

Jami Childs
Production Manager

Tracy Green
Graphic Designer

Carolyn Badger
Helen Duerr O'Halloran
Lori Zachmann

Rosalie Slusher
Circulation Manager

Fran Franzak
Books Manager

ADVERTISING/MARKETING

Maureen Mertz
Publisher/Advertising
East Coast Sales
1723 South Hill
Milford, Michigan 48381
810/685-2065
Fax: 810/685-2136

Tim Yedinak
Midwest Sales Manager

Dave Miethe
West Coast Sales Manager

CORPORATE STAFF

Richard J. W. Foster
President and CEO

Christopher W. Foster
Vice President/General Manager

Jim Keefe
Manager/Sales and Marketing

John Roddy
Controller

Marco Urbanic
MIS Director

ADVISORY BOARD

Karl Danneberger, Tom Garber
Joe Vargas, Patricia Vittum, Richard White

EDITORIAL & SALES OFFICES

4012 Bridge Avenue
Cleveland, Ohio 44113
Phone: 216/961-4130
Fax: 216/961-0364

Subscriptions and Classifieds:
216/961-4130

LLM is a member of:

The Professional Lawn Care Association of America
The Associated Landscape Contractors of America
The Professional Grounds Management Society
The Irrigation Association
Responsible Industry for a Sound Environment
Turf & Ornamental Communicators Association
The Ohio Turfgrass Foundation
American Association of Nurserymen
National Landscape Association
The Composting Council

Cindy Code is on the board of trustees of the
Ohio Turfgrass Foundation

BPA
INTERNATIONAL

ABP
Associate Member

Is Paperwork Sending You Through The Roof?



**Complete Training Video
Only CLIP has it!**

*Free Demo Disk
Version 4.03*

Come down off the ceiling. With CLIP, the Computerized Lawn Industry software Program that chops through mountains of paperwork in just minutes a day.

CLIP handles all the jobs that pile up fastest. Routing. Billing. Financial reports. Scheduling. And best of all, it makes your business more profitable.

By performing accurate job costing, CLIP shows which lawns you're losing money on. So you can drop them or raise rates. Now you'll make money on every job, every time.

More Reports. CLIP now gives you more reports and reporting functions. And only CLIP's "Custom Report Writer" lets you make up custom reports with your own data.



Simply key in information and CLIP tracks your scheduling and routing.

Improve Your Marketing.

CLIP's powerful Mail-Merge functions allow you to export the new season's proposals to your favorite word processor. So your new proposals will be the easiest and most attractive ever.

Our Easiest Version Yet. CLIP's menus guide you each step of the way. Our four-hour video tutorial gives you a complete mini-course. The CLIP help-line is always available. And our *CLIPnotes* newsletter helps you get the most from your business computer.

Put some space between you and the ceiling. Call CLIP today.



*Specify
IBM disk size
when ordering.*



For a free demo disk and sample print-outs, call:

1-800-635-8485

CLIP ...Cuts Paperwork Down To Minutes A Day.

©1994 Sensible Software Inc., 18761 N. Frederick Ave., Suite F, Gaithersburg, MD 20879, (301)330-0604

USE READER SERVICE #81

Business Watch

MORTGAGE INTEREST RATES EDGE UP

AVERAGE 30-year mortgage rates edged up again in October reaching 8.93 percent, the highest it has been since the beginning of April 1992, according to Freddie Mac's Primary Mortgage Market Survey.

A year ago, the 30-year rate was 6.81 percent.

The strength of the employment report put an upward pressure on mortgage rates last month, stated the survey, but the producer price index shows inflation to be well in check which is expected to produce moderation in interest rates. Good news for property owners interested in moving or making home improvements.

Average rates for one-year Treasury-indexed adjustable-rate mortgages in October was 5.77 percent, the highest since the beginning of May 1992. The rate for 15-year fixed-rate mortgages was 8.40 percent in mid-October, the highest since the end of June 1992. A year ago, the 15-year rate was about 6.36.

CONSUMER PRICE INDEX*

JUN.	JUL.	AUG.	SEPT.
+0.3	+0.3	+0.3	+0.2

SALES OF EXISTING HOMES*

JUN.	JUL.	AUG.	SEPT.
-3.6	-0.3	-0.5	-0.3

*Percent change from preceding month (seasonally adjusted).

PUT IDLE CASH TO WORK



DO SEASONAL fluctuations in your business impact your company's cash flow situation? If so, you may use investment and tax strategies to even out your business cash flow throughout the year and maximize the earnings potential of your current cash holdings.

Every day that your dollars earn little or no interest in a checking account costs you money. Large corporations solve this problem by investing their cash, even if only for two days. Small- and mid-sized companies can take a similar approach by investing in cash equivalents, such as those highlighted below.

X Short- and intermediate-term certificates of deposit (CDs): These offer safety through FDIC insurance, a variety of maturities (from three months to 10 years) and can be purchased in low minimums (typically \$1,000).

If you purchase a CD through a brokerage firm, you can generally receive a more competitive rate than that available through bank CDs, and you may be able to liquidate your investment at market prices before maturity without the early withdrawal penalty imposed by banks.

X U.S. Treasury and Federal Agency securities: These are short-, intermediate- and long-term investments whose principal and interest are guaranteed by the U.S. Treasury or Federal Agencies. These securities are available for a minimum of between \$1,000 and \$10,000.

X Money market funds: These enable you to participate in many of the high-yielding securities described above. Money market funds provide daily liquidity, diversification and professional money management.

X Central assets accounts: These are offered by major brokerage firms and can boost your cash flow in a number of ways. Every dollar that comes in to your account from your business, dividends, interest, securities sales and other income sources is automatically invested daily in the money market fund of your choice. — John Houlihan, Dean Witter Reynolds Inc., Melville, N.Y.

THE DIFFERENCE ONE PERCENTAGE POINT CAN MAKE* 1%

*Assuming an annual IRA contribution of \$2,000 made every January 1 over a 30-year period, a 1 or 2 percent difference in the rate of return may add thousands of dollars to the value of your IRA.



Source: Dean Witter Reynolds

The National Weather Service's 60-day outlook for November and December calls for a 55 percent chance of below normal temperatures in Kansas, Oklahoma, Arkansas and Missouri. Probabilities for cold exceed 60 percent in Kansas and Oklahoma.

Above normal temperatures are forecast for southern Florida, the Pacific northwest and parts of Texas and southern California.

Greater than median precipitation is expected in the central Midwest including most of lower Michigan, all except southern Ohio, northern Indiana, northeastern Illinois and southeastern Wisconsin. ■

60-DAY OUTLOOK FOR NOVEMBER AND DECEMBER

Temperature Probability

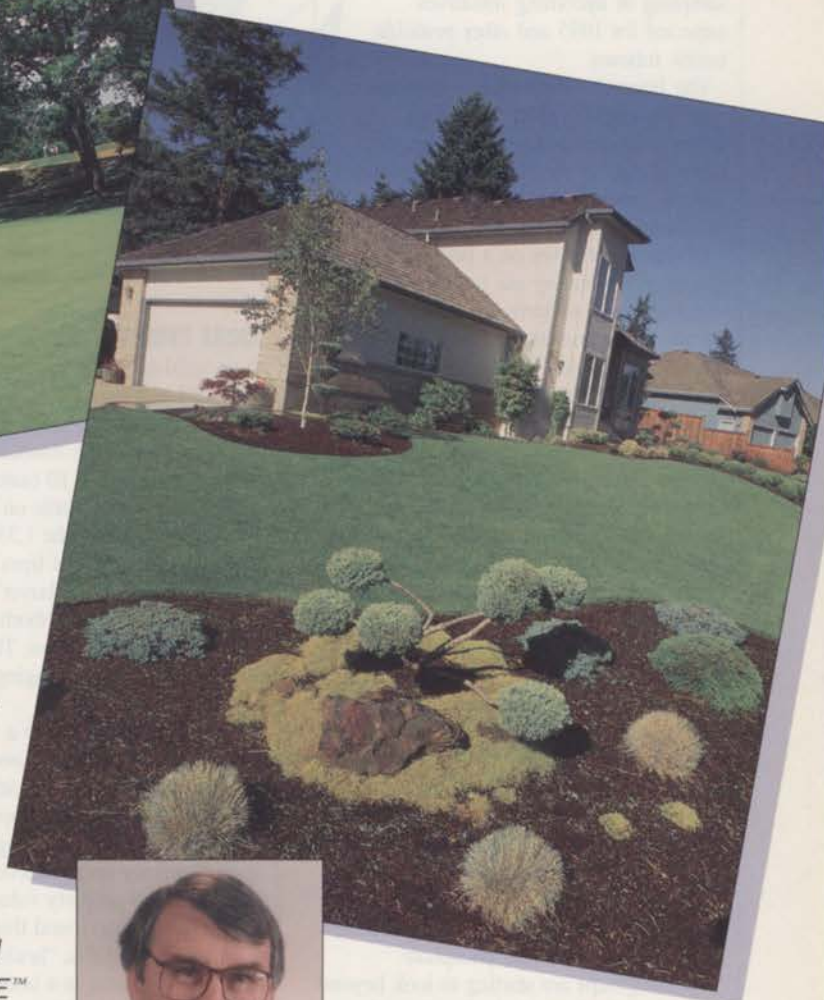


Precipitation Probability



TURFGO® FeATURE™

*Give your
grass a
deeper green*



With the development of TURFGO® FeATURE™ by "Ironman" Neal Howell, turf managers have a better way to build the deep green turf they dream of. A single application of FeATURE™ normally results in notable green-up in 12-48 hours.

A unique blend of nitrogen, sulfur, magnesium, fully chelated six percent iron and manganese, it is amine compatible, low temperature stable and does not require heated storage. (Note: Also available is Double FeATURE™ with zinc added to the above ingredients.)

FeATURE™ is absorbed through both the leaves and roots of plants and its use permits lower nitrogen application rates and thus the potential of decreased mowing frequency.

In addition to its ability to create remarkably fast and lasting green-up, FeATURE™ strengthens turf by adding to the root system (without increasing top growth) while increasing resistance to drought and cold injury.

FeATURE™ can also lower the pH of alkaline spray water, thus increasing the effectiveness of pesticide applications.



United Horticultural Supply is pleased to announce the addition of "Ironman" Neal Howell to their team of horticultural heavy hitters.

"Ironman" Howell's micronutrient formulations are renowned as the best available and

have been used on some of the world's most prestigious sporting fields, golf courses and landscape areas.

For more information
on the complete line of
UHS products and
services call toll free:

1-800-847-6417



**United
Horticultural Supply**
Working To Enhance Our World

**ESN
IS COMING!**

Environmental Forum

NOVEMBER elections will change the character of national and state legislatures, but the pressure for more regulation of pesticides will continue. Many of these initiatives are generated at the local or state levels — areas where concerted efforts by lawn and landscape industry members to educate the public and influence public opinion are crucial. A sampling of upcoming initiatives expected for 1995 and other pesticide trends follows.

The Interstate Professional Applicators Association, which represents urban plant care and pest management professionals in the Northwest, reports several measures that it expects to be reintroduced in 1995. They include:

- Oregon initiatives on a pesticide reduction bill cutting use by 50 percent, rewarding and authorizing citizens who initiate environmentally related lawsuits, creating an Oregon biodiversity plan and increasing liability for disease and injury claims.
- Multiple chemical sensitivity for consumers and workers, environmental crimes enforcement, pesticide use reduction for schools and environmental equity for minorities and low-income populations are issues under consideration in Washington.
- Applicators in Idaho report proposed changes including increased minimum insurance requirements, reduced categories of pesticide licenses and increases in licensing fees.

Tom Delaney, director of governmental affairs for the Professional Lawn Care Association of America, reported more local interest in the issues of non-point source runoff and low-impact pesticides.

He noted an initiative in Madison, Wis., requiring that all fertilizers be formulated with less than 3 percent phosphate.

"Local groups are starting to look beyond uses of pesticides in agriculture, to urban uses. They worry about the effects on lakes and streams," Delaney added.

Another example of local initiatives are the proposed regulations for comment in Texas to create a certification category for using low-impact pesticides. "We're concerned as we see state programs becoming more independent," he noted.

"A certified structural pest control operator or lawn care firm could advertise the use of low-impact pesticides. It's really a unique concept and it kind of preempts the U. S. Environmental Protection Agency. The state is defining its own definition of low-impact pesticides." He expects more local initiatives to surface.



MORE EVIDENCE that lawns and landscapes have solid economic impact has been provided in a new survey conducted by Arbor National Mortgage Inc., reported the National Landscape Association. Arbor surveyed realtors in 10 eastern states on the potential impact of trees on property values.

More than half of the 1,350 realtors surveyed believed that trees "had a positive impact on a potential buyer's impression of both a home and neighborhood," reported NLA's *Landscape News*. The survey discussed properties ranging from \$60,000 to \$300,000.

Realtors appear to have a fairly good understanding of the environmental impact of trees, with 53 percent citing environmental contributions to the property and 44 percent citing energy savings. They also named privacy and aesthetics (75 percent) and increased property value (66 percent).

The survey also found that a majority of realtors believed that "healthy shade trees are a strong factor in a home's 'sell-ability,' healthy shade trees have a big effect on a potential buyer's first impression and the presence of healthy shade trees strongly impacts a potential buyer's impression of a block or neighborhood." A big majority (84 percent) agreed that a home with trees would be as much as 20 percent more sellable than one without trees.

GRASSCYCLING has hit the television waves on CNBC and The Discovery Channel. The Professional Lawn Care Association of America's grasscycling program was featured this month on the national television series "Today's Environment," a series of weekly half-hour programs in a magazine-style format that looks at how

new technology positively affects the environment. It is hosted by Ed Begley, Jr.

GREEN RIBBONS. Making noise of their own, local lawn and landscape operators in Westchester County, N.Y., held a protest march to voice their opinions of leaf-blower bans. At the "non-disruptive" rally, industry members wore green ribbons around their arms and carried posters as they marched to the White Plains city hall.

Michael Tinelli, president of the New York Turf & Landscape Association, noted the group wanted to attract media attention and felt their efforts were successful. "The rally was a great success," he said in a letter to the membership. "It made me proud to be there with my fellow Green Industry

professionals to see such a well organized and mannerly rally. It is a great asset for the public to see a very upset industry conducting themselves as gentlemen."

The city's lack of action on a promise to meet with industry members in the development of a leaf-blower ban earlier in the year prompted the protest. Mayor Sy Schulman met briefly with the protesters, promising more involvement. Tinelli reported that the group plans to challenge the ordinances in the courts.

'TURFGRASS: First-Aid for the Earth" is the theme of an advertising campaign designed by Turfgrass Producers International to promote the environmental benefits of turfgrass sod. The four-color, full-page advertisements are targeted at landscape architects and are currently running in two magazines published for that segment of the industry.

The advertisements discuss the benefits of turfgrass sod and include a toll-free number for anyone who wants to receive a "Turfgrass First-Aid Kit." It includes educational materials and listings of turfgrass sod producers by region.

AN ESTIMATED 2.6 million readers have been exposed to good public relations on the environmental value of turfgrass sod, reported the Turfgrass Producers International. It counted 41 pages of editorial space in industry and consumer publications as evidence that the \$73,000 program is producing positive results. TPI's staff made this estimate based on actual publication clippings received; the estimate is conservative because many other publications may have used the information. ■

News in Brief

NEWS DIGEST

Toro Claims Patent Infringement

Toro Co., Minneapolis, has filed suit in the Federal District Court of Minnesota against Great Plains Mfg. for patent infringement of the HydroJect® 3000 turf injector. Toro alleged that the Land Pride division infringed four patents. The injector places high pressure streams of liquid several inches into the ground to aerate soil, which allows immediate use of the turf after aeration.

LESCO Founder, Former Chairman Dies

Jim Fitzgibbon, founder and former chairman of LESCO Inc., Rocky River, Ohio, died last month after a short hospital stay. He was 72.

Soil Technologies Plans Stock Offer

After a decade of producing biologically based natural products for turf, Soil Technologies Corp., Fairfield, Iowa, plans to launch an initial public offering to finance expansion. The company will offer up to 850,000 shares of common stock to raise approximately \$5 million in capital for product and market support programs.

LandCADD Signs Distribution Deals

LandCADD International, Englewood, Colo., finalized a distribution agreement with Daelim Engineering Co. for representation in Korea. Daelim is one of 15 companies in the \$22-billion Daelim Group of engineering and construction services.

OPEI Reaffirms Anti Mower Racing Stand

In the wake of growing media coverage, the Outdoor Power Equipment Institute issued a strong statement reaffirming its opposition to the practice of lawn mower racing and the formation of mower racing associations.

Dennis Dix, OPEI president and CEO, summed up the position: "The idea of lawn mower racing not only defies common sense...but goes directly counter to the safety steps that OPEI has worked over the past decade to promote."

Harris Laboratories Gets AALA Accreditation

The American Association of Laboratory Accreditation paved the way for Harris Laboratories, Lincoln, Neb., to become the first soil testing laboratory to be accredited.

RISE, Pesticide Users Face Growing Product-Related Challenges

PRODUCING A UNIFIED industry voice to address the growing number of often negative industry issues is one of the challenges facing users and manufacturers of specialty pesticides today, said Allen James, executive director of the Responsible Industry for a Sound Environment.

"No single company can stand alone in the face of these issues, thus reaffirming the value and importance of cooperation," he said. James made his remarks to more than 200 people attending the Fourth Annual RISE Conference in Naples, Fla. RISE is a national association of pesticide manufacturers, formulators, distributors and others allied to the specialty pesticide industry.

Issues topping the list of challenges include product bans, containers/packaging, fees, integrated pest management, safer pesticides, reduced use/reduced risk and multiple chemical sensitivity to name a few. IPM, seemingly a straightforward concept, is now thought to be one of the most misunderstood processes in the lawn and landscape industry today.

"RISE doesn't have a complete answer to the IPM issue, but we have developed a definition which recognizes the vital role of all pesticides," James said. "It's our goal to distribute this definition extensively and urge its adoption by researchers, academics, regulators and, to the extent possible, the press."

Understanding the role and use of pesticides in all locations is a daily challenge for RISE and its committees, particularly when the federal government seems determined to reduce pesticide use at whatever cost. Subsequently, it's the challenge of all RISE members to demonstrate that risk is reduced through responsible use of the most effective product for the situation.

Seemingly unrelated, but potentially detrimental to the everyday use of pesticides is the issue of multiple chemical sensitivity. While no medical definition exists for MCS, the issue is rapidly growing in cities, universities and homeowner associations.

In Virginia, for instance, a lawsuit is pending to prevent a homeowners association from using lawn pesticides of any type within the common property areas because pesticides prevent a self-diagnosed MCS sufferer from enjoying her rented property. A plaintiff victory in this case could open the door to similar lawsuits nationwide.

"What believers have been unable to gain through science, they are rapidly gaining through legislation, regulation and the legal structure," James said. "To address MCS more globally, NACA, with RISE participating, is sponsoring a workshop with other affected industries, like fragrances and carpeting, to develop common responses."

NACA, formerly the National Agriculture Chemicals Association, is now known as the American Crop Protection Association. Its director, Jay Vroom, said the association name change reflects the broadness of the industry the association serves.

RISE, founded in 1990, gained 13 new members this year bringing its membership to 109 including 18 basic manufacturers, 22 formulators, 30 distributors and 39 associations.

Issues facing the organization in 1995 include water quality, promoting the benefits of specialty pesticides, agriculture vs. non-agriculture use, dislodgeable residues and exposure, reduced risk and applicator training.

Indeed, the challenges of the pesticide end-user is integral to the success of specialty pesticides. A panel of users from the lawn and landscape industry, golf, nursery and pest control industries discussed this topic at the annual meeting and generally concurred that they can't get enough of applicator training and educational materials.

"We spend \$50,000 a year on protection, not including training," said Jerry Lee, technical service manager, Wight Nurseries, Cairo, Ga. "We can't provide enough training to make the uneasiness go away. Changing public perception is our greatest challenge."

The professional industry has made strides in this area, shifting toward more frequent visits to individual properties to monitor and evaluate the landscape. As such, end-users are looking for smaller containers for 500- and 1,000-square foot properties, rather than the 1-gallon containers used in the days of broadcast applications.



End-users discuss specialty pesticide use

(continued on page 16)

Turns Mountains Into Mowhills

[4-WHEEL DRIVE F1145]

If you've got the wrong equipment, even mowing the flats can be an uphill battle. That's why more and more cutters are climbing up on the John Deere F1145. With its new 28-hp engine, our high-torque diesel is the undisputed king of the hills. And though it won't turn the slopes of Sun Valley into a stroll through Sunny Brook Farm, this 4-wheel-drive is tough to top. Thanks to rugged componentry it shares in common with our 855 Compact Utility Tractor. Hydrostatic drive, 2-speed axle, differential lock, wet-disk brakes and planetary final drives. Make mowhills out of mountains. See your dealer for an on-site F1145 demo. Or for more information, call 1-800-503-3373.

USE READER SERVICE #82



NOTHING RUNS LIKE A DEERE®

News

(continued from page 13)

Feds Offer Disaster Aid for Nurseries

Nursery growers have been included in new federal crop insurance and disaster assistance programs that were signed into law by President Clinton in October. The inclusion of the nursery industry is a major victory and is the result of persistent efforts by the American Association of Nurserymen, in association with other industry groups.

The new law calls for a comprehensive, predictable and "on-budget" overhaul of federal assistance to farmers and growers who sustain unavoidable crop losses because of natural disasters. AAN reported highlights of the new law:

- Expanded "non-insured" disaster assistance program beyond food and fiber crops to include nursery, floral, turfgrass sod and Christmas tree crops
- Public commitment by the Federal Crop Insurance Corp. to broaden availability of crop insurance to a larger number of species and varieties of containerized nursery crops, and to explore the feasibility of providing crop insurance to field-grown nursery crops
- Expanded the Advisory Committee for

Federal Crop Insurance from nine to 12 members, of which three must represent the nursery and specialty crop industries

- Established a "Specialty Crops Coordinator" to address the industry's needs for expanded insurance
- Required data collection guidelines to create crop insurance policies
- Set an annual reporting requirement to Congress on the progress and timetable for expanded crop insurance.

Mid-Am Show to Dock at Navy Pier

Directors of the Mid-America Horticultural Trade Show signed a multi-year deal that

Mid-America Horticultural Trade Show directors, members of the Metropolitan Pier and Exposition Authority and Chicago's Convention and Tourism Bureau representatives watch as officials sign contracts confirming use of the new Navy Pier for shows through 1999.



will move the show to Navy Pier, a new exposition center in construction on Chicago's lakefront. The four-year agreement, which carries a 10-year renewal option, cover shows starting in 1996.

The original Navy Pier was levelled and is being replaced by a facility to house a winter garden, shops, museums, and theaters. Mid-Am will continue to use the Hyatt Regency Chicago as its headquarters and will provide free shuttles between the hotel and the pier.

The waiting list has reached 80 companies. The move comes as directors of the show have had to turn down exhibitors for lack of space. Don Groth, president of the show, commented, "With the move to Navy Pier in January of 1996, we'll be able to accept all

(continued on page 18)



DESIGN IMAGING GROUP

Computer Imaging for the Landscape Industry

Can you double, triple or even quadruple your landscape business in one year?
YES YOU CAN !!!

"I finally started offering imaging in '94 after years of considering it. My business grew 300% by including images in my bid and presentation. Customers feel they can trust what they'll get with a picture..it even wins bids at a higher cost than the competition."

Danny Priolo, Heritage Point, Howell, NJ

Best Selling Landscape Imaging Software!

DIG Landscape Imaging Software products outsell all other imaging products 10 to 1. Unique features like our "visual library" let you complete designs in half the time. Easy-to-learn and simple-to-use, "Genesis" will let you show your clients a photo-realistic rendering of their finished project.

Produce full-color renderings in 30 minutes or less.
(Shown here in black & white)



California (818) 706-8786

New Jersey (201) 770-9212

USE READER SERVICE #11

HONDA Power Equipment

Commercial, 21", 5.0hp, OHV, 2-Speed, Shaft Drive, Self-Propelled, Steel Deck, Zone Start

Call For Delivery



\$599

HRC215KISDA

Retail \$719

Thru December 30, 1994

NEW '95



POWER EQUIPMENT

Fort Wayne, IN Toll Free
219-432-9438 800-307-2114

For optimum performance and safety, we recommend you read the owners manual before operating your Honda Power Equipment. ©1991 American Honda Motor Co., Inc.

USE READER SERVICE #12



Visit CNA at Booth No. 1130 at the Green Industry Expo 94 to learn about business insurance especially designed for ALCA.

Come meet our business insurance experts at the Green Industry Expo 94. They'll tell you how the CNA Insurance Companies developed a comprehensive insurance plan especially for your landscape contracting business.

This extensive program provides coverage that includes: commercial auto, workers' compensation, commercial liability, commercial property, plus

optional coverages like business interruption, commercial crime, commercial auto and inland marine

To find out more about this comprehensive program designed by business insurance experts for the Associated Landscape Contractors of America be sure to stop by Booth No. 1130 at the Green Industry Expo 94.

CNA WORKING HARDER FOR YOU.SM

**ENDORSED
BY:**

ALCA

USE READER SERVICE #83

CNA

For All the Commitments You Make®

Available in the Continental U.S. only. This program is underwritten by one or more of the CNA Insurance Companies. CNA is a registered service mark of the CNA Financial Corporation/CNA Plaza/Chicago, IL 60685.

News

(continued from page 16)

those on the waiting list, plus permit our present exhibitors to expand their present displays...something we have been unable to permit for nearly five years."

"Practice" Laws Limit Landscape Designers

Several state legislatures are considering the adoption of "practice" laws, which would limit many of the activities commonly performed by landscape designers. The practice laws take "title" laws one step further by limiting the work of "making landscape plans" only to registered landscape architects. A title law requires registration and regulation to practice landscape architecture.

The Association of Professional Landscape Designers, Gaithersburg, Md., reported that while 43 states currently have title law in effect, at least 24 also have a practice law on the books. Many of these laws state that anyone performing the "the designing of landscapes" or "making landscape plans" must be registered as a landscape architect.

APLD commented that the practice laws typically "create a definition of landscape architecture that is also the definition of landscape design." The laws may force landscape designers to work for a landscape architect or other "approved" exception to local laws. One reason for the confusion, APLD noted, is the fact that many legislators do not know that landscape designers exist as a profession.

The group advocated education of opinion makers. For more information, call APLD at 301/216-2620.

California Green Sales Rebound

A rise of 1.7 percent in 1993 brought California retail nursery sales to \$3.67 billion, reported the California Association of Nurserymen. This indicates the end of the sluggish sales in the last few years.

John Chiapellone, CAN president, stated, "We attribute the positive trend to the slow but steady recovery of California's economy, and to a steady increase in consumer interest in plants and gardening."

Chiapellone also pointed to the popularity of gardening as an activity and consumers'

desire for more color in the landscape as two reasons for the rise in sales. CAN reported that California generates 13 percent of the total United States nursery receipts and 25 percent of wholesale production, the largest amount of any state.

Sandoz Tests Altered Bacteria

Sandoz Agro Inc., Des Plaines, Ill., reported that it successfully completed field tests on a genetically modified bacteria. The California tests, held in the San Joaquin Valley, were the first such tests there in seven years. Previous tests in 1987 on an ice-inhibiting bacteria developed by Advanced Genetic Sciences met with violent local opposition.

The genetically modified B.t. (*Bacillus thuringiensis*) bacteria controls armyworm, a pest said to account for nearly \$72.8 million in California crop damage in 1992. The bacteria are a major element of organic farming and integrated pest management methods.

Sandoz officials said the tests were held without local opposition, which they attributed to the company's preliminary meetings with public officials.

Shred Your Way Into the 21st Century!

with the Royer Model 366

- Quality finished product • Reduces preparation costs
- Higher capacity to handle wider variety of materials
- Fully automatic
- Fast set-up, simple operation



ROYER
INDUSTRIES, INC.

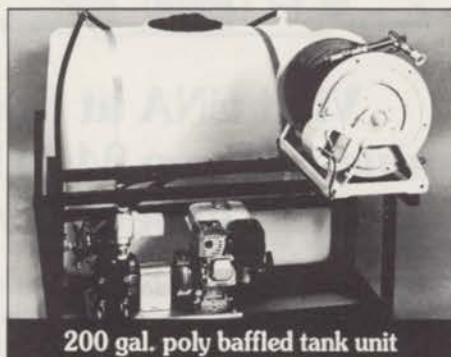
Call or fax, for more information:
Ph. (717) 287-8624 • Fax (717) 283-0578
P.O. Box 1232, Kingston, PA 18704

USE READER SERVICE #13



EVERYTHING FOR THE LAWN MAINTENANCE INDUSTRY

CELEBRATING OUR 28th YEAR!



200 gal. poly baffled tank unit

- 200 gal. poly baffled tank
- 5.3 Kawasaki with D-30
- Electric reel

- 300 ft. 1/2" hose
- Unit pre-tested & ready to use
- Custom built units available

OLDHAM CHEMICALS
COMPANY, INCORPORATED

COMPLETE SUPPLIER OF T & O CHEMICALS

1-800-888-5502

Or write: P.O. Box 18358, MEMPHIS, TN 38118

USE READER SERVICE #14

The Andersons Leads The Nation In Providing DowElanco Products For Professional Turf Care Markets

The Andersons, manufacturers of TeeTime® turf care products for golf course superintendents and Andersons Professional Turf® products for lawn care operators and other groundskeepers, is now a leading provider of high-quality/high-performance DowElanco product formulations.

Having forged their business relationship over a time span in excess of 20 years, The Andersons has incorporated a broad range of DowElanco products to prevent or solve specific turf care problems. High-quality products have also been developed for use on ornamentals.

The following chart provides a basic product offering guide but The Andersons is quick to point out that their technical capabilities for custom blending other formulations are virtually limitless in their state-of-the-art turf care products plant. Fully detailed product information is available.

Fertilizers & DowElanco

Fertilizer with 0.47% Dursban
Fertilizer with 0.52% Dursban
Fertilizer with 0.65% Dursban
Fertilizer with 0.71% Dursban
Fertilizer with 0.92% Dursban
Fertilizer with 0.75% Surflan
Fertilizer with 1.00% Surflan
Fertilizer with 0.57% Team & 0.57% Dursban
Fertilizer with 0.87% Team & 0.58% Dursban
Fertilizer with 1.15% Team & 0.57% Dursban
Fertilizer with 0.57% Team
Fertilizer with 0.87% Team
Fertilizer with 0.92% Team
Fertilizer with 1.00% Team
Fertilizer with 1.15% Team
Fertilizer with 1.25% Team
Fertilizer with 1.50% Team
Fertilizer with 1.54% Team
Fertilizer with 0.92% Balan
Fertilizer with 1.02% Balan
Fertilizer with 1.04% Balan
Fertilizer with 1.15% Balan
Fertilizer with 1.28% Balan
Fertilizer with 0.46% Balan & 0.92% Dursban
Fertilizer with 0.86% Balan & 0.86% Surflan
Fertilizer with 0.57% Balan & 0.57% Surflan
Fertilizer with 0.38% Gallery

Fungicides

Cutlass 50W* 4x8 oz.
Rubigan AS* 2x0.5 gal.

Herbicides

Treflan Granular 5.00%
Team Granular 2.00%
Balan Granular 0.58%
Balan Granular 0.92%
Balan Granular 1.72%
Balan Granular 2.50%
Confront 4x1 gal.
Confront 30 gal.
Gallery 75DF 4x1 gal.
Snapshot TG 50 lb. bag
Surflan 12x1 qt.
Surflan 5x1 gal.
Surflan 2x2.5 gal.
Turflon II Amine 2x2.5 gal.
Turflon D* 2x2.5 gal.
Turflon Ester* 2x2.5 gal.
XL2G* 50 lb. bag

Insecticides

Dursban Granular 0.50%
Dursban Granular 0.97%
Dursban Granular 1.00%
Dursban Granular 1.16%
Dursban Granular 1.20%
Dursban Granular 2.32%
Dursban Granular 2.50%
Dursban Turf 2x2.5 gal.
Dursban Turf 4x1 gal.
Dursban Turf 55 gal.
Dursban 50 WSP 6x2 lb.
Pageant* 6x5 lb.

* Limited quantities available

Call for a complete product selection guide.

The Andersons welcomes inquiries regarding any of its turf care formulations including those incorporating DowElanco products. Call us toll-free and ask for a free copy of our product selection guide for TeeTime golf course products or for Andersons Professional Turf products.

Call Toll-Free 1-800-225-ANDY

the professional's partner®

The Andersons

©1994, The Andersons. ®Dursban, Surflan, Team, Balan, Gallery, Cutlass, Rubigan, Treflan, Confront, Snapshot, Turflon II, Turflon D, Turflon Ester, XL2G, and Pageant are registered trademarks of DowElanco.

USE READER SERVICE #84



Association News

THE PROFESSIONAL Lawn Care Association of America elected Dale Amstutz as the group's 15th president. He is president of Northern Lawns Inc., Omaha, Neb., and comes to the post with 19 years of industry experience.

President-elect is John Buechner, director of technical services at Lawn Doctor Inc., Marlboro, N.J. Dick Ficco, president of Partners Quality Lawn Service Inc., Easton, Mass., was elected vice president; and Steve Hyland, president of Hyland Brothers Lawn Care, Fort Collins, Colo., was tapped as secretary/treasurer.

Mike Dietrich, director of lawn care sales at LESCO Inc., Rocky River, Ohio, was named by the board as associate director and PLCAA's associate representative to the Green Industry Expo Board. The new board for 1994-95 will be announced at the GIE Show in St. Louis.

Amstutz will focus on the dual issues of professionalism and education. He commented, "PLCAA leads the industry in setting the standards for professionals to follow, and I intend to continue to expand on this very important role through training, legislative issues and public awareness

For more information...



ALCA

12200 Sunrise Valley Drive
Suite 150
Reston, VA 22091
703/620-6363

PGMS

120 Cockeysville Road
Suite 104
Hunt Valley, MD 21031
410/584-9754

PLCAA

1000 Johnson Ferry Road NW
Suite C-135
Marietta, GA 30068
800/458-3466

AAN

1250 I Street, NW
Suite 500
Washington, DC 20006
202/789-2900

GC

10210 Bald Hill Road
Mitchellville, MD
20721
301/577-4073

programs." He noted that PLCAA's 1995 priorities will include increasing membership and building closer relationships with state and regional lawn care associations.

Amstutz's experience as a founding member and past president of the Nebraska Professional Lawn Care Association, and past president of the Nebraska Turf Foundation, will benefit him in his new role. He has been a PLCAA board member since 1992 and chaired the Member Services and Live Auction committees.

The Associated Landscape Contractors of America reported its new Masters in Landscape Management program has made a successful debut. According to Jud Griggs, chair of ALCA's education committee, the two-day educational program on advanced landscape contracting topics "has been designed to raise the management abilities of our members, and their companies, to the next level of professionalism."

(continued on page 25)

Lawn & Land Billing Software Only \$99*

Requirements include:
IBM® or compatibles,
PC/MS DOS®
3.0 or higher,
at least 640K
RAM and a
harddisk.

The Billing Clerk™

Hurry! \$99 Offer Expires 12/31/94!

- **Unlimited** number of customers.
- Recurring billing mode for automatic billing of maintenance fees (weekly, monthly, quarterly or **any other** cycle).
- Unlimited service/product codes for flexible one time invoicing of special jobs like fertilizing, tree trimming/removal, etc. One-time invoices can be saved and recalled



1395 Bear Creek Rd.
New Braunfels,
Texas 78132
(210) 899-2100
FAX (210) 899-2124

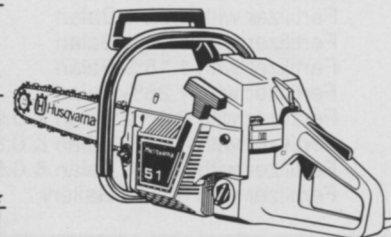
- for future reference.
- Customer notepad for miscellaneous information like special equipment needed, crew requirements, etc.
- Prints invoices & statements on forms, blank paper and postcards.
- Reports include: late charges, past due notices, aging, sales, sales tax, discounts, etc. Plus, customer ledger, mailing labels, Rolodex® cards, and more.

* Plus \$10
Shipping and
Handling. Int'l,
PR, AK, and HI
shipping may
vary. Texas
residents add
\$7.36 sales tax.

Call Now!
1-800-880-0887

* Return policies do not apply with \$99 pricing.

Husqvarna



36-16c 2.2 cu. in., 36cc

Pro features including our exclusive Air Injection system which means this saw runs up to 20 times cleaner than the competition. You can go longer between filter changes, and this saw has safety features like our inertio-activated chain brake.

Now only \$189.00

LONGHORN



IRRIGATION
LANDSCAPE
WHOLESALE

DALLAS, TX
214-406-0222
TOLL FREE

1-800-284-0205

*Can a new scent rekindle
an old relationship?*



New Dursban Pro keeps you in step with your customers.

Sometimes a new scent works wonders. So stay in step with your customers by using new Dursban* Pro insecticide. It gives you all the performance you expect from Dursban, in a new low-odor formulation.



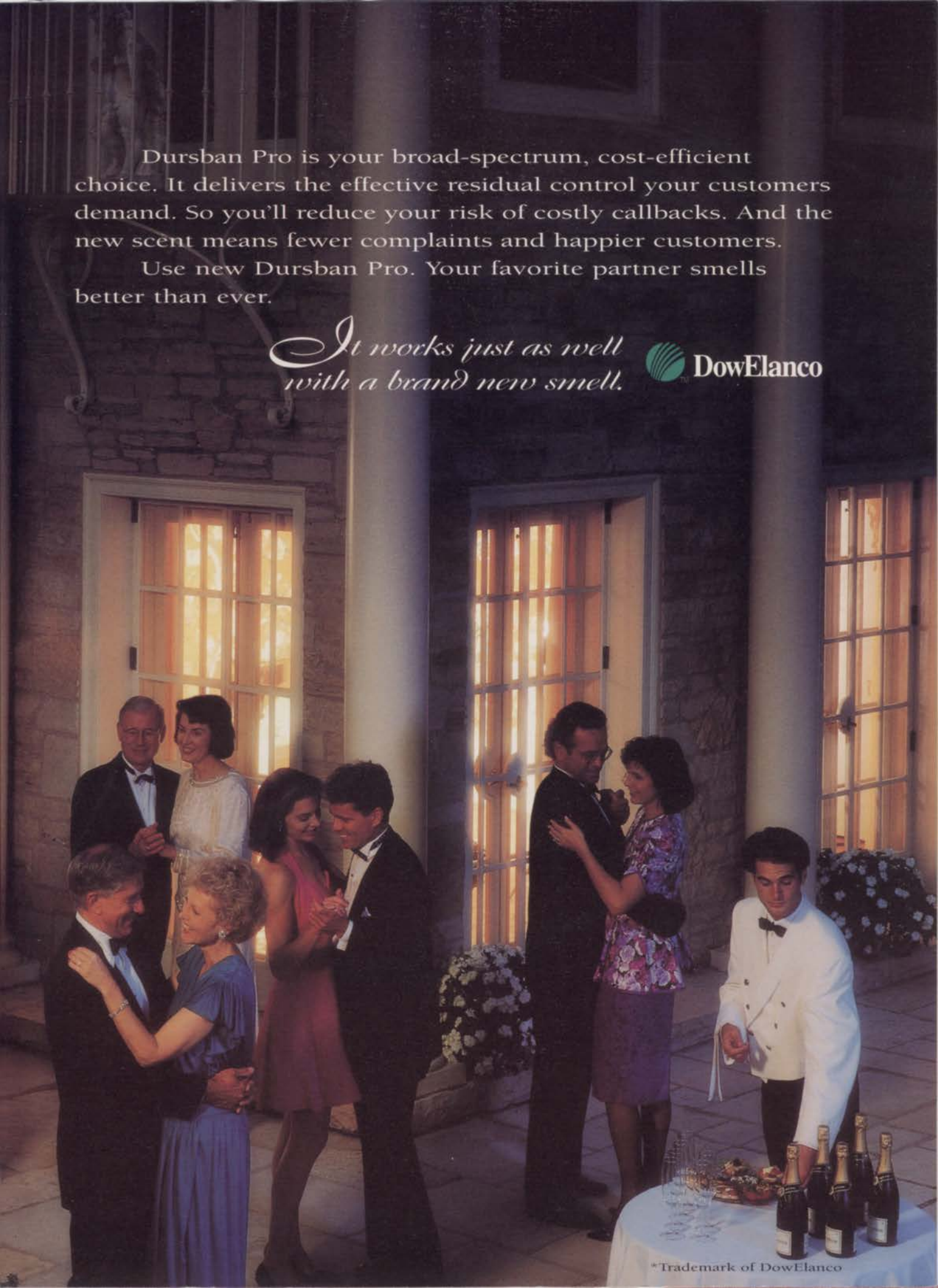
Dursban Pro is your broad-spectrum, cost-efficient choice. It delivers the effective residual control your customers demand. So you'll reduce your risk of costly callbacks. And the new scent means fewer complaints and happier customers.

Use new Dursban Pro. Your favorite partner smells better than ever.

*It works just as well
with a brand new smell.*



DowElanco



*Trademark of DowElanco

We know pest management inside and out.

New Dursban* Pro insecticide, for both indoor and outdoor applications, is another innovative development from DowElanco.

This new formulation combines cost-efficiency, effective residual control, and a new scent—all in one product. The new label has more use sites and target insects listed than the old formulations of Dursban. And Dursban Pro also carries a caution label.

So continue to look to DowElanco for the latest ideas. We're the company you can count on for quality products, helpful advice and the best service in the business. For more details, call 1-800-352-6776.



Association News

(continued from page 20)

The master's program is an interactive workshop that gives participants the opportunity to develop action plans and techniques for implementing quality in a one-year time frame. The curriculum includes coverage of leadership, performance management, innovation, improvement, involvement, reinforcement and rewards. Contact ALCA for upcoming course dates.

In other news, ALCA named Lew Bloch, president of American Tree Service and Landscape Co., Washington, D.C., as its representative to the Council of Tree and Landscape Appraisers. Bloch is a certified arborist and licensed landscape architect. CTLA is developing a new program that will help the insurance industry begin coverage of valuable trees and landscaping.

The Professional Grounds Management Society

elected Steven Chapman, grounds manager for Digital Equipment Corp., Salem, N.H., its 1995 president. Teddi Davis, vice president of sales for Garick Corp./Landscape Wholesale Inc., Cleveland, Ohio, was named first vice president.

Chapman served on the PGMS Certification committee and helped develop the first pesticide certification block of sessions at the PGMS conference. He was first vice president, treasurer and a member of the board. Davis has been a PGMS board member and officer, and has participated on several committees for PGMS and the Ohio Nurserymen's Association.

The selection of second vice president will be announced at the GIE Show in St. Louis. Candidates are Steve Wharton, staff horticulturist at Minot Park District, Minot, N.D., and Doyle Watson, landscape superintendent, Belle Meade Country Club, Nashville, Tenn.

PGMS also elected Jeffrey Boume, director of parks and recreation for Howard County, Md., as treasurer; George Van Haasteren, grounds manager of Dwight-Englewood School in Englewood, N.J., as Northeast regional director; and Randy Willis, grounds supervisor at Northwest Missouri State University, as Southwest regional director.

The Garden Council's Executive Committee

finalized details for its Plants for America survey, which will be sent to growers to determine if they support the proposed industry wide promotion order.

The committee set Nov. 17 as the date for a national forum to be held in Dallas, which will give container manufacturers and distributors a chance to discuss the order. Early in December, the Council will update the industry via newsletter on the final logistics and promotion order details. The

Council expects to mail the survey on Dec. 30, with a reply date no later than Jan. 16, 1995. Preliminary results may be available as early as Feb. 1.

The American Association of Nurserymen

named J. Landon Reeve to its long-range planning committee. Reeve is president of Chapel Valley Landscape Co., Woodbine, Md., and has served as president of the Maryland Nurserymen's Association, ALCA and the Landscape Contractors Association DC-MD-VA.

IN BRIEF...Irrigation Association will hold its 1995 expo in Phoenix, Ariz. on Nov. 12-15. The theme will be "Everything Under the Sun"...James Dalton joined the American Society of Landscape Architects as executive vice president. He comes to the society with 20 years of experience in management at the National Society of Professional Engineers...The International Society of Arboriculture elected Kenneth Ottman president for 1994-95. He currently serves as a municipal arborist for the city of Milwaukee, Wis.



TGS-100 FEATURES

- LOW PROFILE thermoplastic NO RUST HOPPER.
- EXCLUSIVE SWING-AWAY OPTION GIVES FULL TAILGATE ACCESS.
- 600 LB. / 9 CU. FT. CAPACITY.
- 12 V. HIGH TORQUE DC MOTOR MOUNTED IN COMPLETELY SEALED HOUSING FOR MAXIMUM PROTECTION FROM CORROSION.
- ELECTRONIC SPEED CONTROL WITH OVER-CURRENT PROTECTION.
- WEATHER RESISTANT POWDER COATED STEEL FRAME.
- EASY ON/OFF MOUNTING.

GROTECH

FOR THE DEALER NEAREST YOU CALL:
1-800-SALTERS

TOMORROW'S SPREADER...TODAY

DBS-300 FEATURES

- COMPLETELY SELF-CONTAINED W/5 HP. GASOLINE ENGINE.
- ENGINE & SPINNER SELF-LEVEL.
- IN-CAB CONTROLS.
- POWDER COATED FOR IMPROVED CORROSION RESISTANCE.
- MATERIAL IS AUGER FED TO SPINNER.
- EASY ON/OFF MOUNTING.
- LOW MAINTENANCE.
- IDEAL FOR AUTOMATIC DUMP TRUCKS.



DUMPBOX SPREADER

Irrigation News

MAKE IRRIGATION REPAIR A PROFIT CENTER

OPERATING an irrigation repair department makes good business sense. If you're going to pay a technician to take care of the sprinklers on your maintenance accounts anyway, why not have that technician be a profit center instead of an expense?

The irrigation repair department as a stand-alone profit center at Landscape East Inc., Portland, Ore., was first proposed by owner Ron DiPietro in late 1991 and implemented in 1992.

Since then, we have learned a lot about what works and what does not work.

When looking at profit and loss, the irrigation department pays for the repair van and its costs, yellow page expenses, cellular phones, two-way radios and pager expenses, a portion of the facility and office expenses, salary expenses, insurance and materials. Billable time and the mark-up on material are considered income.

One of our major challenges was learning how to schedule work effectively. When someone calls for a sprinkler repair, it's usually because something is broken right

Landscape East profits from irrigation repairs.

now and they want it fixed immediately.

FAST RESPONSE.

That's understandable. In fact, we feel that prompt service adds immense value to a repair service. Our challenge is that we service an area of approximately 400 square miles with one van. Since we don't bill the customer for travel time, we found we were spending too much time driving for too little billable production.

The solution was to divide the territory into four service areas with each area assigned to a day of the week. When a call comes in it is scheduled for the day



corresponding to the customer's location. When a day is full, appointments for that area are scheduled for same day in the following week. We have found that most people will accept an appointment that is two weeks away. Beyond that, you will lose

(continued on page 28)



Do You Know Who's Home?

Selling more of your lawn and landscape service is easier when you already know a little bit about who lives in a house. Metromail can help you create a profile of your best current customers and then find similar prospects based on:

- homeownership • income level • marital status • age • gender • and more!

New business and better business depend on targeting your marketing efforts to the people who need your service. Let Metromail provide you with names, addresses, even phone numbers of the families behind the curtains.

Give us a call - we'll handle the introductions.

1-800-523-7022

Metromail
AN R.R. DONNELLEY & SONS COMPANY

USE READER SERVICE #21



Mr. Accountant is the time proven, complete business management system for only \$695.00.

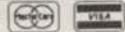
Invoices•Statements•Job Costing•Sales Tax/Finance Charge Computation•Aging Reports•Truck Scheduling/Routing•Chemical Application Reports•Plant and Irrigation Part Inventory•Lead Tracking•Proposals Accounts Payable•Payroll•Check Writer•General Ledger•Mailing List•Equipment Maintenance•Completely Menu Driven•Simple to Use•Customization and Multiuser Version Available
Designed specifically for landscape maintenance, landscape installation, pesticide application and irrigation companies

Serving the green industry since 1987

1032 Raritan Rd.
Cranford, NJ 07016
(908)272-1398
Fax:(908)272-8729

6562 Boca Del Mar Dr.
Boca Raton, FL 33433
(407)750-8442
Fax:(407)367-0743

Call for FREE Demo Disk!



USE READER SERVICE #22

WALKER works at STANLEY WORKS



New England craftsmen have known for 100's of years to use the right tool for the job. The Ingenito Brothers, of New Britain, Connecticut discovered the Walker Mower is the "tool of choice" when mowing grounds at Stanley Works World Headquarters. Ralph and Randy Ingenito write:



* Thank you! We didn't have to "build it": you did. Your mowers are just what we were looking for in a commercial mower. Much like our business, they're: mid-size, fast, effective, and professional. This has led us to be able to gain new accounts, such as, The Stanley Works World Headquarters, and other such professional buildings. *

Discover why Walker is becoming the tool of choice for landscape maintenance professionals.



WALKER MFG. CO. • 5925 E. HARMONY RD. • FORT COLLINS, CO 80525 • (303) 221-5614

USE READER SERVICE #63

Irrigation News

(continued from page 26)

some business if you cannot get to them more quickly.

Although minimizing driving time is important, being flexible also is important. If a maintenance customer has a stuck valve or a mainline leak, we will juggle the schedule to get prompt service to that account.

Three of the most valuable tools I have in the van are the phone, the two-way radio and my pager. My ability to communicate with customers, the office and foremen in the field, gives me the ability to reschedule appointments on the run and fit in the contingencies that occur. Emergency calls can be annoying distractions from a well planned schedule or they can be golden opportunities to add business and give great service.

Prompt service is a key way to add value to your repair service division without adding cost. For example, compare the value of getting to an account today and fixing the sprinklers, to letting the turf bake in the heat for a week before the irrigation is repaired. In either case, your technician goes to the same site and does the same job. Your cost and the customers' costs do not change. But,

look at the difference in value of getting the repair done sooner instead of later.

The challenge is: How do we give great service by responding quickly to our customers and still control the schedule for maximum production time? For one thing, we are firm about scheduling incoming calls on the appropriate days. Then we are very flexible about juggling the schedule to accommodate maintenance customers and the most urgent repairs. One must be rigid yet flexible.

SMART QUESTIONS. Knowing how much time to allow for each appointment also is a challenge. One advantage of scheduling my own appointments is that I have the experience to estimate how long each repair should take, based on a description of the problem. Since many homeowners and property managers know very little about sprinkler systems, asking the right questions can make a big difference in effective scheduling.

For example: One person called and told me she had a broken sprinkler head. I said, "OK, do you know what kind of head it is?" She said she would go to the garage to find out. I asked if the head was in the garage. She replied that it was on the wall of the

garage and when she pushed the start button, nothing happened. Then, I realized that she was calling her controller a sprinkler head. By asking a few more questions, we got to the real problem, which was that she had not yet turned on the sprinkler main valve, so the mainline was not charged.

Don't schedule appointments based on what the customers think the problem is. Get them to describe the symptoms and diagnose the problem yourself.

The disadvantage of scheduling my own appointments is that during the busy season, we get a flood of calls and I don't have time to take them all. Our secretary schedules appointments. If someone has a technical question, I call them back. We also have a construction supervisor in the office, who fields some of the calls with technical questions.

Once the secretary makes the appointment, chances are good that the customer is not going to call our competition. I may still have to call the customer back to reschedule or get more information, but it's better than losing business because he couldn't make an appointment the first time he called.

(continued on page 32)

The Service Solution

The Complete Computer System
for the Lawn and Tree Care Industry

In addition to standard billing and record-keeping functions,

The Service Solution offers:

- An Integrated Database of Customers, Estimates and Prospects
- Targeted Marketing to Next Door Neighbors and Selected Streets
- Automated Maintenance of Homeowner Names and Phone Nos.
- Consolidated Billings for Commercial Accounts
- Proposal of Add-On Services on Service Renewal Forms
- Automated Timing of Multiple Services

See a complete demonstration at these shows!

- ❖ Green Industry Expo
- ❖ Tree Care Industry Expo
- ❖ Rocky Mountain Turf Conference
- ❖ Ohio Turfgrass Conference
- ❖ Mid-America Green Industry Convention

Practical Solutions, Inc.
7100 North High Street
Worthington, Ohio 43085
1-800-998-0379

Software Solutions for the Service Industry

USE READER SERVICE #24

NEW PRODUCT

POSTING SIGNS

Quality
Plastic
Stakes

As low as
4.95¢
each in 20,000
quantity

R.N.D.
Signs

1-800-328-4009

USE READER SERVICE #23

rugged and reliable

*Easy
On-Site
Adjustment*

*Wet or Dry,
Up or
Down*

I-Series
Gear-Drives
With A Track
Record



Field managers rely on Hunter Institutional Series rotors because they deliver years of trouble-free operation in the toughest soil conditions.

Interchangeable nozzles and on-site arc adjustments make it easy to achieve efficient irrigation and healthier turf.

It all adds up to the most rugged and reliable rotors you'll find for a major league stadium or your neighborhood park.

■ **Proven Gear-Drive**

Hunter has the track record for reliability.

■ **On-Site Adjustment**

Quick, through-the-top access.

■ **Interchangeable Nozzles**

Uniform coverage in all radius ranges.

■ **Stainless Steel Riser**

Longer life, top performance in all conditions.

■ **Player Safety**

Cushioned rubber cover. Heavy-duty retraction spring for positive pop-downs.



The I-20, I-40, I-25

A versatile line-up for all commercial and recreational sites.

Hunter®

Dedicated To The Irrigation Professional

1940 Diamond St. □ San Marcos, CA 92069 □ U.S.A. □ 1-619-744-5240 □ FAX: 1-619-744-7461

USE READER SERVICE #85



JUST AD



ROUNDUP WATER

Same great weed control of Roundup®, now in premeasured packs.

Introducing Roundup® Dry Pak — a water-soluble granular formulation in premeasured packs (25 per box). These handy little packs are convenient to store, ration out, carry and use. Just pour in one pack for each finished gallon of spray solution you want, then fill with water.

Roundup Dry Pak measures faster, easier and with more accuracy than liquid herbicides — saving you time and reducing waste. It also eliminates the mess of measuring liquid herbicides. As a result, Dry Pak poses less risk of exposure. If any of the granules would spill, they're simple to clean up.

So if you thought regular Roundup gave you great peace of mind, just wait until you try Roundup Dry Pak. It provides the beautiful results and environmental profile that made Roundup the most trusted herbicide in

the world. Plus, it's packed with a lot of extra benefits, just for good measure.

To find out how Roundup Dry Pak can add convenience to your program, call 1-800-332-3111.



ALWAYS READ AND FOLLOW LABEL DIRECTIONS FOR ROUNDUP DRY PAK.

Roundup® is a registered trademark of Monsanto Company.
© Monsanto Company 1994
IND-47084 1/94



USE READER SERVICE #31

Irrigation News

(continued from page 28)

BUILD RAPPORT. Selling skills also are very important in making irrigation repair profitable. When I talk with or meet a new customer for the first time, I try to create instant rapport with that person.

The customer may ask questions such as: Do I trust this landscaping company to do repair work on a time and material basis? Will they be fair with me? Is this person competent? Does he have the knowledge and skill to do a professional job?

Although customers usually won't ask me directly, I know that those questions are present and need to be answered in advance so that they do not become objections later. This is accomplished first by the impression our company makes on the customer. If they are a referral, they already tend to believe that we will do a good job. Our office staff does a superb job of answering telephones. By the time I speak with a prospect, they already have the impression that they are dealing with a professional, friendly and courteous business.

When a technician is working at a site, he should be alert for opportunities to sell additional work. Does the system need a

backflow device? Would a new controller be easier to operate? Could the coverage be improved? Could converting a spray zone to drip save some water?

Sell with integrity. If they don't need it, don't suggest it. At the same time, you're the expert. You will see things that they don't and if you don't call those things to their attention, you are not giving your customer the full value of your experience.

Each new repair customer goes on our mailing list for spring startups, backflow tests and winterization. Every repair customer gets a sticker with our telephone number and name on their controller.

Keep in mind that the technician will have much contact with people who are potential customers for other landscape services.

I received a call from the building supervisor at one of our commercial maintenance accounts, who said that a sprinkler head had blown off. He wanted to know when I could get there to take care of it. I said I would be there in 10 minutes, and I went over and fixed it.

Repairing a sprinkler head is not a big deal. The big deal is that this customer feels like he is important to us (he is) and when it's time to renew the annual maintenance contract, the good feeling he has will be

worth far more than the income we receive for a small repair.

MAKE A PROFIT. How much should you charge for repair work? You must determine what your real costs are and how much profit you need to be able to commit resources to an irrigation repair department. Above that, the market in your area will determine how much you can charge.

Most of our repair is done on a time and material basis. On larger repairs of eight hours or more, we give estimates.

Time and material does not mean that you can charge anything you want. If the bill is not reasonable you are going to have a problem. You do not want to hand a bill to a customer which is more than he expects.

You need a technician who works quickly. No one wants to look out the window and see a repair person shuffling along at half speed. The more value you offer, the more you can charge. Get a technician who can work with the customers, do the work quickly, looks professional and cleans up when he is done. — Michael Tenn

The author is irrigation technician at Landscape East Inc., Portland, Ore.



INTRODUCING

LANDSCAPE[®] ice melter is a new, pelletized natural brine product that combines two key benefits: superior ice melting ability and enhanced traction. LANDSCAPE pellets bore right

THE SAME

through the surface to melt ice and snow. The pellets work in severe winter conditions, down to -25°F. And the limestone granules provide a textured surface for enhanced traction and

iDEA in AN

safer, more secure footing. This winter, get off on the right foot with the added traction of LANDSCAPE ice melter. For a free product brochure and a 1 lb. sample, call 1-800-447-4369.

ICE MELTER.

LANDSCAPE ICE MELTER ... SAFER WALKWAYS FOR TODAY.



[®]Trademark of The Dow Chemical Company

DON'T JUST DO SOMETHING...



SIT THERE.

Sit there...and let CONFIDENCE® take the work out of turfgrass selection.

CONFIDENCE is a program of turfgrass blends and mixtures formulated for performance under the broadest range of conditions. It's comprised of premium varieties—Saturn, Jaguar III, Prizm and others proven superior at independent trials. And each formulation is automatically upgraded whenever a newer, more advanced variety is identified.

Use CONFIDENCE anywhere. There's a blend or mixture specific for any area, including the environmentally sensitive. Use them for high- or low-maintenance programs and from golf courses to commercial hydroseeding.

CONFIDENCE is available from local distributors selected for their knowledge and commitment to service. Ask them about time-saving, effort-saving CONFIDENCE.

Then sit back...relax...and watch some great grasses grow.



CONFIDENCE®

The Turfgrass Program for Professional Turf Managers

USE READER SERVICE #19



ZAJAC
PERFORMANCE
SEEDS, INC.

33 Sicomac Road,
North Haledon, NJ 07508
201-423-1660 • Fax: 201-423-6018

All The Right Moves

You don't have to be big to be professional, say the experts. They believe that professionalism equals success, at any level. It starts with a strategy based on attitude, ethics and management.

By Susan Gibson



PROFESSIONALISM equates directly with the ability to charge higher prices, gain market share and operate more profitably, said industry leaders. It's doing all the right things: building long-term relationships, earning the respect of peers and the public, reaping the rewards of hard work. It's also a very subjective term.

How do you define professionalism? Everyone interviewed for this article had a unique definition. They used many of the same words but each had a personal perspective. "It's a subtle combination of an objective and subjective thing," said John Gillan, executive director of the Professional Grounds Management Society. "We'd like to think we can make a list that is objective, but it's still a subjective thing. It's like trying to describe the word 'love.'"

Professionalism has many meanings, as these responses indicate:

"It's the company that has strong values and lives by those values daily."

"The total of company — its image, vehicles, employees, mission statement, persona. It's being the best in the market."

"Good human resource development, training in estimating, marketing strategies, consistency in field operations, a commitment to honest dealings."

"Having clean vehicles and employees."

"Responsibility to the community, employees, clients and suppliers. You set high standards."

"You're projecting yourself and what you do in manner that represents the industry well. Professionalism is contagious. It's quality work done to the client's standards, treating internal and external clients with courtesy and respect, doing work with pride, having ethics."

"Training, training and more training."

"Being morally correct, doing the job proficiently, working safely, being sensitive to the environment and the community."

"It's critical to the ability to survive, grow and compete. It's important for anyone who has goals for success and profits."

Professionalism is hard to pin down because there is no definitive source that states its meaning. There are no guidelines or rules, beyond each individual's ideas. Even dictionaries define it broadly.

Anyone running a "professional" company realizes there are three elements to the concept: how the company actually runs its day-to-day operations, whether the competition functions in a "professional" manner and how the public perceives professional lawn and landscape contracting. Each aspect affects the other.

CULTURE OF SUCCESS. The beauty of professionalism is that it is available to anyone that makes the effort. It's not a matter of company size, but company culture.

Every person interviewed for this story suggested that professionalism starts inside a company, and it's more than being technically proficient at lawn and landscape work. Good or bad work is obvious to the client, but it's a professional culture that drives long-term customer relations and growth.

A strategy for professionalism begins with a goal for long-term customer relationships.
Photo: Comstock



"The key is starting with a professional culture from day one," said Joe Skelton, president of Lifescapes Inc., Canton, Ga. "Before we had our first job or first employee, we had a professional attitude. Professionalism covers every facet of the business, from the number of times the telephone is allowed to ring, to wearing a tie when the client may not expect it, to

keeping the promises we make, even to returning telephone calls."

"In our corporation, professionalism starts from the leadership within," explained David Hanson, vice president-regional manager for northern California at Environmental Care Inc., San Jose, Calif. "All of the business decisions we make are planned to be made on the up and up, without hidden agendas, and

with the ultimate goal to develop a long-term relationship based on trust and respect. You can't do it with short-term thinking."

Tom Hofer, president of Spring-Green Corp. in Plainfield, Ill., believes that professionalism is basic to business. "We have three building blocks: quality, service and professionalism. We have specific standards—our definitions—that detail what we do or don't do. It's everything in our company—training, our image, how our business presents itself."

Randy Ferrari, vice president of operations at Minor's Landscape Services, Fort Worth, Texas, sees constant commitment as the element that separates professional companies from the others. "We're always making sure that everyone from the CEO down to the guy working on the grounds knows our culture and our philosophy and lives it every day."

"We have to look at our organization as a whole to define professionalism," said Wayne Richards, chief operating officer of the landscape maintenance department, Cagwin & Dorward Inc., Novato, Calif. "We look at our culture, history and our product to understand how we run. We're client focused—we stress customer service and ongoing training.

We take advantage of everything to improve our people.

"Another part of our organization is our mission statement, which is very simple. It says we're dedicated to customer satisfaction through pride, diligence and vigor. We promote that statement widely within our literature, make sure it's on a sticker on every vehicle's dashboard and elaborate on it in em-

ployee orientation," Richards added.

Mission statements often attempt to put professionalism into words, and usually do a good job of it. "Our mission statement defines our business philosophy and it talks a lot about our definition of professionalism," said David Snodgrass, president and owner of Dennis' 7 Dees Landscaping Inc., Portland, Ore. "It mentions high standards, premium quality work, value to the customer, fair pricing, customer expectations, fairly compensating our employees, being responsive, working fairly with suppliers, being an asset to the community. It lays everything out for our employees, and we put it in every room for them to see."

"A company can be a one or two-man firm and still be very professional," said Joe Malinowski, division vice president of Orkin Plantscaping, Atlanta. "They may not have the newest vehicles because they may not have the resources to buy them, but if they present themselves well, keep their vehicles clean and take pride in their services, they're professional."

MANAGING WELL. Once an attitude toward professionalism becomes ingrained in a company's culture, management has the challenge of translating it into day-to-day practice. Obviously, each company defines work quality in its own way. But good management practice enables quality work to be accomplished efficiently.

Several people stressed the importance of good employee management to fostering professionalism. This runs the gamut from hiring good people, providing thorough orientation, offering constant training and education opportunities and supervising them to reinforce strong ethics and good behavior. Specific practices they use include:

- Screening for drugs, felonies and motor vehicle reports before hiring.
- Providing uniforms or allowances for uniforms.
- In-house and industry-sponsored training, certification testing

and tuition reimbursement programs.

- Good benefits and fair compensation.

- Ethical and respectful treatment of employees.

- Setting clear expectations of quality work, customer relations, personal grooming, behavior on the job and career goals.

- Frequent feedback, encouragement, training opportunities and recognition for employees.

- Role playing to illustrate good customer relations and service expectations.

"We try to build a team spirit in our employees," Malinowski explained. "We stress the importance of customer service, that they represent our company at the customer's premises."

Ron Kujawa, president of Kujawa Enterprises Inc., Cudahy, Wis., stresses constant training at all levels, even down to the specifics of client relations. "We teach them how to respond to a request from the customer, the customer's tenants and the customer's employees. We'll ask them, 'Would you

KEI combines a good "look" with quality work.

do this in your own home?" They have to be sensitive to the needs of our customers and their employees, too."

"We believe in conversing regularly with our field employees," explained Ferrari. "The supervisors talk about goals on a daily basis and cover everything from good grooming to work policies. It helps our employees know what to expect, it instills pride and it gives them good feedback on their work."

"A pat on the back only goes so far," he continued. "You have to motivate employees and you do that by having good communications between managers and employees. I believe career goals are as important as money for fulfillment within a company. Employees have to know there is a path to better places in the company."

The other obvious element of good management, beyond human

resources, is having organized operations.

Hanson pointed out the importance of organization: "One of our company's founders, Joe Marsh, applied the basic business practices of systematizing and organizing to what was then a relatively unsophisticated business. Companies that are successful are very sophisticated and systematized and organized. You can't be professional by just getting into a truck and cutting someone's grass. There are a great

number of sophisticated and organized small companies out there."

He noted that many of the more professional small lawn and landscape companies were founded by people who learned professional business practices at larger firms. "A lot of good large companies are responsible for good small companies. For instance, many people got their training at ChemLawn and used that professional knowledge when they became owners of their

(continued on page 38)



\$12.5 BILLION

With Americans spending more than ever
on lawn & landscape services...

...are you getting your share?

START NOW

- NEW Sales-Building Direct Mail Program
- Customer-Pleasing Newsletters

Plus Custom & Semi-Custom
Print Marketing
Of All Kinds

FocalPoint
COMMUNICATIONS

800-525-6999

This Year...Use Marketing That Pays

BUY FACTORY DIRECT!

SALT SPREADER SPECIAL!



ONLY \$795.00*

GUARANTEED LOWEST PRICE IN THE COUNTRY

6 Cu Ft Polyurethane Hopper-600 lbs Cap
HD SEALED Motor - In Cab Electronic
Speed Control - Stainless Steel Spinner
Uses #1 or 2 Rock Salt and Calcium
Chloride - Spread Width from 3 to 40 ft

LIMITED SUPPLY-ORDER NOW!

Don't Forget To Call for Our **FREE** 94/95
Snow Plow Parts Catalog for Western-Meyer
Fisher-Polar-Gledhill - Swenson-Henke- Etc

CENTRAL PARTS WAREHOUSE
1-800-761-1700

USE READER SERVICE #27

USE READER SERVICE #26

CAN YOUR PREEMERGENCE GIVE YOU A...

HEAD START IN W I N T E R

ROUND #1 ROUTE BOARD



"Barricade® gives us a big head start for round one. Its low solubility keeps it at the soil surface and lets us put it down earlier — so we cover more lawns than ever before."

There are only so many days to a season. So this year, make the most of them with Barricade, and spend more time servicing new customers. Barricade is the only preemergence that provides full-season control of crabgrass and other tough weeds. Control that lasts from a single early application with no staining or leaching. And Barricade's lower active ingredient makes it better for the environment. Barricade herbicide. The cost-effective head start you need for a more profitable season. To receive your **FREE** brochure and product label, call 1-800-435-TURF (8873).



Barricade Herbicide
THE PROFITABLE PERFORMER

S SANDOZ Read and follow label directions carefully. Barricade Herbicide is a registered trademark of Sandoz Ltd. © 1994 Sandoz Agro, Inc.

USE READER SERVICE #87

Cover Story

(continued from page 36)

own contracting businesses."

LOOKING SHARP. A clean, sharp, can-do image obviously projects professionalism to the public. "Your company's image says a lot about what you do," noted Snodgrass. "It's as important as the job you do because it sends a message to the community about the professionalism they can expect. It sets a tone more than words."

"We're very image conscious," said Kujawa. "We're noted in our market by our truck color, which is orange. They're always freshly painted and clean, and our people are always in neat uniforms."

Stano Landscaping Inc., Milwaukee, holds regular employee meetings to reinforce good customer relations and company image. According to Matt Stano, owner and president, "We give instances that show how people perceive us. We do role reversals and stress the importance of having a good appearance. It goes a long

way to instilling a person's confidence in his ability. I think you can take the most unskilled person, give him a uniform and get a raised level of confidence."

Equipment also plays a major role in setting a good image. Paul Drummond, director of business development for Smallwood Design Group, Naples, Fla., noted, "You have to have top-notch equip-

ment in good condition. Keep it freshly painted because that's the image the public will perceive."

Lou Wierichs, owner and president of Pro-X Systems, Appleton, Wis., added, "Don't shortcut. You have to provide clean trucks and also make sure that your employees know the proper driving techniques."

INDUSTRY PERCEPTION. Is the lawn and landscape industry professional? Yes and no, say the insiders interviewed for this article. Many of them, like the newcomers today, started their own businesses from scratch. And many noted that a good number of start-up businesses are unprofessional in the way they do business.

As executive director of the Associated Landscape Contractors of America, Debra Atkins has an industrywide per-

spective on professionalism.

"The industry may have as many as 50,000 companies out there, but we have about 1,100 in ALCA. I see the leading companies, who are very professional and always striving to be more so. They're on the cutting edge, the prototypes, and they're always measuring how well they do by comparing themselves with others. The industry has come a long way, but it has a long way to go overall."

Drummond said he thinks the industry needs a lot of work before it becomes professional. "A handful of companies are doing a phenomenal job of being professional. However, I'd say 98 percent aren't involved. They make it difficult because we have to compete with them." He noted that the costs of being professional, such as benefits, recruitment and uniforms, and other programs can make overhead high.

One unique aspect of the lawn and landscape industry is its mixture of large, medium and small companies. Many start in the most

(continued on page 40)



Professionalism means doing high-quality work.

Attention Software Seekers!

Are you having trouble finding the right software to use? Let Rain Bird, the number one name in irrigation, lead you to the number one software programs for the green industry!

RainCAD

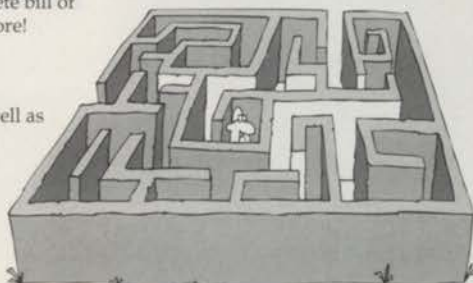
- A full function CAD program for irrigation and landscape designs. Creates a complete bill of materials, estimate/proposal and more!

IRRICALC

- Determines watering schedules as well as annual water estimates and average peak flow calculations.

Xeri-Calc

- Assists in emission device selections and low volume hydraulic calculations.



RAIN BIRD

Rain Bird Sales, Inc., Contractor Division
970 W. Sierra Madre, Azusa, CA 91702

Call 1-800-348-3243 NOW

and join the hundreds of users who have found that Rain Bird software helps close more sales and increase profits!

Small ad. Big software value.



CompuScapes is the proven value leader in lawn and landscape management software. Comprehensive and easy to learn, CompuScapes software provides powerful profit-building benefits.

- Job Costing
- Routing & Scheduling
- Estimates & Workorders
- Complete Accounting

CompuScapes

2653 Gravitt Rd
Duluth, GA 30136
(404) 447-5858

CAN YOUR PREEMERGENCE GIVE YOU A...

STAINLESS SPRING

"You can have those other preemergence products — **Barricade**[®] keeps the yellow off our people and equipment, as well as off customers' curbs and walkways!"

With Barricade you'll have more satisfied customers because Barricade doesn't stain. Tested on shoes, cedar fences, floor tiles, asphalt, carpet, and concrete, Barricade left no staining problems when used at recommended rates. This makes controlling crabgrass in high-pressure areas along curbs, drives, and fences easier. Barricade controls crabgrass and other tough weeds for a full season from a single application. Plus, it allows you to overseed in the fall. Barricade herbicide. It's the best way to clean up this spring. To receive your **FREE** brochure and product label, call **1-800-435-TURF (8873)**.



Barricade Herbicide
THE PROFITABLE PERFORMER

Read and follow label directions carefully. Barricade Herbicide is a registered trademark of Sandoz Ltd. © 1994 Sandoz Agro, Inc.

USE READER SERVICE #88

Cover Story

(continued from page 38)

casual manner. Stano explained, "Our industry is plagued by the fact that it's easy to enter. It's also how we all started."

"I think the top companies in our industry are as professional as any operation, but the industry suffers from a lack of professionalism in its overall image," Skelton commented. "It's easy to enter the industry for someone without any background or education in the field."

"My perspective goes back over 25 years and I'm seeing more and more professional compa-

nies in every market. Back 25 years ago, that was the exception."

Hofer agreed that the industry has come a long way. "I think we have a very professional industry and I see it going through a cycle. It started out with shiny trucks and a professional image that was an asset. Then the environmental movement painted a bad picture of the industry and made it an easy target. I think it's changing again."

"Newcomers have a higher starting point in terms of professionalism," Richards pointed out. "The industry acts more professional than it did 15 or 20 years ago. We have higher standards and people have better models (to emulate)."

"We are a professional industry," noted Hanson. "I look at the people active in the associations and there is a myriad of good companies. There are some who are less than honest, and they're usually only a small percentage, but they get all the press."

PUBLIC'S PERCEPTION. "It's hard enough for people to get a fix on what we do, let alone appreciate the professionalism of our business," noted Gillan. "Too many people in the industry don't take that final step to communicate well with clients."

"I think we have to work on the general public's perception that this is something the homeowner can do himself," added Snodgrass. The complexity of irrigation installation is one example of the technical challenges faced by industry professionals. "They don't credit our work as a real technical skill."

He stressed that the public needs to appreciate the points that landscaping can add 15 to 20 percent to a property's value, it can encourage building occupancy, it can increase curb appeal and it can create new living spaces. "There are tons of things our industry can contribute to lifestyles and values, and that is where professionalism is really going to help. When people appreciate the value, they will seek out professionals — the cutting-edge types."

Snodgrass continued, "There are environmental, chemical use and runoff issues, and the technical part of our industry has the answers to all of these problems. The industry needs to gain credibility, and people are looking to our indus-

(continued on page 42)

VALUE

We're not *just* economically priced, we're unsurpassed service, excellent products and exceptional value. **KEES** experience in manufacturing mid-size mowers since 1975 delivers the features and performance you need at the best possible price.



KEES™

your best value in mid-size mowers with these outstanding features:

HYDRO DRIVE

- Quick-Lift™ operator controlled lever actuated deck height adjustment
- Full-floating anti-scalp cutter decks
- Exclusive HydroTrac™ straight tracking on-the-go adjustment

GEAR DRIVE

- Shift-On-The-Go 5 speed transmission with positive reverse
- Doublewide twin-cog Kevlar® traction drive belts
- Exclusive UltraTrac™ traction booster

Full 2-year limited commercial warranty with 5-years on decks

GIE
VISIT US AT
BOOTH #1241
GREEN INDUSTRY EXPO

For your nearest Kees dealer call or write:

KEES™
we build value
Since 1874

F. D. KEES MANUFACTURING CO. • P.O. BOX 8 • 700-800 PARK AVENUE
BEATRICE, NE 68310 U.S.A. • PHONE 402-223-2391 • FAX 402-228-2258

USE READER SERVICE #106

HOW TO BE UTTERLY UNPROFESSIONAL

IT'S DOWNRIGHT easy to define the business of being unprofessional. Industry leaders make it a practice to avoid the following steps:

- Show up in a dirty, beat-up pickup truck. Wear stained clothes and don't shave.
- Be surly with customers. Ignore their complaints.
- Cheat customers, cut corners, don't deliver on promises.
- Treat your employees and suppliers like dirt.
- Bill your customers when you get around to it. Pay suppliers then, too.
- Lie about your competition. Make them look bad.
- Don't bother with employee benefits and training, a logo or new equipment. Keep the money yourself.
- Undercut prices — you'll make it up in volume.
- Ignore industry associations. Don't do community work.
- If something works, stick with it. Don't change.
- Use this credo: It's just a job, not a business.

CAN YOUR PREEMERGENCE GIVE YOU A...

SATISFIED SUMMER

"Barricade® herbicide's performance in controlling weeds not only satisfied my customers, it enhanced their confidence in me — allowing me to sell other services."

Stop summer weeds with Barricade and boost customer confidence all year long. Barricade herbicide is the only preemergence with low solubility that gives you a full season of crabgrass control from a single application. And when used at recommended rates, Barricade will not cause staining problems on your customers' fences, walkways, or driveways, so you can treat those high-pressure areas with confidence. Barricade herbicide. The best way to help grow your business with more satisfied customers. To receive your **FREE** brochure and product label, call 1-800-435-TURF (8873).



Barricade Herbicide THE PROFITABLE PERFORMER

S. SANDOZ Read and follow label directions carefully. Barricade Herbicide is a registered trademark of Sandoz Ltd. © 1994 Sandoz Agro, Inc.

USE READER SERVICE #89

Cover Story

(continued from page 40)

try to solve those problems."

"The average citizen sees landscape contracting as the little kid down the block pushing a mower," Ferrari noted. "Many still perceive it that way, but the industry actually is very professional."

Kujawa agreed. "Most people don't perceive landscapers as professionals. There are thousands of landscape maintenance people, but probably less than 10,000 are landscape businesses. Certification will change those perceptions."

"I'll use a hospital as an analogy. In a hospital, doctors are considered 'professional,' nurses are licensed, and even though there are plenty of others working there, the hospital is perceived as a place where professionals work. Hopefully, landscape companies will take on a similar aura."

Even small lawn and landscape companies can earn the public's perception of being professional, noted Todd Moerchen, vice president of U.S. Lawns Inc., Tampa. "Most smaller companies now are computerized and they're invoicing consistently. I think the public will respect what we do if we take the time to educate them on

visits. If they can understand the ups and downs of landscaping, they'll realize we're doing work that not anybody can do."

FOLLOW THE LEADERS. Each person had their own examples of other companies that are professional. All noted the importance of looking at other companies and learning from them.

"I always look to the leaders and ask: do they offer incentives, a good compensation package, customer service training and a strong image?" Malinowski explained. "I also want to know if they support industry associations."

Ferrari measures a company's success by its degree of professionalism. The successful leaders "are role models," he said. "They make good competition and that makes good growth for the industry as a whole."

Hanson also keeps an eye on his counterparts. "Good companies are the ones working on the edge and innovating. They're absorbing new technology and they're copied because they innovate consistently."

Learning from other companies "is the professional approach to business," noted Stano, "because business constantly demands more knowledge."

(continued on page 118)

Orkin Takes It Line By Line

THE NATURE of hiring a predominantly young, inexperienced work force often means that lawn and landscape contractors must define professional behavior in specific ways. An excellent example is the "Consumer Policy Pledge," which must be signed by all employees of Orkin Plantscaping.

Joe Malinowski, division vice president, explained that from the first day on the payroll, Orkin managers tell their employees what's expected. "If you don't tell them, how will they really know what's expected?" he asked.

Orkin takes the pledge seriously and backs it up with "severe disciplinary action up to termination," Malinowski said. Several parts of it follow:

SALES

1. I will not tell a customer or prospect anything that is untrue.
2. I will not insinuate or claim that a condition exists that does not in fact exist.
3. If the condition is not active, I will tell the customer it is not active. If there is a danger of infestation and preventive treatment is warranted, I will *tell* them of the need and *show them why*.
4. If the customer is in doubt of the need, I will *not pressure* him/her into an unwanted contract.
5. I will not *put pressure* on the *elderly* to sign an unwanted contract.
6. I will not exaggerate the danger. I will quote directly from authenticated technical sources.
7. At the time the contract is signed, I will advise the customer of the 3-day cancellation clause verbally and write the date the contract was signed, the branch office address and the date until midnight of which the customer may cancel the contract. I will advise the customer if he/she should change his/her mind prior to work being done, we will refund their down payment.
8. I will quote charges as are indicated by our Company rate cards. I will not undercharge or overcharge.
9. I will check back with the customer to see that the work has been done to his/her satisfaction.
10. I will show interest, concern, courtesy and respect for each and every customer.
11. I realize the problems that afflict our customer may afflict his/her neighbors as well and acknowledge it is my responsibility to offer service to all that need it.

ALL EMPLOYEES

1. I acknowledge that a customer's problem is always URGENT! His/her call is a call for help. His/her complaint must be satisfied conclusively, promptly and with utmost concern.
2. I acknowledge that the problem is not solved until our customer is satisfied *and* impressed.
3. I acknowledge that whether our service is satisfactory or not is the customer's decision — not ours!
4. The attitude that our customer "is always right" is a statement of policy and not merely rhetoric.
5. A complaint is not an intrusion in our daily routine...it is our *golden opportunity* to prove our value and our genuine concern.

SANDOZ DISTRIBUTORS 1- 800-435-TURF (8873)

AG RESOURCES, INC.
Brandon, FL

AGRA TURF
Searcy, AR

AGRITURF
Hatfield, MA

THE ANDERSONS
Maumee, OH

BENHAM CHEMICAL COMPANY
Farmington Hills, MI

CANNON TURF
Fishers, IN

ESTES, INC.
Wichita Falls, TX

FISHER AND SON, INC.
Malvern, PA

E.H. GRIFFITH, INC.
Pittsburgh, PA

GEORGE W. HILL & CO., INC.
Florence, KY

GRASS ROOTS
Mt. Freedom, NJ

HOWARD JOHNSON'S ENTERPRISES
Milwaukee, WI

KNOX FERTILIZER
Knox, IN

LEBANON TURF PRODUCTS
Lebanon, PA

PENAGRO
Boone, NC

PENNINGTON ENTERPRISES, INC.
Madison, GA

PRO SEED TURF SUPPLY
Chantilly, IL

PROFESSIONAL TURF SPECIALTIES, INC.
Champaign, IL

REGAL CHEMICAL COMPANY
Alpharetta, GA

TURF INDUSTRIES, INC.
Houston, TX

TURF PRODUCTS LTD., INC.
West Chicago, IL

TURF SUPPLY COMPANY
Eagan, MN

UNITED HORTICULTURAL SUPPLY
Salem, OR

VIGORO INDUSTRIES
Winter Haven, FL

WILBUR-ELLIS COMPANY
Kent, WA

USE READER SERVICE #30

CAN YOUR PREEMERGENCE GIVE YOU A...

PROFITABLE FALL

"Add it up — season-long crabgrass control, no staining concerns, more customer satisfaction, more new accounts — switching to **Barricade**[®] was the best move we ever made."

Profitable seasons don't just happen. They start early, with an application of Barricade, your year-long business tool. Barricade is the only preemergence that gives you season-long control of crabgrass from a single application. Its low solubility keeps Barricade in the weed germination zone for optimum performance — with less active ingredient for reduced environmental load. Add no staining concerns and you have three more advantages that increase customer satisfaction. Barricade herbicide. The best way to build profits from winter through fall. To receive your **FREE** brochure and product label, call 1-800-435-TURF (8873).



Barricade Herbicide
THE PROFITABLE PERFORMER

© SANDOZ Read and follow label directions carefully. Barricade Herbicide is a registered trademark of Sandoz Ltd. © 1994 Sandoz Agro, Inc.

USE READER SERVICE #57

Contractors Keep Truckin' With Customization

IF TRUCKS ARE the lifeblood of a landscape contractor's operation, then vehicle customization may be the heart. In fact, so many contractors spend so much time, energy and money outfitting their vehicles for their particular needs that they might be considered manufacturers themselves.

While many contractors still use their vehicles just for moving equipment around, others have developed some innovative uses for their vehicles. And customization is a big part of this.

One contractor who relies heavily on customized trucks is Mike Rorie, president of Groundmasters, Cincinnati, Ohio. At Groundmasters, a customization program allows the company to make optimal use of its fleet.

"We have designed a system where all of our tanks are built into frames that can be moved from truck to truck via a forklift," said Rorie.

Rorie explained that the frame system allows six tanks to be paired with as many as 25 of his trucks, offering Groundmasters a versatility unmatched with any permanently mounted tank. "We rely heavily on our mechanics and our scheduling to make sure the process runs smoothly," he added.

"We use about a dozen different products and we use a half dozen tanks," Rorie said. "We set up our operations to rotate by rounds, which might last anywhere from two to eight weeks. After each round, we

Innovative truck customizations can help a lawn or landscape contracting business get the most out of standardized equipment. Whether it involves modifying new or used trucks, contractors are getting more productivity, flexibility and savings for their year-round services.

By David Clancy



Modifications adapt to a contractor's style of operating.

remove and rotate the tanks to the next scheduled vehicles."

One benefit of this system, according to Rorie, is a more even wearing of the vehicles. But, he said, the major benefit is improved use of capital.

"The versatility of our fleet helps us keep our vehicle numbers down," Rorie explained. "A ChemLawn truck with an 1,100-lb tank welded to the frame is only good for one thing. That truck can't carry anything but liquid product. So it is limited to that function only."

"Our vehicles, on the other hand, can carry a multitude of products. We can have a smaller fleet operate at the capacity of a larger one," he said. "Since all of our trucks can perform three or four functions, our 25 truck fleet can equal the operations of a 75 to 100 truck fleet."

Rorie thinks the key to successful operation of this process lies with the forklift capability. "All of the tanks are built on frames set up for a forklift. We basically just lift them on and lift them off as we make our changes."

Rorie said four pins hold the tanks in place on the vehicles. "We drill four holes into each of the flatbeds that participate in this part of our business, so we just lift them on with the forklift, drop the pins in, and go."

In the past, he added, "we used to try and muscle all of the tanks around. We'd drag them on the floor and try and lift them up onto the vehicles or lower them off. It was a chore, and it was dan-

gerous," he admitted.

"Today we just pull the pins, run the forklift under the tank, lift it up, and drive the forklift away," he said. The tank is then cleaned and placed in overhead storage — once again using the forklift. "It doesn't even take up floorspace."

Rorie explained that his fleet management department is responsible for cleaning and stocking all of the tanks that Groundmasters uses. "That is their operation. The three people in the fleet department are responsible for keeping this aspect of the operation running smoothly," he noted. "When a piece of equipment is supposed to be ready for a round, it had better be ready. And it is."

SIMPLE SOLUTIONS.

However, most landscape contractors do not go to the customization extreme that Rorie does. For instance, at Reinhold & St. John, Memphis, Tenn., most of the customization involves building wooden sideboards two or three feet above the bed of the trucks to maximize carrying capacity. "We use trailers to haul most of our equipment, so we really do not need to do much in customization," said Drew St. John, president.

Instead, Reinhold & St. John pulls open trailers behind three-quarter-ton pickup trucks to haul equipment. "We keep most of our equipment on the trailer," said St. John. "We use the truck to haul any materials and debris in or out of the job."

St. John pointed out that a trailer is better suited for carrying equipment because it sits lower to the ground than a truck bed, and his employees do not have to fight gravity as much. "We use a lot of riding



Custom truck modifications can increase productivity, operating flexibility and profits.

used vehicles has been very strong, enabling him to replace his vehicles in a cost efficient manner. "It is amazing how much money used equipment goes for," he added. "We can purchase new trucks and outfit them the way we want with little real cost."

Byrne said his company prefers to purchase truck chassis and outfit the vehicles with beds at the company. "We save a little money that way. We have the facilities to do it, so we try to do our own work outfitting plows, putting on bodies and all of our own mechanical work."

The mechanical work is not too difficult, especially working with snow plows, he added. "Putting the plow on and removing it is very easy." But a key to handling installation at the company is working with dealers who can supply necessary parts promptly.

"It is important to buy where you can get the parts for the plows," he explained. "Or else you can lose out on a lot of business while waiting for parts."

While Byrne benefits from a growing resale market, Robert Cohen of Green Scene, Sun Valley, Calif., relies on landscapers like Byrne for his truck purchases. "We decided that it made more sense for us to purchase used vehicles for our landscape business," said Cohen. "They are so expensive and it was cost prohibitive for us to lose time while the vehicle was being customized."

"It seems the only things you could buy were the cab and frame. By the time you customized, it was several months later and the truck was of no use to us during that time," he explained.

"But when it comes to pickup trucks, you can put on standard accessories like trailer hitches pretty rapidly," Cohen noted. "We've found that when it comes to customizing a large landscape installation vehicle, it is easier to find a customized vehicle at a used truck

(continued on page 48)

power equipment, so trailers just lend themselves better to carry what we have."

St. John said the company uses open trailers primarily, with the exception of several steel mesh trailers used for collecting leaves during leaf season.

Leaf collecting is another area where Rorie's operation has adapted its trucks. "If you are hauling anything that might blow out of a vehicle, you must have it tarped," he said. "So we went with a ventilated tarping system, which means we can convert our trucks to leaf collecting trucks simply by changing the tailgate to a vacuum tailgate."

Rorie explained that his company designed a tailgate that holds an 18-horsepower leaf vacuum for use with his vehicles. When combined with the ventilated tarp, the tailgate vacuum system provides Groundmasters with an efficient

method of picking up leaves.

"Most companies will have one leaf truck," he said. "We have a dozen trucks with breathable tarps. We have four of the tailgate mounted vacuums, which can be interchanged among the trucks. So we have a full complement of leaf trucks."

Having a dozen full time leaf trucks doesn't make sense to Rorie since leaf collecting season lasts roughly six weeks. "Everybody has to pick up leaves during the fall," he explained, "but we can do it quicker and more efficiently without a major capital expense."

Rorie said that if he didn't rotate his leaf vacuums, he would have to buy as many as 12 systems to do the same job he does with four today. "At a cost of about \$3,000 each, that is a lot of money tied up in equipment that is not used that often," he noted.

And with proper scheduling and monitoring of his crews' progress, those four units will be working every day during leaf season. "They might be on different trucks each week," he said, "but they are all operating."

NEW OR USED? Another advantage of having equipment that moves on and off vehicles so readily is at vehicle replacement time. Vehicles can be replaced without the expenditure of replacing the accessories. Michael Byrne of Byrne Brothers Landscaping, Essex, Mass., uses this philosophy when retrofitting his trucks to carry snow plows, important in the Northeast.

"We have about eight or nine plow trucks," said Byrne. "When it is time to replace the vehicles, we keep the blades and just fit them on our new vehicles."

Byrne noted that the market for

ANNOUNCING THE LOW-CAB-FORWARD V-8 BUILT WITH THE DRIVER

Cab air stays fresher thanks to outstanding two-way roof ventilation. Air conditioning is also available.

Visibility in the NPR EFI is unsurpassed. There's a wide-view panoramic windshield and no hood to reduce forward vision.

Large side mirrors provide excellent rear vision and fold in for maneuvering down narrow alleys.



The 3-passenger cab provides plenty of room for head, shoulders, hips and legs, with no wheel or engine protrusion into the cab.

FIRST GAS TRUCK. IN MIND.

Extra cab insulation
means quiet, fatigue-
free driving.

The driver's seat is fully
adjustable, including an
adjustable lumbar support.

The standard
tilt/telescopic steering
column adjusts to the
driver's needs.

The cab's entry step, low
height, wide door opening
and grab handle make getting
in and out easy and safe.



A gas truck with-
out a driver isn't
going anywhere.

Yet a lot of
trucks, especially

cargo vans, seem to display total disregard for
the things that make drivers more comfort-
able, efficient and productive.

Not Isuzu Truck's new gas V-8 NPR EFI.
Its unique low-cab-forward cab/chassis
design helps drivers do their jobs better.

With cargo vans, drivers must contend
with protruding engines that limit leg room,
add noise and generate heat.

The NPR EFI, on the other hand, is quiet,
has superior ventilation and room for 3 adults.

Nothing handles the streets better than
the NPR EFI. An amazing turning diameter, as
short as 36 ft, lets drivers easily
make U-turns in city streets.

Negotiate narrow alleys.

And maneuver in
crowded parking lots.



The engine's smooth 350 cu. in. V-8
power is harnessed by a heavy-duty 4-speed
automatic overdrive transmission rated 3,000
to 5,000 lbs. above the truck's GVWR.

And the NPR EFI's tilt-cab engine access
makes it a snap to check fluid levels and take
care of routine maintenance. Even the fuse
box, located right below the cab's dual com-
partment glove box, is easily accessible.

For more information, call us at (800)
785-5445. Or better yet, see your Isuzu
Truck dealer for a hands-on demonstration.
Because once you drive it, you'll
see what we had in mind when
we built the NPR EFI.



STREET TOUGH, DRIVER FRIENDLY.

Enclosed Trailers: The Instant Office Alternative

WHILE MANY landscape contractors have long used open trailers to carry equipment, more and more are resorting to enclosed trailers as an alternative. These contractors have found that trailers can serve as a field office, complete with tables, radios and even restroom facilities.

David Luse of Artega Natural Green, Eden Prairie, Minn., said that enclosed trailers allow his company to recreate an office environment, right down to a filing system.

"We have had our trailers customized so that they can be used as a base for our on-site operations," said Luse. "We even have a blueprint table in each unit."

Luse says each unit is equipped with a generator for powering the company's two-way radios and other electrical equipment.

"It gives us room to work, plus we can leave it on site, if it's more cost-effective and beneficial."

In addition, with the company's name displayed prominently on the

trailers' sides, the vehicle also serves as an advertising medium.

"We have at least a dozen trailers with our name in big, bold letters on the side," he explained. "When people pass by, they see our name."

Ken Kolhagen, fleet manager at Minor's Landscape Services, Fort Worth, Texas, said advertising is one reason his company switched to enclosed trailers. However, security was the main factor.

"The enclosed trailers keep the equipment out of the weather so we can store them outside, without worrying about theft, vandalism or the weather," he noted.

Because passers-by do not know what equipment, if any, is in the trailers, they are less likely targets for tampering or vandalism, said Kolhagen.

And the company has found that enclosed trailers also serve as a windbreaker for plants during transport. "We put shrubs and trees inside and we don't have to worry about wind damage," he added.

Contractors Keep Truckin'

(continued from page 45)

dealer than it is to buy one new and customize the vehicle ourselves."

Cohen said that when purchasing used vehicles, it is much better to purchase from a dealer than from an individual. "We look for toughness and evidence of good care when we purchase used," he added.

"Because of that, I feel safer going to a dealer who is getting his thousand dollar markup than I would going to an individual.

"It is hard to see into the motor and the guts and the machinery," he said. "The dealer has a reputation to uphold, and they cannot afford to be selling junk."

Cohen explained that the vehicles he buys are usually customized with

tool boxes and holders. "Sometimes we will buy stake trucks, but we usually look for vehicles that will haul our tools and keep them secure," he said.

"Landscape vehicles are always around. There are many landscapers who go out of business for whatever reasons and their vehicles are usually in decent enough shape," he added.

David Luse, president of Artega Natural Green, Eden Prairie, Minn., used to purchase used vehicles to avoid tying up enormous amounts of capital in vehicles that would sit idle for many hours. "Face it," he said, "a truck will get you to a job site and get you home. It is a lot of money to tie up in a vehicle that doesn't work much of the day."

"We used to have a concept of

PROBLEM:

FINDING EFFICIENT, DEPENDABLE
COMMERCIAL MOWING
EQUIPMENT AT A REASONABLE PRICE.



SOLUTION: Dixie Chopper zero-turning radius mowers. "I'm gradually replacing my entire mowing fleet with Dixie Choppers. My crews maintain more than 700 acres of parks and playgrounds and the Dixie Choppers are the most durable mowers I've ever used," explains Ken Messerschmidt, senior foreman for the city of Detroit's recreation department.

DIXIE CHOPPER
(800) 233-7596

A large selection of reconditioned equipment available: pumps, tanks, trucks etc.



Will also custom-build to your specs.



Graham Lawn Equipment, Inc.

8878 Bright Star Road
Douglasville, GA 30134
(404) 942-1617
(800) 543-2810

buying used so we didn't get that front depreciation out of it. And we bought from a fleet standpoint because a lot of that equipment does sit for periods of time during the day," he noted.

However, Luse said, the company has rethought its policy and is buying more new vehicles today.

SMART MODIFICATIONS. Arteka modifies its trucks to allow equipment fueling off the main truck tanks. "All of the units in the organization have a pump system connected to the gas tanks so they can fuel the equipment in the field," he said. "We also have added fuel tanks to our supervisors' trucks to carry extra fuel to sites."

Luse noted that it is easier to adapt larger vehicles to this system. However, it is not impossible to modify any existing vehicle to be a "portable gas tank."

"Sometimes we will buy stake trucks, but we usually look for vehicles that will haul our tools and keep them secure. Landscape vehicles are always around. There are many landscapers who go out of business for whatever reasons and their vehicles are usually in decent enough shape."

"Typically, it is best to modify a truck larger than a one-ton model because the tanks can be separated. Smaller vehicles have the gas tank very close to the truck chassis itself, making it harder to modify," he said.

In addition, Luse pointed out that Arteka has modified the tailgates on vehicles in the design/build section of the company to allow for dumping dirt, mulch and other products into a wheelbarrow, rather than onto the pavement. This "chute" resembles the chute of a cement mixer and it saves hours of labor in handling products.

A tailgate adaptation has also proven valuable for Ken Kolhagen, shop manager at Minor's Landscape Services, Fort Worth, Texas. Kolhagen uses pickup trucks in most of his residential service work and has modified them with tailgate ramps to make it easier for his employees to load and unload equipment.

"We use 21-inch mowers in our residential applications and we have found that too much damage and injuries occur when employees try

to lift them on and off the trucks," he explained. "We added the tailgate and have had good success with it."

Kolhagen uses one-ton flatbed trucks for other applications, as a means of avoiding trailer use. "We really do not want to tow a trailer if we have to," he said.

However, one major drawback to one-ton vehicles is the cab size limitations. Most one-ton vehicles are available in only a single cab size, which is prohibitive for Kolhagen's operation. He uses many six-man crews.

"The majority of our other vehicles are extended cabs. We need to be able to carry six

people to our job sites without using two vehicles," he added.

The economics of the situation dictate that the fewer vehicles operating, especially for transport purposes, the better economically. And contractors are learning that economics often determine what modifications they can and can't make.

The smart businessman has learned how to adapt to his environment. The savvy contractor is learning how to adapt his working environment to suit his needs.

The author is a free-lance writer in Westlake, Ohio.

CHECK OUT THE NEWEST TECHNOLOGY

TURBO TURF HYDRO SEEDING SYSTEM



- * SEED, MULCH, FERTILIZE AND WATER IN ONE FAST EASY STEP.
- * ELIMINATE THE MESS AND PROBLEMS OF USING STRAW.
- * FAST, ONE MAN OPERATION, SEED AT 200+ SQ. FEET PER MIN.
- * LIGHTWEIGHT, EASIER TO TRANSPORT, UNMATCHED RELIABILITY.
- * FAST EVEN MIXING, USE WOOD OR PAPER MULCH.

MAKE SEEDING A LAWN A SNAP

With a Turbo Turf Hydro Seeding System, one man can seed a lawn in far less time than a crew did previously. Apply seed, mulch, and fertilizer in one fast easy step. The mess, dust, and complaints of straw are gone. Our owners tell us they get great results and love how much faster and more profitable their seeding jobs are.



REPAIRING AND RENOVATING IS A BREEZE

Repair and renovate a lawn in a fraction of the time with great results. Hard ground can be seeded without other preparation. Pointing the gun downward loosens the top 1/4" of soil and lets you virtually blast the seed in. Precisely seed any irregular areas. No heavy equipment to unload. Marking sprinkler head's are not necessary, any area can be seeded evenly.

50 Gal. Systems (650 sq. ft.)	\$1295.00	500 Gal. Systems (6600 sq. ft.)	\$4795.00
150 Gal. Systems (2000 sq. ft.)	\$2795.00	750 Gal. Systems (1 1/4 acre)	\$7995.00
300 Gal. Systems (4000 sq. ft.)	\$3995.00	1000 Gal. Systems (1 1/2 acre)	\$9995.00

BADGER ASSOCIATES

1108 Third Ave. New Brighton, PA 15066

412-846-0670

1-800-822-3437

FAX 412-846-3470

USE READER SERVICE #105

Today's Sprayers Excel At Supplemental Treatments

IN THE BIG commercial lawn and landscape maintenance market, the backpack and handheld sprayer is a niche tool rather than the main way to put down liquid applications. Still, it's a vital aspect of proper lawn care, and becoming more important in light of Integrated Pest Management dictates.

Bill Hoops, director of training and development at Barefoot Grass Lawn Service, Worthington (Columbus), Ohio, said backpacks and handheld sprayers are not his company's main method of application.

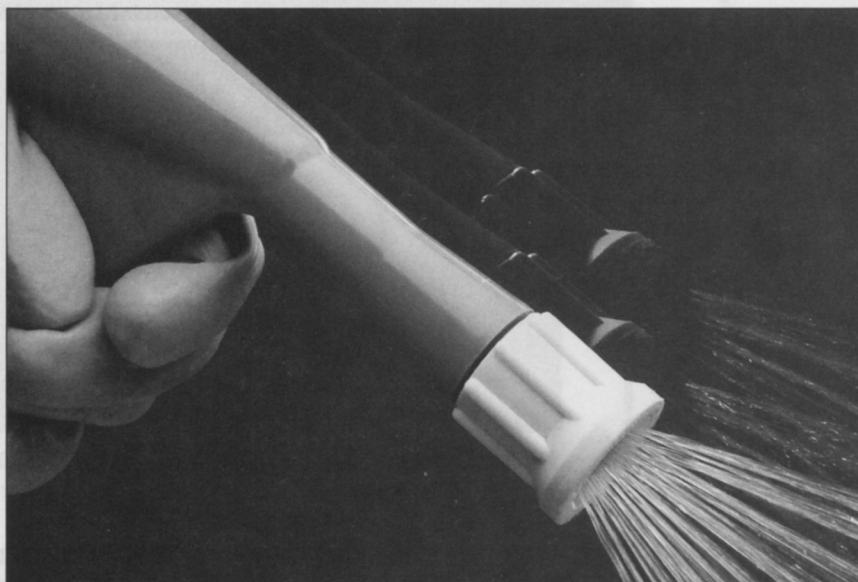
Proliferation of use of small sprayers had a lot to do with the emerging IPM movement, he explained.

"The more IPM we do, the more small sprayers we use," said Hoops. "Whether we use them or not also has a lot to do with what part of the country we're in, and how many different products we have to apply on a visit to a lawn. Sometimes we'll pick up a little handheld sprayer because occasionally we will need that."

Barefoot Grass eschews use of backpack sprayers, however, he added. A backpack sprayer normally holds a gallon or two more than the handheld sprayer does.

"Big commercial lawn care generally doesn't use backpacks or handhelds an awful lot," he noted. "These are niche tools to us; we use them for supplemental applications. We use them most of all in large-property commercial treatments. Our guys will take off and spot-treat problem areas."

Broadleaf weeds commonly require going back onto the property after the granular or liquid truck-



Backpack and handheld sprayers offer fast spot treatments

The emergence of Integrated Pest Management practices, plus the obvious convenience, have made backpack and handheld sprayers the ideal tool for quick spot treatments.

By Bob Gitlin

tank application to spot treat with the backpack or handheld sprayers.

"It's also possible you use a fungicide in there," Hoops said. "And it's also possible, at certain times, that you use an insecticide. But mainly it's for spot treating broadleaf weeds where they aren't much of a problem; it's not worth pulling

the hose. In general use, in our normal driving up and down through the neighborhoods, in non-peak weed season, we probably would use a handheld sprayer, not the backpack."

Getting "all saddled up" with the backpack constitutes an inconvenience to some, he added.

"We use handhelds and backpacks for certain normal service visit applications," said Kurt Hurto, who works out of the Columbus, Ohio, office of TruGreen/ChemLawn as director of technical services. "In these situations, you're primarily trying to care for the turf's fertility. We put the product down either with a walk behind or rotary spreader and supplement with a handheld liquid spray system."

Handheld sprayers are called "handcans" at TruGreen/ChemLawn, Hurto explained. "These pump-up handcans are for low volume. On normal service visits, where we're out the door, talking and working with our customer base.

"Typically," he noted, "we put down the fertilizer and pesticide from a spray tank mounted on a

truck chassis with a hose coming from that service vehicle. Or we will use a granular product and make a general application of materials. That usually is done every service visit to the client."

SUPPLEMENTAL USE. When does the handcan or backpack sprayer come into play?

"It's supplemental to that lawn," Hurto said. "For example, you signed up with our company and we've visited your lawn one or two times. The third time we're out there we notice some isolated problems in your lawn. We want our specialists to go back to the truck, take a backpack or a handheld, and go out (to treat). So if you get an occasional weed problem here or there, we'll treat for those areas

(continued on page 52)

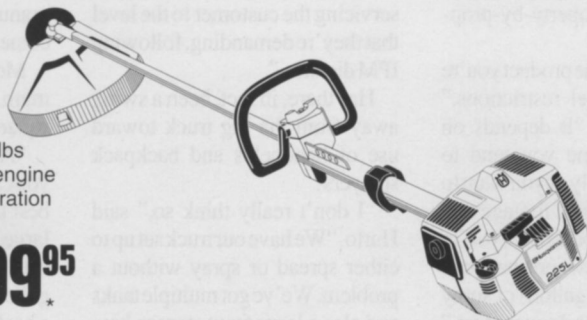
PROFESSIONALS PREFER HUSKY PRECISION

Husqvarna Provides Over 80 Outdoor Power Products

225L Trimmer

- 25cc 1.5 cu. in.
- Lightweight 11.7 lbs
- Powerful 1.2 hp engine
- LOWVIB Anti-Vibration
- Solid Steel Shaft

NOW ONLY \$299⁹⁵*

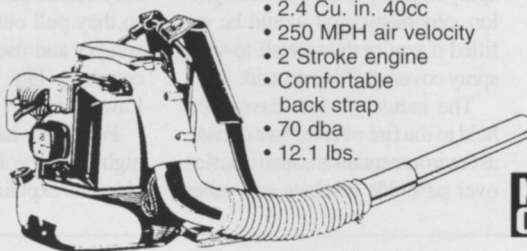


Reliable landscape equipment increases productivity and profits. That's why so many professionals rely on the company that has maintained excellence in engineering and product performance for over 300 years...Husqvarna.

Husqvarna sells it's equipment through the people who know power equipment best...The Full Service Dealer. That's where you will find the know how, service and parts you want.

140B Back Pack Blower

- 2.4 Cu. in. 40cc
- 250 MPH air velocity
- 2 Stroke engine
- Comfortable back strap
- 70 dba
- 12.1 lbs.



Chrome plated cylinder bore for extended life!

NOW ONLY \$399⁹⁵*

Call 1-800-HUSKY-62 for your nearest Husqvarna retailer.

CENTER TOWN
Fluegel Equipment
Main & Monroe

OWENSVILLE
Owensville Small Engine
410 Spring Field

STEELEVILLE
Wayde's Equipment
Hwy. 8 East

SULLIVAN
Pratt's Repair
898 S. Service Road

SALEM
Outdoor Power Products
Hwy. 19 South

UNION
Western Auto Lawn & Garden
10 Mulberry Street

HERMANN
Hoss's Small Engine
209 West 9th St.

SHELBINA
Hawkins Bros. Service Cent.
303 Reid Street

PARIS
Paris True Value
206 N. Main Street

FRANKFORD
Haden's Small Engine
Highway 61

CENTRALIA
L & M Equipment
Hwy. 22 East

MARTHASVILLE
Driemeyer Farm & Lawn Equip.
South & 2 Street

PACIFIC
D & L Lawn Equipment Inc.
101 W. St. Louis

TROY
Greg's Chainsaw Center
Highway 47 & Fairgrounds Rd.

ARNOLD
Mottet's Lawn Mower Repair
2228 Tenbrook Rd.

ELLSVILLE
Ed's Lawn & Garden Shop
16050 Manchester Road

MOUNTAIN VIEW
Southfork Cash-N-Dash
Hwy. 17 South

WEST PLAINS
Edgeller & Harper Farm Equip.
Hwy. 160 West

ALTON
Brad's Bike Shop
Jct. 19 & Hwy. 160

THAYER
Taylor's Small Engine
Hwy. 63 North

JEFFERSON CITY
Midwest Implement
121 Landwehr Hills

JEFFERSON CITY
M.F.A. Power Equipment
1009 4th Street

COLUMBIA
Show-Me Nursery
I-70 at Millersburg Exit

LICKING
Main Street Paint & Hardware
124 South Main

CABOOL
M. F. A. South Central Ag
South 181 Hwy.

EMINENCE
J. U. Boyd Fur & Ginseng
Hwy. 19 North

FESTUS
Twin City Rental Service
Hwy. 67 & CC

ST. LOUIS
Bud's Equipment Company
3222 Woodson Rd.

HOUSE SPRINGS
Jeffco Lawn Mower
4587 Hunter Lane

CEDAR HILL
Rental Works
Highway BB & Old 30

ARGYLE
Stoney Point Small Engine
Hwy. AA

FULTON
Modern Farm Equipment
Hwy. 54 North

MONROE CITY
Kendrick's Small Engine
Route 1 Box 13

ROLLA
The Family Center
1200 East 72 Hwy.

MTN. VIEW
Brown's Small Engine
WW Hwy.

MEXICO
Erdels True Value
211 W. Monroe

WARRENTON
AA Forest and Garden
453 Hwy. EE

COLUMBIA
R-C-O Equipment, Inc.
1400 Vandiver Dr.

© 1994 Husqvarna Forest & Garden

Husqvarna
FOREST & GARDEN

* Prices, products and financing may vary by dealer.

Today's Sprayers Excel

(continued from page 50)

using the smaller sprayers."

Technical knowledge passed down to contractors from manufacturers has enabled lawn and landscape maintenance professionals to put a lot of materials together in a spray tank and go out and take care of general lawn problems very effectively, Hurto said.

That's why the big truck and the hose is still the preferred method for general applications, he added.

"Sometimes way down in Florida, because of the type of problems we experience down there, we may spread the property with a granular material and then come back with small spraying systems. Maybe the crew can't tank mix the two. So they'll actually go out there and make two separate visits."

In this type of situation, the crew will go to the truck and draw on the product to make the general application. Then they will go back to the truck and pull out a separate handcan or backpack sprayer and do the touchup work, he said.

HOLDING POWER. The maximum holding capacity of a backpack sprayer is between 2 and 2-1/2 gallons, according to Hurto, and the handcan holds between a gallon to a gallon and a half.

Is the backpack good for a series of 5,000-square-foot properties, or is it refilled on a property-by-property basis?

"It depends on the product you're using and on label restrictions," Hurto explained. "It depends on what spray volume you tend to operate at. Typically, if you want to project out the square footage that you can get from a backpack, you're going to be somewhere between one half and 1-1/2 gallons of spray product per thousand square feet."

Most applicators fall between a half and one gallon, he added.

"So if you have 2 gallons of spray capacity and you're at a gallon, obviously, you would be refilled if you're doing wall-to-wall spray coverage," Hurto said.

The industry's feet have been held to the fire over the last decade as environmentalists issued outcries over pesticide leachate and other

perceived problems. Being good corporate citizens and trying to meet the nation's ecological demands, the big lawn care companies are trying to reduce the amount of pesticide used as a general application, Hurto noted.

"We're trying to do more with servicing the customer to the level that they're demanding, following IPM dictates."

Has there, in fact, been a swing away from the big truck toward use of handhelds and backpack sprayers?

"I don't really think so," said Hurto. "We have our truck set up to either spread or spray without a problem. We've got multiple tanks and also a large front storage bay. We can put anything we want into the tank. Some companies use a lot of granular products. They have only a small pump and spray tank, so they pull out a separate target sprayer and use that more than a company like TruGreen/ChemLawn would."

Fertilizers have to go out at a higher spray volume than do pesticides, he explained.

LABEL ISSUES. "There's no way you're ever going to replace the need for a granular spreader or a large spray tank to make fertilizer applications," Hurto said. "What percentage of your pesticide use are you going to put out through a backpack versus higher spray volume or granular? You have label issues that come into play."

Most fungicides require a minimum spray gallonage per thousand square feet.

"And if you look at those labels, you can see that a lot of times, you're best to put those fungicides into a large hydraulic sprayer. This is because you need a much higher spray gallonage than you can put out with a backpack or a handheld sprayer," Hurto noted.

There are also some nonbroadleaf herbicides with dilution requirements that would preclude use of a handcan or backpack.

He estimates TruGreen/ChemLawn applies between 5 and 20 percent of its liquid pesticides through small portable spraying systems.

"Again, in certain markets, like

the PROficient Performers

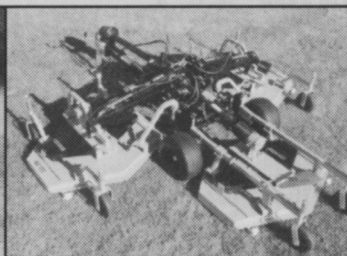
by
LandPride® Turf

CALL
1-800-255-0132
for your nearest
LANDPRIDE TURF DEALER



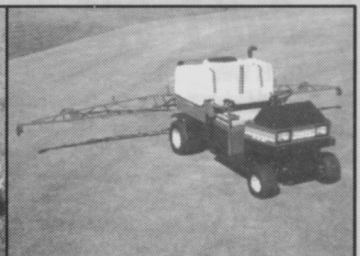
Solid Stand Seeders

- Rugged, dependable, precise
- Non-corrosive, easy to calibrate seed cups
- Tapered aggressive or curved slicing blades on 4' or 6' Overseeders
- 30 bushel hopper on the 10' Primary Seeders
- Pull type or 3-point Primary Seeders
- Seed rates of 5 to 425 lbs. per acre



All-Flex Mowers

- 11' and 16 1/2' sizes available
- Zero turn cutting without skips
- Stays put on slopes – in-line wheels
- Floating decks with anti-scalp rollers
- Rear discharge passes ANSI safety tests
- Designed with the commercial operator in mind



ChemPro® Sprayers

- Vehicle mounted or trailer sprayers
- 20' level float booms – stops boom bounce
- Metercone™ nozzles – excellent pattern, long life
- Whirlfilters™ – self cleaning
- 100 - 370 gallon capacities
- Poly and stainless tanks

LAND PRIDE TURF

The choice in professional turfcare.

Florida, we use an extensive amount of the backpacks to get out the broadleaf weed control. But for the most part it's a supplemental tool. That's really its main value."

There is more than one reason to use the smaller sprayers for spot applications to broadleaf weeds, he added.

"One is that you don't have

nearly as many weeds. You don't need to be spraying the entire lawn; you've already made that application. Or, the lawn's been on your service for several years and the crewmen feel they know their properties' problems. They want to deal with them on an as-needed basis. This is as opposed to new sales."

The other is that in the summer,

a different weed spectrum presents itself to the lawn. "You have crabgrass that germinates," said Hurto. "If you didn't control it with a pre-emergent, you have to control it with a foliar-applied post-emergent. As a rule, you like to get good spray coverage by using a small unit."

The only exception to this latter factor is the crabgrass herbicide MSMA, with a minimum dilution rate that makes it difficult for small sprayers. "Acclaim works better at low volume with a handcan or backpack than it would with a conventional ChemLawn spray nozzle," Hurto says.

GOOD MAINTENANCE.

"For handheld pump-ups, the main thing you have to do is replace the seals on the piston that you pressurize the

Efficient use of specialty sprayers requires good training.

handcan with. They will wear out periodically," Hurto stressed.

Some of those seals are still comprised of leather and rubber. Those in particular, he added, tend to dry out.

"So, at the beginning of the season, those seals need to be inspected. And obviously the spray tips need to be checked for wear."

According to Hurto, handcans can be purchased for as little as \$20, with \$30 being the average. He said he's seen backpacks for as low as \$49, and they go up to \$150. "And you better believe there are big differences in the quality of backpacks," he added.

"We have one region that has gone with the top-of-the-line backpack," he explained. "We're trying to reduce the amount of concentrates that go out onto the truck as we face all the mixing and loading requirements instituted by local governments. So we're using a lot of prediluted at that branch, bringing it out in large containers (2 and a half gallon) and they transfer it."

There are some backpacks on the market now that allow the op-



SC & S TURF CARE EQUIPMENT, INC. TURF TRACKER

SS8030



FEATURES:

- Spreads and sprays over 4000 sq. ft. per minute.
- Zero turning radius for maximum maneuverability.
- Full hydrostatic drive.
- 12" break away spray boom.
- 150 lb. capacity; 3 speed electric spreader.
- Designed for residential and commercial properties.

(216) 966-4511

(800) 872-7050

FAX (216) 966-0956

USE READER SERVICE #36

PERFORMANCE



Performance is the best one word description of the Goossen Chipper/Shredder.

Whether chipping 5" diameter limbs or shredding smaller branches and leaves the results are the same... a beautiful decorative mulch. An optional blower and leaf vacuum attachment make loading processed material a breeze.

PERFORMANCE PLUS

New 18 hp model



Six models to choose from:
CS1000 PTO

- Three point
- 540 PTO

CS5000 Gas Powered

- 13 hp Honda
- non-highway towable

CS5100 Gas Powered

- 13 hp Honda
- Torsion Axle allows highway towing

CS 5500 Gas Powered

- 13 hp Honda engine
- Skid mount trailer

CS 6000 Gas Powered

- 18 hp Honda engine
- Torsion Axle

CS6500 Gas Powered

- 18 hp Honda Engine
- Skid mount trailer

Goossen INDUSTRIES

For details on this and other fine Goossen Products: Call Toll-Free 1-800-228-8542
In Nebraska: 402-228-4228
Fax: 402-223-2245

USE READER SERVICE #37

erator to insert a jug into the can without having to pour material. This meets many local laws banning mixing pesticides on the trucks.

"This is a way to employ a bunch of separate containers that you can then use in conjunction with a backpack," said Hurto.

Most manufacturers are tweaking their handhelds and backpacks to meet the needs of contractors, and he has no major complaints about how they work.

TRAINING IS KEY. "The bottom line is this," said Hurto. "We spend a lot of time trying to meet customer needs with the best products and services. There's a lot of hardware on the market. But to me, the biggest issue with any piece of equipment is: does the specialist or technician using it understand how to use it?"

Even though handcans and backpack sprayers are relatively simple devices, Hurto noted there are certain mandatory procedural steps that must be addressed. These include walking rate, how much pressure

one is supposed to put on the handcan, and how often one should recharge that handcan.

Somewhat refuting Hoops at Barefoot Grass, Hurto added, "That's why backpacks are more

"The biggest issue with any piece of equipment is: does the specialist or technician using it understand how to use it?"

popular than handhelds. You are continuously pumping with those mechanisms. With a handcan you pump to a static charge, then you bleed it off as you're using it."

Ease of use is a crucial factor.

"It's not so much there's one better than the other," he said. "The backpacks offer a little bit more convenience and more ability to keep flow rate consistent."

Branch management must train applicators on the right procedure, regardless of the equipment.

"Too many people assume they know how to use it when they don't," Hurto noted. "They have to calibrate it. And they need to adjust their walking speed. They have to understand a proper fill rate. It's the

small-device target spraying to contractors nationwide. (Hudson's particular contribution is the JD9-C metal spray gun.)

The move to granular applications has impelled the use of handheld and backpack sprayers as a follow-up spot-treatment for many contractors, he said.

"People started having problems with storage of the liquid fertilizers. The mandates and law changes made it harder to store liquid fertilizers. People went to granular. After a granular application, it's easier for them to put on a backpack sprayer and go back over the lawn to hit the weed control than it is to go over it with a spray gun running off a truck."

The ChemLawn or LESCO gun, or other similar guns are called into use as followups.

"They've been useful for weed control applications and insecticide and fungicide applications for quite a while," said Short.

"In spot treatments," he added, "people are going to be using backpacks and handhelds more in the

(continued on page 56)



SI SoftQuest, Inc.

Request Free
Video & Demo
Disk

800-299-9991

Step up to the easiest way to computerize your:

- Billing
- Scheduling
- Work Orders

Take advantage of the Windows Revolution. Over 30 million PC users have. They have discovered that computers don't have to be hard to use.

SoftQuest offers the *SuperScape* landscape maintenance family of software as your

passport to the Windows Revolution. Modules are available for all your needs including estimates, bidding, time cards and employees, with a flexible report generator. All feature the point and click ease of Windows on either your Mac or PC computer.



Windows REVOLUTION!

USE READER SERVICE #102

Lawn & Landscape Professionals

Don't Go It Alone!

Let PLCAA help you grow and maintain your business in the '90s and beyond.

PROFESSIONAL LAWN CARE ASSOCIATION OF AMERICA

"Anyone in business for the long term needs to be involved in PLCAA."

—Jim Minkler, Minkler Lawn Care, Inc.

"PLCAA has amazed me. I belong to two other lawn care associations but PLCAA is the best by a wide margin. In terms of professional development and consumer-oriented information pieces, they are outstanding."

—Les Stewart, Nutri-Lawn



"I joined PLCAA before I ever did my first lawn professionally. I believe the more information you can obtain, the better informed decisions you can make. Anyone who is someone or wants to be someone in the industry belongs to PLCAA."

—Lou Wierichs, Jr., Pro-X Systems

Stay on the cutting edge and enhance your professional image to customers by becoming a member of the Professional Lawn Care Association of America. PLCAA equips you with the information and skills you need to excel in the green industry. Open up to a world of possibilities as a PLCAA member:

- ◆ Greater Profits and Improved Customer Confidence
- ◆ Operating Within Approved Advertising and Pesticide Transportation Guidelines
- ◆ Knowledgeable Bidding/Estimating
- ◆ More Effective Marketing
- ◆ Being Known as a Company of Well-Trained Professionals
- ◆ Strong, Positive Community Relations
- ◆ Safer Employee Practices Through Better Training and Information
- ◆ Business and Technical Resources at Your Fingertips
- ◆ 1-800 Information Hotline
- ◆ Industry Certification

To find out more about the **Professional Lawn Care Association of America** and how it can help you gain the competitive edge, complete the coupon and mail or FAX to:

PLCAA
1000 Johnson Ferry Road, NE
Suite C-135
Marietta, GA 30068
Phone: 1-800-458-3466 • FAX: (404) 578-6071

✂

☐ Yes! Send me more information on PLCAA.

☐ Yes! Send me registration information for the PLCAA Annual Conference and Green Industry Expo in St. Louis, November 13-17, 1994.

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone (____) _____ FAX (____) _____

LLM

Today's Sprayers Excel

(continued from page 54)

middle of summer. This prevents having to do a blanket application of a herbicide, which would cause stress on the lawn."

Small target spraying might also be called into use in the late spring and the fall. "Perhaps the customer of a lawn care company has been with them a while and had service for a long time. They may not require a blanket application. A spot treatment might be all that's necessary."

Some lawn care companies use a diluted material to prevent the possibility of misapplications such as a burn, he added. "So they might have to refill more often. On a spot treatment basis, the backpack or hand sprayer full of material could do several lawns. Again, it's going to depend on the size of the lawn and some other factors."

Handheld sprayers really are, for the most part, the same as backpack sprayers, he explained. "There really is no difference in how they work. They're both pumped up and air is used to force the material out."

CONCENTRATED SPRAY. Although tank truck spraying has been a somewhat lower profile industry and more backpack and handheld sprayer applications have arisen, Short doesn't think that the entire industry has necessarily changed over completely.

"I do believe that the commercial lawn care industry is doing more granular applications, but a lot of companies are still doing two or three liquid applications a year," he said.

"The big thing that's happened is people aren't using 1,000-gallon trucks anymore. They can now do the same application with a 200- or 300- or 600-gallon tank. They've gone to lower volumes. They're spraying at half the rate they used to."

Today's applicators can cover more area with a smaller truck than they used to be able to cover, because today's product is more concentrated.

"They're using the same amount of active ingredients, but they're using less water as a carrier," Short commented.

"That old ChemLawn truck would carry 1,200 gallons," he noted. "They could do 300,000 square feet with that truck, at 4 gallons per thousand square feet. Now they can do the same application with half as much liquid, and they've downsized that big truck to 600 gallons."

NEW TECHNOLOGY. H.D. Hudson this year came out with a new spray management valve (See article, *LLM* August 1993) that automatically calibrates the hand sprayer and the backpack.

"The reason I think that's important and the industry would think it's important, is that hand sprayers and backpacks were inaccurate in the past to some degree, because it was solely up to the applicator to do a number of different things," Short said. For one, the applicator had to mix and apply the material properly.

"If you pump your hand sprayer up to 60 pounds pressure, you're going to be spraying at 60 pounds when you start spraying. But it will drop to 10 or 15 pounds. The application rate changes while he's us-

ing it, as air pressure in the tank drops."

What is the answer? "This calibrator valve sets the pressure and the flow at which the sprayer will spray at all times. If the employee mixes the material, which he would do appropriately by the label, he can be assured that the entire application is put down at exactly the same rate and pressure."

Operating at low pressure, the device also eliminates drift, he said. "The employee can pump up to 60 pounds, but he can only spray at 15. The material's a little more concentrated, but it goes on more uniformly and evenly."

When tank pressure drops below 15 pounds, the calibration device shuts the sprayer off, making it impossible for anyone to over- or under-apply. "The sprayer will stop spraying. The operator has to pump it back up again to make it operate."

He says the device fits any sprayer on the market. ■

The author is Contributing Editor to Lawn & Landscape Maintenance magazine.

**Fax Number
305 255 2364**



**Call Toll Free 800 228 0905 To Order
or Request Our 200 Page Parts Catalog**

SPRAYER PARTS DEPOT

"The Best For Less"



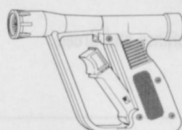
* Prices Subject to Change Without Notice. We ship UPS.



**Pressure Gauges
* \$14.50**



JD9-CT Spray Gun * \$96.50



**SSC Plastic Lawn Gun
* \$49.95 (Less Tip)**

Backpacks and Replacement Parts



SOLO

**Model 475 or 425 Sprayer
\$79.95 Each**

Hypor

**Discounts on all Hypor
Pumps and Replacement
Parts**



HANNAY HOSE REELS

**1/2" Swivels From * \$22.50
Replacement 12Volt Hose
Reel Motors * \$135.00
Reel Switches * \$5.50**



**FMC (John Bean)
Parts Kits and Pumps**



SALES - PARTS - ACCESSORIES - FOR YOUR SPRAYING EQUIPMENT

Mowing In The 21st Century

Flying lawn mowers? Satellite-controlled operations?

Star Trek suits?

Well, maybe not the suits.

By Steve and Suz Trusty

HOW WOULD YOU describe your "dream mowing machine?" If there were no limiting factors — if the sky was the limit — what functions would mowers perform?

Note — the names of those contributing suggestions for this dream machine have been withheld to protect the professional image of the dreamers:

"As an owner, I'd like to sit in the center of a circular bank of video consoles, each one focused on a different property under our company's management. From this central control point, we could dispatch a fleet of computerized, preprogrammed cutting units to each property.

They'd probably fly there, sort of helicopter-style, under their own power. Their power sources would be low cost, high efficiency and zero emission. My choice would be solar power, electrical (with a battery the size of today's watch battery) or some sort of highly refined, high-density fossil or plant-derivative fuel. It could use nuclear-based fuel, assuming total safety would be assured. Engines, if they were even called that, would be 99.9 percent efficient."

AUTOMATIC DIAGNOSIS. "Each 'dream mower' would tend to the section

(continued on page 60)



Whoever said
time waits
for no one
must have been
a commercial cutter.

That's why

*Promaster
200*



we designed
the Gravely
Promaster 200
with zero
turning radius
capability
to cut down
your cutting time.



12 HOUR JOB. 8 HOUR DAY.

Its powerfully
built 20 HP
overhead
valve engine
and electric
hydraulic lift


*Promaster
200*



mow over
the toughest
landscaping
challenges.
Allowing you
to concentrate on
mowing over
the competition.



USE READER SERVICE #92

Success Rides on a Gravely.™ 

Mowing In The 21st Century

(continued from page 57)

of turf it was programmed to mow automatically when it arrives on site. Sensors in the machine would adjust the height of cut, and of course, the mower blade would be perpetually sharp. Any foreign objects in the mowing path would be sucked up by the machine and stored in a special section for later disposal, or ground up and converted to a material that could be scattered across the lawn.

Our on-board controllers would respond to satellite-fed readings of geographic conditions

and true-time environmental factors for that particular microclimate such as air temperature, soil temperature, wind direction and speed, light readings and moisture content of the soil and grass plants. Adjustments would be made automatically for precision mowing.

The mowing machine would be able to detect the presence of any potentially damaging organ-

The mowing machine would be able to detect the presence of any potentially damaging organisms such as diseases or insects, and transmit that information back to headquarters.

isms such as diseases or insects, and transmit that information via the computer and video system back to central headquarters. Soil, grass plant or other organism samples could be taken on a command relayed by the computer and the data transmitted back to central headquarters for laboratory analysis.

If the computer deemed control measures necessary, an on-board treatment system would inject the proper material directly into the soil or the grass plants. The computer controlling the property's irrigation system would be alerted by central control and programmed to irrigate as needed.

Video images of the site showing the completed mowing and the completion of any prescribed treatment would flash back to central control for final approval before the machine was cleared to head for the next property."

COMPUTERIZED CONTROL. "Naturally, as the humans in charge of it all, we'd understand how all the technology worked and have the ability to handle the preprogramming, make adjustments and analyze the computerized data.

Dream mowers would have some sort of self-diagnostic abilities such as transmitting developing system weaknesses to our highly trained technicians, who would make the necessary adjustments by computer. Only in extreme instances would a hands-on maintenance practice be required.

Some sort of air traffic control system would be necessary to clear the mowing machines for take off and landing, just to keep the sky from filling with flying cutters. The governmental control system by then would probably include an inspection network—perhaps computerized machines—that would perform diagnostic tests on the mowing units to monitor performance and control emissions, as well as product applications. There would likely be licensing procedures with regular intervals set for inspection, plus on-site spot checks.

Training and testing would have to be extensive for the human controllers of the central system. There would be licensing requirements and ongoing upgrades to keep abreast of technological advances. Technicians would have similar programs.

And we'd probably want futuristic uniforms like something out of Star Trek, and chairs with built-in system controls.

Turf would be even better, too. Endophytes and other genetic factors would protect against

(continued on page 70)

The Cost Effective Solution for Turning Green Waste Into Green Resources



Green waste or green resources?

You've probably noticed that disposal of trimmings, leaves, and clippings is getting to be more and more difficult—not to mention expensive. And the demand for premium organic resources, like mulch and top soil, is on the rise. Until recently, the difference between green waste and green resources was \$100,000 in equipment. But now, for the same price as a high end chipper, Olathe Manufacturing offers you a flexible system for managing your organic resources.

Flexibility solutions for your site.

Introducing the Olathe Manufacturing 827TG and 837TG tub grinders - green waste processing systems designed to provide the flexibility you need to satisfy the unique demands of your operation. These modular units can be configured with your choice of trailer, engine, discharge conveyors, hammer mills, and screens to suit the particular requirements of your site and your budget - at a base price comparable to a commercial chipper.

Rugged and durable enough for any green industry application.

Whether you run a nursery or manage a golf course, you need a full scale pro-

cessing system that can handle all of your green waste management needs. The 827TG and 837TG incorporate many of the basic design features found on our waste and demolition systems - like a hydraulic coupler to virtually eliminate clutch wear, and T1 steel cylinder plates to ensure durability even under the most adverse grinding situations.

Easy to operate and maintain.

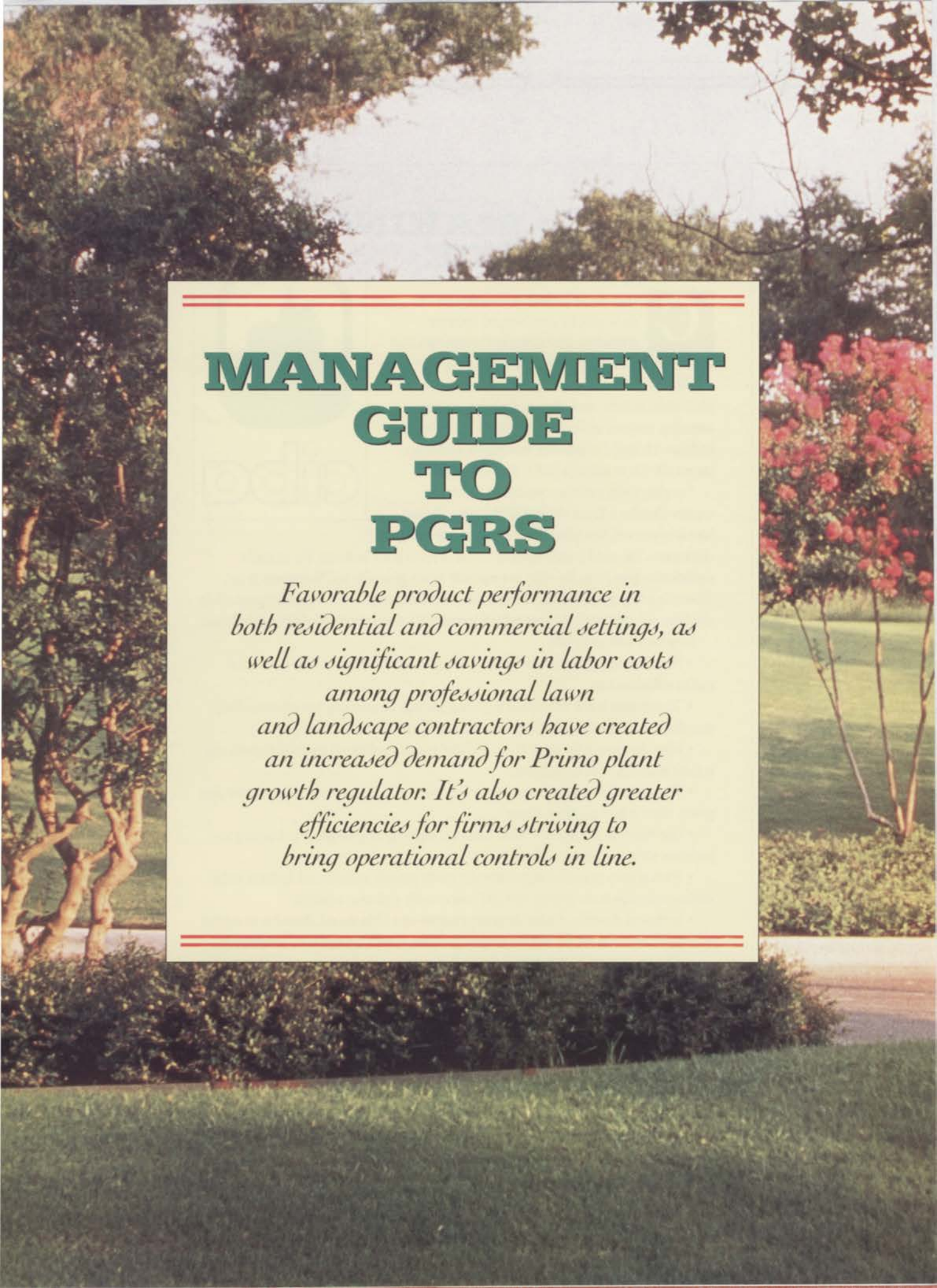
Both the 827TG and 837TG are designed to put the operator at ease in a heavy equipment environment. Our 38 degree rear tilt tub provides easy access to both sides of the hammer mill - so changing our no-bolt screens or optional replaceable tip hammers is a snap.

Call your nearest Olathe Manufacturing dealer today.

If you'd like to start turning green waste into green resources, just give us a call and we'll put you in touch with your local authorized Olathe Manufacturing Dealer.



Olathe Manufacturing, Inc.
201 Leawood Drive
Industrial Airport, KS 66031
(913) 782-4396



MANAGEMENT GUIDE TO PGRS

Favorable product performance in both residential and commercial settings, as well as significant savings in labor costs among professional lawn and landscape contractors have created an increased demand for Primo plant growth regulator. It's also created greater efficiencies for firms striving to bring operational controls in line.

PRIMO: MAKING THE GRADE

Competing in the 1990s is rewarding yet challenging for most lawn and landscape contractors. Landscaping is a business and as such contractors must price services to earn a profit.

Performing the actual landscape service is just part of the job. Contractors today must allow for marketing, bidding, estimating, customer service and follow-up not to mention the landscape job itself. Consequently, maintenance contractors can not afford to be without a PGR in their service arsenal.

Compliance with yard-waste regulations oftentimes requires changing a 30-year-old mind-set that grass clippings have to be removed from a property to achieve proper turf maintenance. This trend is made easier by the use of Primo in the landscape. The product's sophistication gives Primo the ability to temporarily reduce gibberellic acid biosynthesis in turf. Gibberellic acid is the plant hormone responsible for cell elongation. Primo simply decreases cellular elongation and miniaturizes the plant cells. This results in a more compact plant with less leaf tissue.

Its primary features include:

- Primo is absorbed directly into the leaf upon application. It requires no watering in and is rainfast within one hour.
- It's important to note that the turf is growing, although it's producing less leaf tissue. Used according to label directions, Primo *manages* turf growth, rather than eliminates growth.
- Foliar absorption is the key to Primo. The plant growth regulator will control turf growth only in those areas desired by the contractor.
- The translocation of Primo occurs mainly from the stem to the apex to areas of formative plant growth where cellular elongation occurs.
- Ciba reports no loss of activity when Primo was applied to turfgrass foliage and mowing was performed within one hour of application.
- Primo is easily tank-mixed with nearly all currently available pesticides and fertilizers which eliminates two trips to one property, and also reduces costly application expenses.
- Its mode of absorption renders the product inactive once it hits the soil. Primo has no residual or carryover activity in the soil, and has virtually no chance to leach through to the groundwater.
- Ciba research shows 50 percent growth reduction over a period of four to six weeks. Depending on the turf type and fertilization program, 1/4 of an ounce to 1 ounce per 1,000 square feet is recommended.
- The number of applications, the amount of Primo applied and the repetitions will vary depending on the turf species to which it is applied.

Lawn and landscape contractors have incorporated Primo into their maintenance schedules to achieve greater overall efficiencies in both people and general business operations. Read the following case studies to see how it has performed for some of the industry's leading contractors.



GAINING ECONOMIES FROM PRIMO

Primo gives lawn and landscape contractors flexibility in the often unpredictable business of maintaining landscapes.

EFFICIENT MOWING CREATES LABOR SAVINGS

Communications is one of the keys to the successful incorporation of Primo into a lawn and landscape maintenance program.

Convincing employees that the PGR will curtail certain aspects of labor is the easy part. Conveying to customers that they're not getting ripped off is more difficult.

"Even though it's a good PGR, our problem is how do we use it and convince our customers that we don't owe them any money. That's a challenge," said Dave Hanson, manager of technical support for Environmental Care Industries, Calabasas, Calif. "On sites where Primo has been used, we'll devote our efforts to getting other projects done on site."

For instance, if ECI takes on a job in mid-summer and the weeds are growing out of control or the trees need trimming, they'll apply Primo to manage turf growth and spend the extra labor time getting the entire property in shape.

ECI, based in California, operates and maintains commercial sites in eight states

including Florida where Primo is currently being used to handle the aggressive growth habit of St. Augustinegrass, in particular. Hanson has been experimenting with Primo since 1991.

"The degree of acceptance in our branches has varied. Some have taken more advantage of Primo than others," he said. "Any new product has a learning curve that you have to work through."

Primo is used in a number of ways on a variety of ECI-maintained commercial properties and golf courses. The Florida branch office, for instance, selects the jobs where Primo can do the most benefit. And then, only after the property manager has been informed about the features of Primo.

"When we do select a site, we tell our clients we've done extensive testing on Primo and it's probably the best PGR available today in terms of compatibility," Hanson said, adding that ECI is actively working toward incorporating Primo into more of its job sites.

ECI client sites selected for Primo applications were determined by how it would fit in the current maintenance program, customer communications and so on.

"Property managers are concerned about the end result. If it looks good and it's cost competitive, that's what they're interested in," he said.



Previously, PGRs weren't commonly used on home lawns because of the potential for striping. Today's consumers like Primo's even growth pattern.

SPRING APPLICATION TACKLES TRADITIONAL SURGE GROWTH

Chris Randall, manager for the commercial maintenance division of Bland Landscaping, Cary, N.C., liked the results Primo showed on low-maintenance turf so it didn't take much to convince him to give the plant growth regulator a shot on some Class A office properties – the bread and butter of this southern landscape firm.

Following a good experience in 1992 when using Primo as an experimental use permit, Randall decided to use Primo on some high maintenance properties in 1993, but only on a small scale – less than an acre. Still satisfied, Randall used Primo extensively this year, increasing use to six or seven acres.

"I've been following Primo for a long time. We had some good results on low maintenance turf so it was natural to try it on more visible turf," Randall said. "We haven't seen any color loss and received five to six weeks of control. We went from heavy raking on each property to no raking at all."

Although Bland provides a full-service program to his customers, the firm chose to initiate Primo on the properties of two long-time commercial clients.

"They (clients) weren't new to us. Most of the property managers we deal with aren't involved in the landscape, we take that away from them. They trust us to do what is needed," he said. "We cut our labor use on both projects."

Randall applied Primo once around the beginning of April, but not before his crews had mowed the properties eight times over two months. The application was timed to control



Primo is offered in conventional packaging — 1-quart and 1-gallon containers.

the growth surge fescue turf-types show at the end of May.

"Primo took care of the problem for us at the recommended rate. We still have to mow the grass the same number of times, but we don't have to rake," Randall said. After five to six weeks, crews began raking again.

In all, Bland crews generally mow most properties 42 times a year. They bag the small areas and bag, rake or blow the large properties – whatever works.

One, five-man crew is dedicated to the 4-acre property on the I-40 corridor in Durham where Primo was tested. The on-site crew handles everything but the flowers. One spray technician is responsible for nearly all the pesticide application for the firm.

Primo was worked into Bland's traditional preemergent program scheduled for April because of the good mixability and the savings

in labor by combining two applications into one.

That was just the beginning of the savings.

While the crew stuck to a once every seven-day mowing schedule, the raking of the clippings was minimized. "We mow every seven days in the early spring, but we do a ton of raking," he said. "We cut our labor costs – whether it be from raking or bagging – by 12 to 13 percent or an hour per crew a week."

Since Randall's been in business, he's been interested in what PGRs could do for a business. While he claims he wasn't a skeptic, he was still surprised by Primo's performance.

"The control and coloring both surprised me. They outperformed everything we've used in the past," Randall said. "We didn't see yellowing or thinning. If anything, the grass got greener. The clients didn't notice anything unusual."

Randall's current plans call for expanding Primo use next year. By how much depends on Mother Nature. For instance if North Carolina has a wet spring, Bland Landscape will use it more.

Whether the use of Primo will be expanded to non-commercial sites or even non-irrigated properties is still up for debate.

"Money's not the issue," Randall said. "It's an expensive product and some are turned off by it but, used when needed, it's worth the cost."

While he hasn't tapped the residential market, it's an area he hopes to pursue in the future. "From a homeowner perspective, I think it would be the best selling thing ever, particularly those who don't like to repeatedly cut the grass."

Historically, PGRs caused extensive discoloration, a problem not encountered with Primo. However, to avoid any speculation about turf blenishes, ECI combines Primo with a micronutrient product to mask any potential color problem. In addition to micronutrients, ECI has tank-mixed Primo with insecticides.

Hanson stresses that Primo doesn't eliminate mowing, but it enables workers to mow faster and more efficiently. In some instances, mowing schedules can be cut back from seven to 10 days, but more importantly, Primo provides crews the opportunity to be more labor smart and management intensive.

Not only do the crews look good, but their properties do too. Turf growth is curtailed, decreasing chances of shaggy appearances and overall residual clippings.

Hanson is pleased with the year-round potential of Primo. He noted the fall application when the PGR virtually "stopped growth in its tracks."

"We saw good results when applying Primo in the transition period before dormancy," he said. When applied in September/October it stopped turf growth for four to five weeks.

On golf courses, Primo improved the bermudagrass making it more dense, as well as improved the playability of the ball by making the turf stand up.

Hanson expects Primo use to increase at ECI branches next year, particularly in Texas and Georgia.

FIGHTING FIRE WITH FIRE

The use of Primo may be more widespread on golf courses, but superintendent Don Sweda said he thinks it's a sure thing in residential lawn maintenance.

For the last three years Sweda, superintendent at Columbia Hills Country Club, Columbia Station, Ohio, has familiarized himself with Primo. Originally starting on a 1/2-acre fairway, the results were impressive enough to boost the program to 26 acres this year, applying Primo in the spring, summer and fall on 18 holes.

"I started some experiments on my own under green conditions, including an overseeding program for the rough," Sweda said.

The purpose of using Primo in overseeding golf or non-golf turf is to try and lessen competition for new developing seed. "The nice thing with Primo is you can apply it at the time of seeding and it won't affect the seed," he said.

But what his employees – and some members – notice most is more efficient time management and a more playable turf. The same efficiencies and aesthetics apply to non-golf turf as well.

"Every landscaper should buy a gallon, give it a try and see the results for himself," Sweda said. "He'll save on labor, reduce clippings and have a pretty nice looking turf. I really believe it's the way to go for turf maintenance."

At Columbia Hills, five applications were put

down over a five-month period beginning in May with three to four weeks between applications.

"My guys were generally the best indicator of when we needed to put down another application," Sweda said. "As the clippings built up and they were dumping more baskets they began to grumble."

Sweda employs two workers who mow 18 holes every three days. Average time: four hours with two riding mowers – a Jacobsen and a Toro.

Columbia Hills posted a 20 percent reduction in mowing time and related clipping removal. The labor savings more than compensated for the price of the product.

"In addition, the overall beautification justified the move," he said. "I truly believe we've experienced less disease because the turf is healthier and better able to ward off disease. Primo reduces the load the plant had to go through during the hot summer months."

The result: more controlled growth and less stress on the plant. Additionally, Sweda said, he noticed that fewer clippings on the fairway helped to eliminate some of the heat naturally generated by turf.



Primo helps manage turf in hard to maintain areas such as street medians.

PRIMO: A RESIDENTIAL SUCCESS IN NEBRASKA

Ted Schafersman, owner of The 5th Season, Fremont, Neb., sold Primo to his residential customers this year as an additional service offering. The response was good - more than 300, or 1/10th, of his customers requested the application.

5th Season, which operates in small cities within a 75-mile

radius of its headquarters, targeted Primo as the weapon to help manage the flush of growth Nebraska natives come to dread every year. That cool, moist spring when plants grow like there's no tomorrow, and mowing takes place every fourth day.

"Most people we experimented with had a favorable reaction to it, especially in anticipation of heavy mowing. We targeted these properties for a Primo application to slow growth down. We couldn't wait to get out and see it," Schafersman said. "It has a bright future. The fact that most landfills won't accept yard waste or clippings is one good reason, but it also gives you a cushion if you can't get out and mow because of rain or other obstacle."

Schafersman, who maintains between 4,000 and 5,000

COMING OUT AHEAD OF THE PACK WITH PRIMO

ProLawn ProScape deals mainly with high visibility turf in and around commercial properties in Cincinnati, Ohio. This market segment requires not only labor efficiencies, but cost-controls to meet the competitive bidding structure.

Though the landscape business is tricky at times, Clayton Sheeler, vice president of operations, thinks he found a product to help his properties gain an advantage. ProLawn ProScape applied Primo to 75 percent of its commercial properties, averaging nearly one acre in size, in the beginning of May.

"It worked well for a six- to eight-week period and by the end of June it started to wear

off," Sheeler said. "It definitely suppressed turf growth so we could mow every week to 9 days."

Sheeler added that the turf thinned out slightly, eliminating the need for double-cutting. Any discoloration he attributed to a drought in May and June. In some instances, liquid iron was mixed in with Primo to boost color.

In other cases, a broadleaf herbicide was tank mixed with Primo to save on labor costs associated with pesticide applications.

"We got the extra service out of it," he said. "We don't charge the customer for it, rather we eat the cost of the material, but we save enough on the back end and come out ahead."

ProLawn ProScape, a firm handling only

commercial properties, recognized increased efficiencies when Primo was incorporated into its service program. Sheeler estimated his crews saved 20 percent on its mowing labor this year.

"We have a contract to keep the grass cut. The contract price doesn't change if it takes us two hours instead of two and a half hours to cut," Sheeler said.

Sheeler's crews liked it so much they wanted to reapply Primo in June after the first application wore off.

"We thought about applying Primo again in June, but typically July and August are our two driest months. It made more sense to do it in September," Sheeler said.

In general, ProLawn ProScape crews bag very little grass except on some properties requiring lots of trimming. Instead, crews are trained to mow and blow clippings away from beds and curbs.

ProLawn ProScape previously used other PGRs with fairly good response, but said the results from Primo were better than they had ever seen. They experienced little striping, if any, which was attributed to faulty application techniques rather than the product itself.

Sheeler plans to increase the amount of Primo his crews use next year.

"I'd like to use it on a few ornamentals, such as ground covers," he said.



Because it is foliar absorbed, Primo has no residual or carryover activity in the soil. Leaching studies indicate that Primo has little chance to leach to groundwater.

accounts, asked his customers to sign up for the program upfront; coinciding with the renewal of annual contracts. He charged \$35 to \$40 an application based on a 7,000 square-foot yard; similar to what he charges for a pesticide or fertilizer application.

"I was upfront with them, telling customers it would reduce mowing and clippings but not eliminate them," he said. "80 percent of those who accepted were residential. The commercial end was more leery of it, but I intend to get more positive communication going there."

While Primo performed to expectations on the Nebraska bluegrass, an unusually dry season brought most mowing activities to a standstill and didn't allow the firm to experiment with a second application. Most applications of Primo were applied in mid-April.

"Our market is far enough North that our growing season is like a roller coaster," he said. "We usually have a cool, wet spring in which grass grows quite fast. Then as we approach mid-June into July we get dry and hot and the grass doesn't grow as fast."

Schafersman's firm isn't in the mowing business, but his crews work closely with the homeowner and mowing contractors on mowing issues and product choices.

"The majority of homeowners are conditioned to bag clippings," he said. "It's a hard transition to get them to mulch because they don't want to mow more often. It's a very different story with a plant growth regulator."

Once the homeowner understands the PGR concept, Schafersman finds himself trying to explain the relationship between fertilizers, which make the grass grow, and PGRs, which slow it down.

As for the mowing firms The 5th Season subcontracts to perform mowing services, Schafersman said, more communication is needed to avoid any misunderstanding of the product's purpose in the landscape.

The 5th Season credits its customer loyalty for its success in introducing new maintenance concepts.

"We do a lot of communication things that make for a friendlier atmosphere," he said adding that the firm calls its customers before servicing their properties so there's no miscommunication or interference with personal activities.

"We'll continue to actively sell Primo," Schafersman said. "I



Primo is often applied in combination with a pesticide or fertilizer program.

feel good about the product."

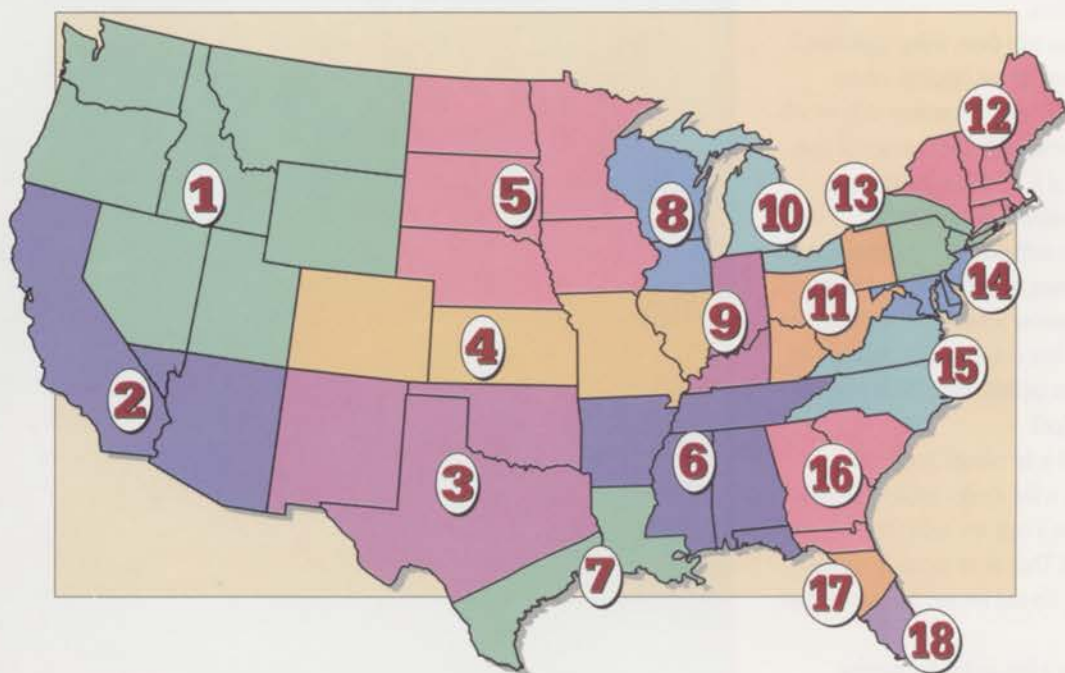
The 5th Season also provides underground irrigation system services, tree services and a gift and patio shop in addition to lawn maintenance. ■

For those interested, Ciba offers a computer disk containing a "Primo Benefit Analysis" program to help determine job costs. To obtain your copy, contact Ciba directly or your area Ciba representative found on page eight of this insert.

CIBA TURF & ORNAMENTAL PRODUCTS

P.O. Box 18300
Greensboro, NC 27419-8300
910/547-1160

CIBA TURF & ORNAMENTAL REPS



1. Kathy M. Hewitt
16702 NE 130th Ave.
Brush Prairie, WA 98606
206/253-8283

2. Nick Angelucci
1996 Cambridge Dr.
Vista, CA 92083
619/598-6481

3. Don Wilson
2800 Redfield
Plano, TX 75025
214/618-7861

4. Steve Sweet
235 Estero Road
Fort Wayne, IN 46845
219/637-8631

5. Michael Daly
6403 Northwest Dr.
Windsor Heights, IA 50322
515/270-9392

6. Date "Chip" Houmes
6837 Nicole Cove
Bartlett, TN 38135
901/377-5081

7. Travis Klosterboer
19018 Dee Woods
Humble, TX 77346
713/852-9222

8. Don Spier
1004 Michael
Sycamore, IL 60178
815/895-7860

9. Jimmy Johnson
338 Brixham Court
Fishers, IN 46038
317/849-3370

10. Kevin Fuchs
1363 N. Woodward Ave. #204
Birmingham, MI 48009
810/646-8715

11. Gregg Schaner
3505 Chipshot Court
Columbus, OH 43228
614/278-7601

12. Steve L. Sears
141 Baptist Hill Road
Palmer, MA 01069
413-283-7877

13. Randy Moser
2120 Grayhorse Dr.
Warrington, PA 18976
215/343-5654

14. Mike Oleykowski
209 New Jersey Ave.
Mount Holly, NJ 08060
609/267-8041

15. Ken Russell
1113 Fairweather Dr.
Kernersville, NC 27284
910/996-2973

16. Ron Johnson
301 Firebridge Road
Columbia, SC 29223
803/736-2185

17. Mickey Lovett
15709 Jericho Dr.
Odessa, FL 33556
813/920-7825

18. Chuck Buffington
2289 Backwater Court
Oviedo, FL 32766
407/366-0007

TECHNICAL SUPPORT REPS

Dr. Marcus Juby, *Midwest*
2224 Waterfield Lane
Blue Springs, MO 64015
816/254-2625

Dr. T. Don Taylor, *Southeast*
P.O. Box 666
Roanoke, AL 36274
205/863-7222

Dr. Joe DiPaola, *E. Central*
1018 Denman Ct.
Westerville, OH 43081
614/882-6806

Dr. Mike Agnew, *Northeast*
501 Foxhollow Dr.
Kennett Square, PA
610/444-2063

*This advertising supplement was produced for Ciba by
Lawn & Landscape Maintenance magazine.*

TURFGRASS ECOLOGY & MANAGEMENT

BY T. KARL DANNEBERGER, Ph.D

NOW AVAILABLE!

FINALLY, AN ADVANCED TURFGRASS MANAGEMENT BOOK

for the turfgrass professional which goes beyond the introductory level.

TURFGRASS ECOLOGY & MANAGEMENT

...is the first professional turf management text devoted to advanced environmental ecology. This pioneering work addresses the wave of the future and is a must for all professionals. Chapter highlights include discussions of light and nutrients as resources, physiological responses to temperature, population dynamics, predator disturbances and much more.

ORDER YOUR COPY TODAY.

Hardbound, single copies only \$39 plus \$5 shipping/handling per copy. Quantity discounts available upon request.

YES, I'm interested in purchasing _____ copy(s) of **TURFGRASS ECOLOGY & MANAGEMENT**. I understand my purchase will be shipped upon payment. I also understand that I can return my book(s) within 15 days for 100 percent refund if I am not totally satisfied. (Ohio residents only add 7% sales tax.)

☐ Payment Enclosed

Charge my ☐ VISA ☐ MasterCard

Card # _____

Expiration Date _____

Signature _____

Name: _____

Title: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

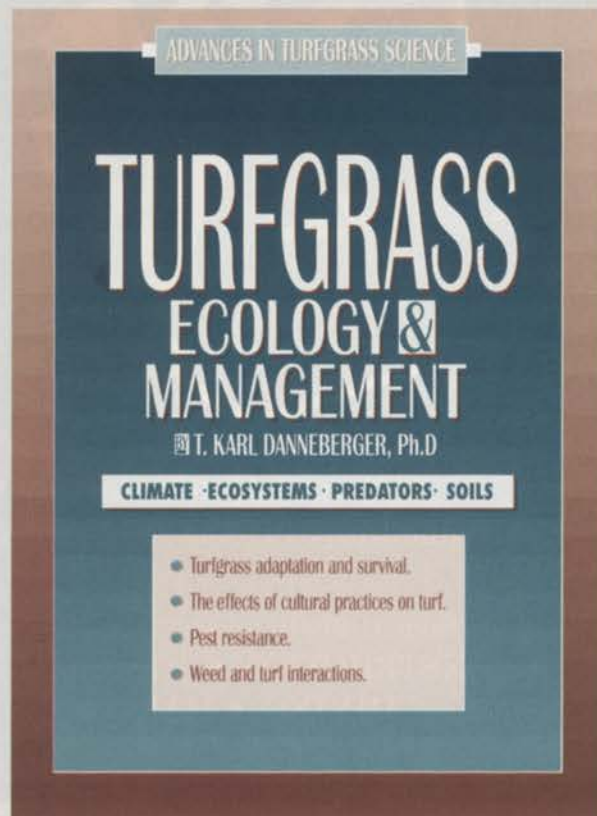
Published by:

Lawn & Landscape
MAINTENANCE

4012 Bridge Ave.

Cleveland, OH 44113

Call 800/456-0707 for information on
volume, discount prices.



Mowing In The 21st Century

(continued from page 60)

most insect and disease organisms. Special varieties would be adapted to unique geographic conditions and microclimates. Water use would still be a major issue, but genetic alterations of the grass plants would make it less so than at present."

No matter how we look at the future, there's still the desire for green space to break the monotony of a sterile, industrialized world; the need for a cushioning field for sports activities; the need for a connection to nature that only turf and natural landscaping can provide. And with turf, there will still be some form of physical growth of the grass plants, and thus a need for mowing.

IN THE WORKS. How far away is the dream mowing system? It's not as far as it might appear. For nearly 10 years, computer specialists and product design engineers have said that they could build operational mowers much more advanced than anything we've imagined except in some far-out musings like these.



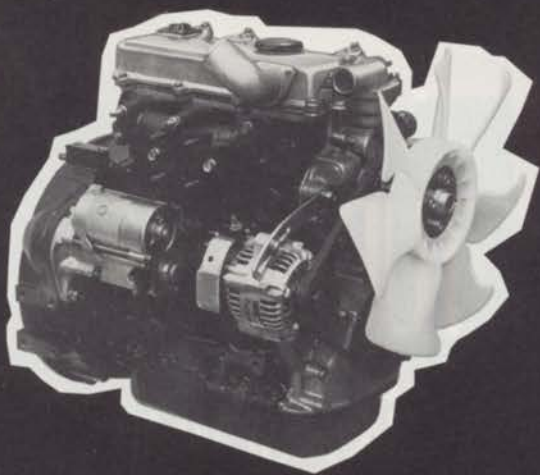
Quality of cut remains the number one factor driving mower designs today. Photo: John Deere

Costs and the human component often have been the limiting factors in technological advance-

ments. Computer use in the lawn and landscape industries is only now becoming widespread. Just be-

cause we're using computers doesn't mean we really understand

(continued on page 72)



ISUZU

American Isuzu Motors Inc., Engine Operations

New L series engines.

24hp, 30hp, 40hp compact, lightweight engines under 300 lbs.

Quiet • Quick Starting • Easy Access for Maintenance
Environmentally Friendly • Light & Compact for More Universal Adaptability

Engines from 11 to 315 hp serving . . .

• CONSTRUCTION • AGRICULTURE • FORESTRY • LAWN & GARDEN •
MINING • MARINE & • AVIATION GROUND SUPPORT

42775 Nine Mile Rd., Novi, MI 48375-4113 • 810-380-6000 • FAX 810-380-6030

USE READER SERVICE #40

Uniquely LIGHTING YOUR WAY.

GLOWING STEPPING STONES TO LIGHT YOUR WAY.



DAY TIME

A new concept in low voltage outdoor illumination. Lighting that will guide you safely across your yard or through the garden. The easy to change bulb is weather protected so the "Glowing Stepping Stones" can be installed directly in a pathway or lawn and can be walked on like any other stepping stone.



NIGHT TIME

Glowing Stepping Stones" are durable. They can withstand the extremist of temperatures, from desert summers to northern winters. They resist lawn and garden chemicals and are not affected by harmful sunrays. "Glowing Stepping Stones" can be installed in minutes to any existing 12 volt system.

Easy
To Install.

OUTDOOR ACCENT LIGHTING

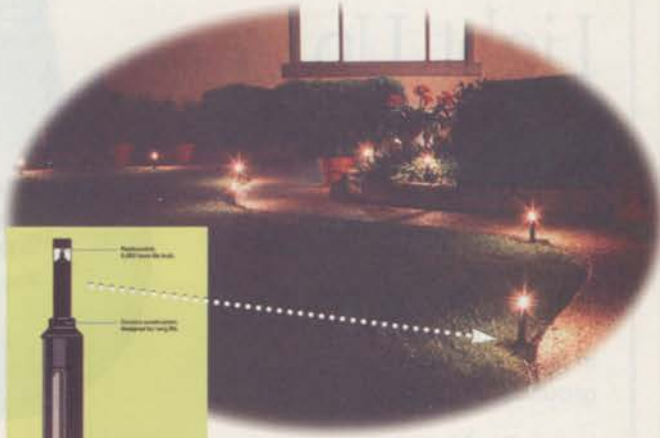
By: Corona Plastics Sales & Service
MADE IN THE USA

THE OUTDOOR LIGHTING SYSTEM IS HIDDEN DURING THE DAY AND POPS UP AT NIGHT.



DAY TIME

The Outdoor Lighting System" eliminates mowing or trimming problems. Since the The Outdoor Lighting System is below the ground during the day, it does not interfere with walkways and landscaping.



NIGHT TIME

A photo cell at sunset raises "The Outdoor Lighting System" and turns them on for the length of time you set. At the end of the cycle, the light retracts into the ground until the next evening. Extensive testing assures excellent quality and durability. Now you can enjoy maintenance free outdoor lighting, that you can install with ease. **And remember they only come out at night.**

MADE IN USA

To place an order or for more information please contact:

Corona Plastics Sales & Service, Inc. 1755 Commerce St., Norco, CA 91720 Tel: 909-737-7439 Fax: 909-737-0181

USE READER SERVICE #112

Mowing In The 21st Century

(continued from page 70)

them or the technology involved. Getting from point A to point Z doesn't mean we have to touch every "letter" along the way, but we do have to work our way forward. And it is happening.

Consider some of today's technology that was deemed futuristic not so long ago. The number-one requirement of turf managers everywhere is quality of cut. Maneuverability, ease of operation, durability, serviceability and even cost are all secondary to quality of cut. What it all boils down to is nothing else matters if the turf doesn't look good.

Advancements in quality of cut have skyrocketed in the last few years. Today's machines feature top-quality rotary blades or reel bedknives that are engineered for consistency and strength. Mower decks "float" to follow the contour of the landscape and cut without scalping or leaving long tufts of grass.

Deck configuration and blade options can be combined to im-

prove cut consistency in wet conditions or with specific grass types. Deck and blade combinations provide the finely cut clippings that encourage environmentally correct grass cycling.

vidual properties.

Look at changes in mower design that have made the job of cutting turf easier and more efficient — things like single-lift levers that raise multiple-cutting units in one

Maneuverability, ease of operation, durability, serviceability and even cost are all secondary to quality of cut. What it boils down to is nothing else matters if the turf doesn't look good.

Advancements that ensure precision mowing on reel mowers include hydraulically driven cutting units for non-slip reel drive under a variety of mowing conditions and ease of reel-to-bedknife adjustments that hold.

Quick and easy height adjustment systems on both reel and rotary mowers increase the odds of operators making changes consistent with the turf needs of indi-

vidual properties. motion, automatic or on-demand four-wheel drive and adjustable hydraulic weight transfer that can be operated on-the-go to improve traction on undulating or hilly terrain. Front mowers combine the close mowing of walk behinds with the speed and comfort of ride-on units. Attachments can be attached or detached quickly by one person within minutes.

Operator comfort and produc-

tivity go hand in hand. Operators of riding units have come to expect hydrostatic speed control, power steering, single-level mower control and clear visibility. Little things, like arrows to indicate forward and backward movement and color-coded knobs that denote machine or accessory operation are "perks" that help eliminate errors.

Manufacturers now offer better service accessibility, such as flip-up seats and hoods that provide full access to engines and other drivetrain components; removable side panels, shields and grilles; and reel cutting units that can rotate for service access with the flip of a spring and the pull of a pin.

Over the coming years, durability and simple serviceability will be built into the basic design of mowing machines even more frequently.

When things do go wrong on a mowing machine — and things will go wrong even in the futuristic dream world — manufacturers are working with their dealers to strengthen the support system.

(continued on page 76)

Light Up Your Profits

LAWN GENIUS IS THE ONE PROGRAM YOU HAVE TO SEE

Lawn Genius is the perfect computer program for anyone in lawn care, tree care or grounds maintenance.

Lawn Genius is fast and easy to use. It handles your scheduling, routing, billing, state reporting, and communication needs. And does it all in a fraction of the time a manual system requires.

Lawn Genius is a total management program that installs in minutes, but will save you hundreds of hours, while giving you the critical professional edge you need.



Order your **FREE** demo disk today to discover the most profitable investment you can make in your business.

1-800-357-5757

Genius™
Brilliant Software Solutions

"TRULY ONE OF THE HEAVYWEIGHTS" THE ALL-SEASON SPREADER

MODEL 45-0210



- Large pneumatic tires push easily over rough terrain and roll effortlessly over smooth lawn.
- For spreading, fertilizers, grass seeds and herbicides.
- Use year round with deicing products to melt down the winter ice and snow buildup.

PUT ONE OF THE HEAVYWEIGHTS TO WORK FOR YOU!

Agri-Fab

(217) 728-8388

303 W. Raymond St., Sullivan, IL 61951

USE READER SERVICE #41

USE READER SERVICE #42



Work, work, work. That's all they ever do.

Whether you're mowing a lot of lawn, unloading a ton of mulch or grading off a new yard, a Ford compact diesel tractor just plain works and works. Fact is, this reliable, hardworking machine helps make all of your landscaping jobs easier.

Easy does it

With a Ford compact tractor, it's easy for you and your crew to work your best.

That's because it's easy to operate. Choose the transmission—including

hydrostatic and shuttle shift—that matches the work you do most. A 540-rpm PTO powers a wide range of implements and attachments. And optional 4WD increases your productivity on wet or muddy job sites.

It's also easy to rely on. With its bigger cubic-inch displacement engine, heavy-duty rear axles and cast iron housings, this tractor just keeps working.



Just as important, a Ford compact tractor is easy to maintain. With features like easy-to-reach routine service points and a hood that's easy to raise even with a loader or front blade attached.

Long working relationship

See your Ford New Holland dealer today and start a long-term working relationship with a Ford compact diesel tractor, available in nine models from 16 to 43 gross hp. Then get to work, work, work.



NEW HOLLAND

The winning team




Dimension[®] means fewer crab Well, almost

If you have customers seeking "professional help" for their crabgrass problems, Dimension[®] turf herbicide is just the treatment you need to prescribe.

It's now available from Rohm and Haas at an affordable price, with a new split-application label. And its season-long control of crabgrass and other tough weeds reduces re-treatments—making your investment even more profitable.

Dimension also helps make your business more successful through its unmatched flexibility. You can put it down preemergence or early postemergence, extending your application window two to four weeks.

That means you can use just one application of Dimension, in Round Two, to wipe out any emerged crabgrass and control or suppress late-germinating broadleaves and



"Oh-hh Dimension!
Good price...
split applications...
wide window...
turfgrass safety...
Ugh-hhnnn."

grass problems for everyone. everyone.

grasses. You'll conserve cash and be able to pick up more customers late in the season.

Another option is to split your applications of Dimension. Or you can apply it in the form of granular fertilizer. No matter how you use it, Dimension offers excellent turfgrass safety and does not stain.

For more information on Dimension, contact your local supplier. And watch your crabgrass problems shrink away.

DIMENSION

TURF HERBICIDE



The toughest thing to emerge since crabgrass.

ALWAYS READ AND FOLLOW
LABEL DIRECTIONS FOR
DIMENSION TURF HERBICIDE.

Dimension® is a registered trademark
of Rohm and Haas Company. ©Rohm and Haas 1994 T-0-108

**ROHM
AND
HAAS** 

The Original BRIDGE® Fertilizers



Since 1989, turf professionals
have seen the difference a
BRIDGE® product makes.

It's time you see
the difference for yourself.

• CALL MARLA •
800-343-6343

HARMONY
In Tune With Nature®

BRIDGE® is a registered trademark of Harmony Products.

Green Industry Expo Booth #1526



Mowers continue to advance from some of its earliest versions.

Mowing In The 21st Century

(continued from page 72)

Things like one-source, total-machine warranties; 24-hour service on parts; and 7-day-a-week, 24-hour phone availability of service experts with full access to field data,

that machine is situated on the earth's surface.

By relaying this information to a computer, it would become practical to map a property and divide that property into grids. Data logged into an electronic grid of the property would give precise amounts of seed or chemicals needed to maximize turf growth. Soil sensors now available could note soil fertility, soil moisture and other characteristics.

"Real-time" sensors now being developed would record weed infestations, pesticide and herbicide levels, and also monitor plant health. Integrating this information into the software would allow nearly unlimited layers of information to be recorded for each grid.

Data on soil type, fertility levels, fertilization, herbicide and pesticide applications, insect and disease infestations, weather history, growth potential and environmental constraints like flood plains or ground water levels would allow not only precise monitoring, but intensive record keeping on inputs and results.

Computers would then "talk" to the machine-mounted controllers to automatically vary application rates as the unit crossed the grids.

As all this becomes reality, the possibility of complex, automatic guidance systems for turf care equipment will not be far behind. Watch out Star Trek! The real next generation is on your turf.

**A (satellite) receiver
mounted on a turf-care
vehicle would allow it
to calculate within
about 30 feet where
that machine is situated
on the earth's surface.**

equipment specs and engineering information will become the standard.

HIGH-TECH FUTURE. Consider some of the concepts in the developmental stages. For instance, John Deere's Lawn and Grounds Care Division, with help from the Agricultural Division, is looking into a satellite-based, computer/controller network not too far removed from the futuristic scenario.

The Prescription Turf Care system would use the Global Positioning System (GPS) of 24 satellites that now orbit the earth -- the same system that tracked troop and equipment movement during the Gulf War of 1991.

These satellites beam radio waves to GPS receivers, giving instant latitude, longitude and altitude coordinates. A receiver mounted on a turf-care vehicle would allow it to calculate within about 30 feet where

The authors are partners in Trusty & Associates, Council Bluffs, Iowa, and are consultants to the horticulture trade.

Pesticide Education: Understanding The Media's Role

An alternative approach to educating the public, based on new concepts about risk communication, is under development.

Some scientists believe the principles may help shake the roots of the public's fear over pesticides.

By Rick Brandenburg



Clear communication about pesticide characteristics may alleviate many fears.

DURING THE PAST few years, many of us have been involved in a "battle." The battle has been the debate over pesticides and their use on turfgrass and ornamentals. It has been part of the much larger debate concerning the use of pesticides in agriculture. Unfortunately, about the only thing that has been accomplished over the past few years is that individuals on both sides have become more adamant and bitter.

Why has this happened? What has been the underlying

problem with our attempts to educate the public and why have they failed so miserably?

I believe that a review of our past efforts will reveal some serious shortcomings. However, the reasons behind this have only become apparent with several recent articles on risk communication. These articles not only point out the inadequacies of our previous efforts, but also provide guidance to ensure that our future efforts are more effective.

PAST MISTAKES. Before discussing the specifics of these articles, I will be the first to admit that I have been as guilty as anyone of using the wrong approach. Many articles have been written, including mine, on this subject and most have made the same mistakes. This is not to say we've been totally wrong. Nor is it meant to imply that those forces working to abolish all pesticide use, regardless of factual information, are doing anything right. It simply means we have ventured into an area of public perception that most of us know very little about.

Those forces working against pesticides are not a primary audience. Most have agendas that are sometimes politically or economically motivated. While we are sometimes frustrated by their tactics, neither their motivation nor their approach should be emulated. Hopefully, the public will become better informed about some of these organizations and their efforts will fall on deaf ears.

An excellent book on the distortion of scientific facts was published last year by Michael Fumento

titled *Science Under Siege*, but few will ever read such books or any excerpts. Reading them can make our blood pressures rise.

Rarely do we take the time to survey our audience to find out exactly what they need to know (about pesticide risks). Usually, we just tell them what we think they need to know.

I'd like to discuss some issues presented in two excellent articles on risk communication. Both offer insight into our past mistakes and

ideas for further improvements. The first article by M. Granger Morgan titled "Risk Analysis and Management" was in the July 1993 issue of *Scientific American*. This article discusses risk communication in a more general sense.

The second is by Robert K. D. Peterson and Leon G. Higley and, as its title indicates, is directed more at pesticides. "Communicating Pesticide Risks" was published in the winter 1993 issue of *American Entomologist*. While not everyone has access to or even the interest in reading the complete articles, I would encourage it. Many good points, too numerous to mention here, are discussed. All general concepts for improving our risk communications are credited to these two sources. Specific items will be referenced directly.

OUR MISCONCEPTIONS. A common mistake in educating the public is not considering what it already knows. The public knows something about pesticides. In fact, it is a very heterogeneous group with some people knowing little and

others knowing a great deal. What this means is we must first determine at what level our audience is operating. This helps us customize our message.

Rarely do we take the time to survey our audience to find out exactly what they need to know. Usually, we just tell them what we think they need to know. We should not assume that we know our audience's general knowledge and perception of risk. We should not rely upon our intuition.

It is critical that we learn what the public already believes and then tailor our message to that. It is equally important to go back and see if our message has its intended impact and whether any further adjustments need to be made.

Another misconception reported by those who study risk communication is the role the media plays in the initiation of such fears. Experts feel that the media rarely incites such rabid feelings in the public, but rather targets its offerings to existing beliefs. In other words, the media builds on what is already in

(continued on page 80)

The TURFCO® AERATOR

Tested by Lawn Care Professionals!



High Productivity!

- > Aerate up to 28,000 square feet per hour
- > Aerate up to 10 average yards per day

THE TURFCO AERATOR is designed to specifically meet the needs of today's commercial lawn care and rental users. A rugged, one-piece frame, external drive components, and an industrial grade engine make **THE AERATOR** a machine that stays on the job.

Low Maintenance!

- > Heavy duty side & front bumpers
- > Choice of B&S or Honda engine
- > Drive chain is protected from cores and soil

Features:

- > Drum style front wheel for easy turns
- > 20" aeration width for higher productivity
- > 3/4" tines for removing cores
- > 3.5 HP B&S Ind. Plus or 4 HP Honda engine
- > Operating speed up to 260 feet/minute
- > Heat treated, sealed, and fully-enclosed drive chain
- > Most service parts available locally



Low Maintenance and High Productivity with The Turfco Aerator

Call for more information

TURFCO MFG, INC.

Phone (612)785-1000 • Fax (612)785-0556

Changing handles takes
one tool and one minute.

MAKE IT STRONG. KEEP IT LIGHT. MAKE IT CUT CLEAN AND FAST AND EASY. DESIGN IT TO REDUCE WORKER FATIGUE AND INCREASE PRODUCTIVITY.

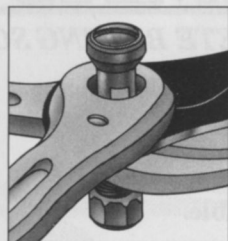
Give us more cuts per hour, especially during those last hours of long days at the end of the pruning season. Give us a blade that we can replace without taking apart the handles—one that holds its edge, is easy to sharpen and simple to adjust. The handles should never need replacing but, if they do, it should take only seconds and require no special tools.

By the way, make it unbreakable and guarantee it forever.

That's what you told us it would take to make the perfect vineyard and orchard loppers. So we did it. And then some.

Our new line of aluminum-handled loppers cut so clean, so fast, so easy and are so strong and simple to maintain, that virtually everyone who has tested them says they're the best loppers they've ever used.

The blade cuts with astonishing ease. Long, to reach into tight areas; large, to slice easily through mature vines and branches; the blade is Radial Arc™ ground and clad with a tough, slick, three-layer fluoropolymer that reduces friction to a bare minimum. This blade requires one-third less force than a conventional blade to make the same cut.



Self-aligning
Pivot bolt

The blade is a separate component. Changing it takes one tool and one minute.

The forged hook is designed to draw the material being cut closer to the pivot. This maximizes leverage and minimizes

the effort required to make a cut. The hook's curvature is shallow enough to easily slip between dense, tangled branches and support wires. Yet it is deep enough to hold the branch securely as the cut is being made. The sap groove is deep and wide for improved self-cleaning.

The square-shouldered, right-threaded pivot bolt that enables quick blade change is positioned so that the hook and blade open wide with a minimum of handle movement—in other words, with less effort. And the same coating that makes cutting so easy also self-lubricates the pivot action.

The Santoprene® bumpers, which provide a cushy rebound at the end of each cut, are located low on the tang well clear of the action. Replacing a worn bumper takes only seconds. Tools needed? Your thumb and forefinger.

Our patented new handle design has astonishing strength. The thick-walled aluminum tubing is oval—inherently stronger than round or rectangular stock. That strength is then compounded by an internal wedge of

high-density, glass-filled nylon that expands as it is compressed during handle mounting. Even given severe abuse, these handles are almost impossible to break. Given proper use, they're indestructible.

The hand grips are designed for comfort and durability. They're thick, to minimize hand fatigue. They're molded of, tough polyethylene and the bottom is extra thick for longer wear when used to drag brush along the ground and into a pile.

Our new aluminum handled loppers come in three models. A 21-inch version with a 1½-inch cutting capacity suitable for vines and shrubs. And 26 and 32-inch models with a 2½-inch cutting capacity for tree pruning.

Like all our professional tools, these loppers come with a lifetime warranty. If they break, we'll fix or replace them. Period.

We're also backing these tools with a "Fast or Free" parts warranty. If your Corona dealer is out of replacement parts, call us. We'll have them to you within 48 hours or they're yours free.

If you try these loppers, we think you'll agree that they're perfect, or close to it. So we're making you this money-back offer. Buy a pair. Prune with them for two weeks. Use 'em and abuse 'em. If you agree they're the best, buy more. If you don't, return them to us along with a note telling us what you think would make them better. We'll refund your purchase price. Fair enough?

For further information, contact your Corona dealer or call us at

1-800-234-2547.

26-inch AL 6640
and 32-inch AL 6660
cut limbs up to
2½ inches thick.

CORONA

CLIPPER®

1540 East Sixth St., Corona, CA 91719

A Harrow Company

© Santoprene is a trademark of Monsanto © 1994 Corona Clipper Company

21-inch AL 6620
cuts limbs up to
1½ inches thick.

Pesticide Education

(continued from page 78)

the public's mind. It reinforces the current beliefs rather than creates change.

You may not agree with the concept, but certainly the media does stay in tune with the public. Rather than react negatively to the media, perhaps we should view their efforts as educational in that they expose the public's beliefs. With this in mind, we can use it as a barometer to the peaks and valleys of public opinion and where to put educational emphasis.

Other misconceptions focus on our efforts to ease the public's fear of pesticide toxicities and long-term harmful effects. The most common approach has been to create lists. A comparison of better known risks demonstrates that pesticides fall at the lower end of the scale for number of deaths caused and rank as a minor source of potential carcinogens to humans. We have all seen and probably used such lists to negate any argument that pesticides pose unreasonable risks.

However, this approach has been proven many times to be ineffective in risk communication. First, the public rarely bases risks on the number of deaths alone. In fact,

when the public is asked to rank items based on the number of deaths they cause, they usually do a reasonably good job. When asked to rank items based on risk, the list

usually looks different.

This brings up a good point we must remember. A lot of factors go into the formulation of an

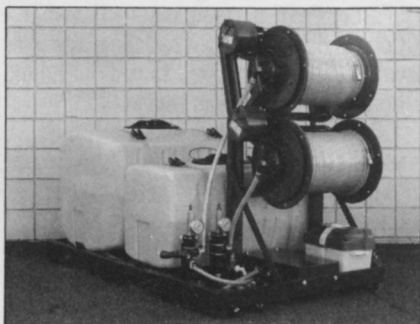
(continued on page 82)



Experts recommend prompt, open and clear communications with the public.

C & S TURF CARE EQUIPMENT, INC.

BUILDING QUALITY EQUIPMENT
FOR PROFESSIONALS, BY PROFESSIONALS



C & S Protank® Sprayers

- ELECTRIC AND GAS UNITS
- DESIGNED TO FIT IN A WIDE RANGE OF VEHICLES
- SINGLE AND DUEL TANK CONFIGURATIONS
- DIAPHRAGM, PISTON, OR ROLLER PUMPS

Complete Sprayers...Ready to work

(216) 966-4511 (800) 872-7050

FAX (216) 966-0956

Custom Orders Welcome!

BILLMASTER®

THE COMPLETE BILLING SOFTWARE!

- Quick professional invoicing.
- Track multiple businesses.
- Easy & reliable.
- General ledger & inventory.
- Chemical tracking for D.E.C.
- Tax & financial reports.
- Contracts & proposals.
- Scheduling, routing, & mailing lists.
- Unlimited TOLL FREE training & support.
- MUCH MORE FOR ONLY \$695.00
(Easy payment plan available)

CALL FOR FREE DEMO DISK!

PLEASE SPECIFY DISK SIZE 3 $\frac{1}{2}$ OR 5 $\frac{1}{4}$

1-800-572-8713

CUSTOMIZED BUSINESS SOFTWARE, GLEN ROCK, NJ



USE READER SERVICE #44

USE READER SERVICE #45

NOVEMBER 1994 • LAWN & LANDSCAPE MAINTENANCE



LOOK BEYOND ORNAMENTALS TO A TOUGH TURF INSECTICIDE

Get tough with **Mavrik® Aquaflow**. Mavrik isn't just for ornamentals anymore. New tested, proven rates make it one of the toughest turf insecticides on lawns today. It controls a broad range of hungry surface feeders and nuisance pests – from chinch bugs, fleas, and bluegrass billbugs to sod webworms, beetles, and mites. Mavrik is odorless, requires no cholinesterase testing, and has low active ingredient per acre. Mavrik Aquaflow. Tough performance that's hard to beat. To receive your **FREE** brochure and product label, call 1-800-435-TURF (8873).



**TOUGH ON TURF INSECTS
EASY ON ORNAMENTALS**

SANDOZ Read and follow label directions carefully. Mavrik® is a registered trademark of Sandoz Ltd. ©1994 Sandoz Agro, Inc.

USE READER SERVICE #109

Pesticide Education

(continued from page 80)

individual's concept of risk. Factors such as the degree of dreadfulness, how well it is understood and the number of people exposed all enter into the final determination of risk. An individual also considers how he can control his exposure. I think we can all agree that in the public's mind, these factors all result in pesticides residing fairly high on the risk list.

Trying to negate specific risks by illustrating a greater risk is bad policy. The fact that greater risks exist will not make the public necessarily feel better about others. We have slowly and painfully learned this lesson with failed attempts to ease public concern.

This is especially true when comparing risks over which people have some control and risks that people can't control (pesticides). Yes, pesticides have provided great benefit to mankind, but that doesn't make the danger go away in people's minds.

Automobiles have provided

great benefit and risk, but we continue to make them safer through regulations and research.

So while people have seen that the cancer risk from pesticides may appear as small as drinking a cup of coffee and the risk of death small as compared to driving an automobile, we haven't convinced many of them. All people have some knowledge of risk. Every piece of information they receive concerning pesticide risk is going to be filtered through their existing knowledge. Any information that doesn't account for this may not have its intended effect.

People often have an incomplete understanding of information. It is crucial that the information they receive be comprehensive and complete. For example, the public may not understand that pesticides have a half-life or degrade. Their beliefs may be based on information they have heard about DDT and the assumption that lasts in the environment forever.

Information that covers a basic concept such as pesticide degradation may greatly enhance the

public's overall understanding of your message. The message concerning safety of small amounts of pesticides applied around the home

It is crucial that the information they receive be comprehensive and complete. For example, the public may not understand that pesticides have a half-life or that they degrade over time.

is lost if the public believes they never go away and will continue to build up.

People, in general, are capable of

making good decisions given the proper information. They have proven this through recent changes in diet, exercise, seat belt use, etc. The public usually responds in an appropriate manner given the facts and responsible information as to potential responses.

WHAT NEXT? Obviously, we have not been as effective as we would like in educating the public about pesticides. One lesson we can learn from other organizations who truly deal in risky ventures is to learn from our mistakes.

The FAA, for example, studies the wreckage of all airplane crashes in great detail. This isn't due to some morbid fascination, but rather to learn and avoid similar problems in the future.

What I'm talking about here isn't directed at learning from problems with pesticides (although that too is important) but learning from our mistakes in risk communication.

How do we proceed? One very important issue is involving the public. Risk communication should

(continued on page 84)

The More We Put In... The More You Get Out



Call 1-800-543-7166 for a FREE HydroSeeding and Mulch Spreading information package.

THE FINN T-90 HYDROSEEDER®

Designed for maximum versatility and performance – with the features you count on for residential, commercial, golf and sports field applications.

We invented the HydroSeeder® – and over 60 years of FINN innovation, quality and service go into every one we make.

If You Don't Own a FINN
You Don't Own a HydroSeeder®

FINN
CORPORATION

9281 LeSaint Drive
Fairfield, OH 45014
FAX 513-874-2914

©1994 FINN® Corporation.
HydroSeeder is a Registered Trademark of Finn Corporation.

Have your cake and eat it, too!



Quality, Service, Price
and up to 6 Months To Pay For It!

LANDSCAPERS SUPPLY CORP. introduces THE PREFERRED CUSTOMER CARD

A combination charge, credit and specials card, enabling approved cardholders up to 6 months same as cash terms on their purchases, up to \$5000 open credit, unadvertised specials only cardholders will be offered, and no annual fee. In a nutshell, you can now buy the finest quality grounds care equipment, engines, parts and accessories in the industry and pay for them... later.

We'll fill out your application by phone and send it to you for review and signing. Please call and ask for the Preferred Card Specialist.

CALL TODAY 1-800-895-4589

Pesticide Education

(continued from page 82)

be interactive. The traditional one-directional programs of the past should be avoided. Two benefits arise from that approach. First, this approach avoids the appearance of working behind closed doors to formulate programs. Second, public input helps customize programs to ensure they are addressing the real issues.

The article by Peterson and Higley outlines specific steps to better communicate pesticide risks.

They compiled a list of five recommendations that relate to general risk communications. These recommendations are directed at pesticide experts. While you may not consider yourself a pesticide "expert," the philosophy behind these recommendations still holds true.

Specifically, their five points include:

1. Empathize with and genuinely consider public concerns.
2. Interact with and inform the public.

3. Respond promptly and with complete openness.

4. Respond with simplicity and clarity.

5. Relate to the public that experts are determined to control, limit and understand medical and environmental risks associated with pesticide use.

One point that does benefit from further discussion is number two. Part of the communication effort should focus on pesticide education in general rather than just on risk. Include other basic pesticide information such as toxicity being a function of dose, other elements of risk beyond toxicity and the fact that the source (synthetic or natural) doesn't determine toxicity.

There are conflicting opinions on some issues that are less straightforward. Issues such as what constitutes proof of carcinogenicity or the reliability of animal tests may be open for debate. Whatever side you take must not bias the balanced presentation of information.

PROACTIVE APPROACH. Later in the same article, Peterson and

Higley discuss the importance of a proactive approach to public education on pesticide risk. This appears to be critical to the future growth and success of the turfgrass industry in the United States. By starting now, we can have a better informed public that is more capable of understanding future pesticide issues.

Once again, they outline specific steps for developing an effective pesticide risk communication program. These steps include:

1. Survey different groups of society to determine their views about pesticide risk and benefits.
2. Develop educational programs on the basic properties of pesticides and their management.
3. Serve as a resource (not an advocate) for public information on issues.
4. Evaluate all programs and efforts on a regular basis.

Morgan states the same recommendations in a slightly different manner when he writes, "The essence of good risk communication is very simple: learn what people already believe, tailor the commu-

nication to this knowledge and to the decisions people face and then subject the resulting message to careful empirical evaluation." He goes on to say, however, that few people conduct business in that manner.

Both articles present important considerations. We must find out the current knowledge base and provide the information people need to make decisions. Follow-up evaluations make certain that we are accomplishing that task.

While such a complete program may be beyond the means of most people involved in turfgrass, the basic concepts behind it are important. When we follow these guidelines any time we discuss pesticides, we will most certainly make significant gains in building up public confidence.

This public confidence will be enhanced on the subject of pesticide use, and also in the credibility of the turfgrass industry.

The author is an extension entomologist at North Carolina State University, Raleigh, N.C.

USER FRIENDLY WEED CONTROL

Now More Than Ever Is The Time To Go Dry!

Worker Protection, DOT Specifications and Exposure Reduction Program all mean more difficulty handling pesticides unless you use **Tri-Power® Dry** or **Dissolve®**. Water soluble herbicides in water soluble bags. Your choice of a 2,4-D based or 2,4-D free program. Just toss the bag in the tank and go!

- ✓ No Mixing
- ✓ No Measuring
- ✓ No Pouring
- ✓ No Container Disposal
- ✓ No Exposure to Concentrates
- ✓ No Freezing
- ✓ Packaged in Recyclable Cartons
- ✓ Cleared For Use On Cool & Warm Season Turf

DISSOLVE® / TRI-POWER® DRY

Call us at 1-800-345-3330

Riverdale

SOFTWARE! MILLIE. Version 6.0

1-800-262-9498
(516) 796-2181

- ✓ Unlimited Companies, Accounts & Transactions
- ✓ Truck Routing & Scheduling Route Sheets & Workorders
- ✓ Estimates, Proposals, Leads
- ✓ Unlimited Formletters
- ✓ Income/Expenses/Budgeting Complete Financial Reports
- ✓ Job Costing
- ✓ Man Hours Worked Totalized
- ✓ Create Your Own Reports
- ✓ Bills Print on any Statement
- ✓ Check Writer
- ✓ Chemical Application Reports
- ✓ Mailing Lists, Post Cards, Address Labels
- ✓ Be Reminded of Events/Dates Equipment Maintenance

- ✓ Invoices, Statements, Checks Can Fit ANY Form!
- ✓ Aging/Sales Tax/Finance Chgs Extensive On-Line Help
- ✓ Mouse support, Dialog Boxes Pulldown and Popup Menus
- ✓ Automatic Phone Dialer
- ✓ Bar Graphs & Pie Charts
- ✓ Designed for ANY Service Business!

Competitor Upgrades Available!

★ **FREE** ★
Demo Disk Available!

Call 24 Hours!
Credit Cards Accepted!

Landscapes

OVER 25 YEARS
OF EXPERIENCE
IN THE LANDSCAPE
AND TREE SPRAY
INDUSTRIES!

GREENSKEEPER 4-STEP. FERTILIZERS FOR ALL SEASONS.

For thoroughly balanced feedings and a consistent program that offers reliable results, you can count on the superior homogeneous quality of the Greenskeeper 4-step family.

For more information on these or any other quality Lebanon products, contact your Lebanon sales representative or local Lebanon distributor. Or simply call 1-800-233-0628.



- A full weight fertilizer with 50% organic nitrogen. Homogeneous particles provide balanced nutrient distribution. Ideal for spring and fall.



- To control crabgrass and feed in one step, nothing works harder than this combination fertilizer/pre-emergent herbicide. Apply in early spring.



- A combination fertilizer insecticide. Provides effective control of surface and soil insects while fertilizing turf. Late spring/early summer application.



- Greenskeeper homogeneous quality in a 1-2-1 ratio. For late fall and early winter applications, delivering faster green-up in the spring.



Contractors Throw Their Hats Into The Ring

Political activism is more than just a term to four lawn and landscape contractors. They're working for sensible regulation and government accountability in their own state legislatures.

By Barbara G. Howell

JUST DO IT! Four men in the green industry have taken that advice literally. Federal, state and local laws, regulations and rules govern the day-to-day operations of lawn and landscape contractors throughout the country. These laws and rules frequently seem to threaten the very existence of the green industry and, sometimes, business in general. Too often, regulations are made and legislation is passed without sufficient information about the science or the business principles involved.

While many associations, companies and individuals try to provide legislators with "input" and perspective, at least four men have gone one step beyond talking. Dr. Michael Sullivan, agronomist with the University of Rhode Island; Tom Weatherwax, in charge of sales and marketing for Emy's, now a part of the Andersons; Charles Gross, government affairs specialist for Evergreen Lawns; and James Fuller, owner of Fuller's Lawn Care, don't just talk about the laws. They make them.

Representatives Gross and Fuller and Senators Sullivan and Weatherwax are members of state legislatures. Whether they became legislators specifically to impact lawn care legislation or became politically active for other reasons, they all agree their presence has made a difference in industry regulation.

SCIENTIFIC BASIS. Sullivan came to the University of Rhode Island in 1981 from the University of Nebraska. As extension agronomist, he answers citizens' questions and teaches classes in weed science, crop ecology and irrigation technology. His research responsibilities include work in fertilization and crop ecosystems.

Sullivan's interest in politics did not stem from his association with agriculture and turf care. Actually, he

(continued on page 90)

GRASSHOPPERABILITY

Make all the moves

Drive one and you'll discover Grasshopper's unsurpassed comfort and ease of operation. You'll increase your productivity by finishing in less time and with less fatigue. Adjustable dual-lever steering lets you trim as you mow. No pedals to push. All controls are in the palms of your hands. Advanced dual-hydrostatic direct drives ensure smooth response, while



you need to mow.

built-in durability saves downtime and gives dependable service season after season.

Customize to your grooming needs.

Grasshopper offers the broadest line of zero-turn front mowers, 12 to 25 hp, gas or diesel, cutting widths from 44" to 72", with mulching deck options, plus Quik-D-Tatch® grasscatching systems and year-round attachments.

DISCOVER
GRASSHOPPERABILITY

Get a "hands-on"
demonstration at your
Grasshopper dealer.

grass'hop'per a bil'i ty n.

the ability to make all the right moves for mowing quality and time-saving productivity.

Zero-Radius Maneuverability



Outfront Reachability



Time-Saving Trimability



Square-Corner Turnability



Durability



First to Finish... Built to Last

GRASSHOPPER®

YOUR NEXT MOWER

The Grasshopper Company • One Grasshopper Trail • P.O. Box 637 • Moundridge, KS 67107 U.S.A. • Phone (316) 345-8621 • FAX (316) 345-2301

USE READER SERVICE #62

©1994

Tee to Green, Seven K



NITROFORM®

A slow-release ureaform nitrogen fertilizer that is available in three convenient formulations, provides 12 to 16 months of sustained turf feeding.



BANOL®

Completely water-miscible fungicide concentrate applied to turfgrasses subject to *Pythium Blight*. It also prevents several fungal diseases that attack ornamentals.



PROGRASS® EC

Selective herbicide used to control *Poa annua* and broad-leaf weeds in fine turf such as fairway height bentgrass, ryegrass, bluegrass and dormant bermudagrass.



PROSTAR®

A systemic fungicide that provides outstanding control of Brown patch, Yellow patch, Grey snow mold, Southern blight, Pink patch and Red thread. In addition it also suppresses Fairy ring.

For more information on any of our turf and ornamental products write to NOR-AM Chemical Company, 6 Mount Vernon Street, Suite 249, Winchester, MA 01890.

IMPORTANT: Please remember always to read and follow carefully all label directions when applying any chemical.

Keys to Successful Turf



TURCAM®

Insecticide used by professional applicators to control a wide variety of pests including white grubs, chinch bugs, gypsy moths, webworms and bronze birch borers.



PROXOL® 80 SP

Fast-acting insecticide controls most species of white grubs as well as many surface pests in fine turf areas.



NUTRALENE®

An advanced controlled release nitrogen product derived from methylene ureas. This versatile nitrogen source is completely available within one growing season and is released through both hydrolysis and microbial mechanisms.

NOR-AM
NOR-AM CHEMICAL COMPANY

Specialty Products Division
A Schering Berlin Company

USE READER SERVICE #34

Little Falls Centre One, 2711 Centerville Road, Wilmington, DE 19808

Contractors Throw Their Hats

(continued from page 86)

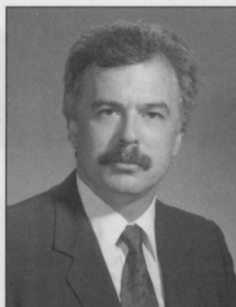
blames his mother and father. As a resident of Richmond, R.I., Sullivan noted some problems in the community and suggested alternatives to solve the town's dilemma.

"We were always urged to question at home, but my mother and father never tolerated complaining for complaining's sake. We were told to inquire and offer solutions. That's what I began to do in Richmond," Sullivan explained.

As he offered opinions in the town, people suggested he run for a seat at the state level. In 1992, a state senator retired and Sullivan won the seat in a three-way race.

The issues on the state level were similar to the ones he had been addressing on the local level — finances and the environment.

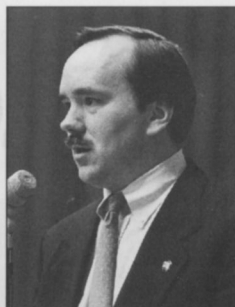
Sullivan said one of his main accomplishments is "eliminating voodoo science." He noted that too often the laws, including those governing lawn care and landscaping, were based on inaccuracies promulgated by those with a cause. He



Sullivan



Weatherwax



Gross



Fuller

is working to make certain that the regulations implemented by bureaucrats are created on a sound scientific basis.

"Because I have not attempted to use my technical background in a biased way," Sullivan said, "other senators call on me to provide information on issues that relate to the environment or to agriculture and turf issues. I feel my acceptance as a scientist and a senator is high."

Some issues relating to the green industry have come before the Rhode Island legislature during Sullivan's tenure. He was involved in passing a bill signed into law in July 1994 which set standards for

composting locations. The law allows farmers and landscape contractors to compost with little interference, but puts restrictions on sludge composting. The composting issue is of particular interest in the state since there has been a ban on dumping grass clippings in landfills for the past three years.

Sullivan is up for reelection in November. He said he plans to continue to work in areas where he has particular expertise. In October, Sullivan suggested that legislation be introduced to require that homeowners sign a form indicating they have read and understood the label when they purchase over-the-

counter pesticides.

"That same pesticide might be used by a professional, but a homeowner could put it out at two, three or five times the proper rate. It's the licensed professional who gets blamed for overapplying pesticides. We need to base laws on risk, not on perceptions."

INDUSTRY AGENDA. Senator Tom Weatherwax of Indiana started in 1982 with Erny's, a lawn and garden specialty products manufacturer and distributor. He suggested that the company begin to diversify its agricultural emphasis. The com-

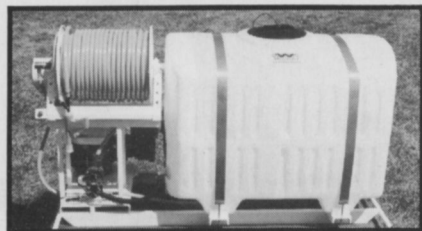
(continued on page 92)

• GREEN GARDE • HANNAY • SYNFLUX •



**WESTHEFFER
COMPANY, INC.**

P.O. Box 363 • Lawrence, Kansas 66044



NEED A SPRAYER?

We Got It!

**Over 100 models to choose from.
Each built to meet your specific needs.**

- Single or dual tanks
- 50-1000 gallonage
- Mechanical or jet agitation
- Diaphragm, piston or centrifugal pump
- Electric or manual hose reel
- Green Garde, Kuritec or Synflex hose
- Hypro JD9CT or Chemlawn gun

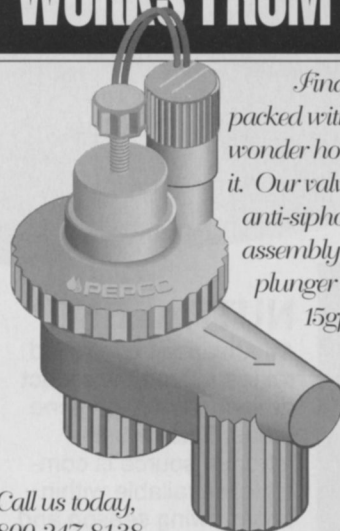
To Order Call Toll FREE:

(USA, Canada, Mexico) • 1-800-362-3110
FAX (800) 843-3281 • (913) 843-1633

• FLOJET • KURIYAMA • HYPRO • HONDA •

USE READER SERVICE #49

**THE ANTI-SIPHON
CONTROL VALVE THAT
WORKS FROM 1/2 - 15GPM!**



Finally, the control valve packed with so many features you'll wonder how you got along without it. Our valve features built-in anti-siphon and one-piece solenoid assembly with encapsulated plunger that operates from 1/2 to 15gpm. Access is simple, installation a snap!

Call us today,
800-247-8138
and get our TechSheet.
When you call, ask us how
you can qualify for a free
valve to try!



**PEPCO
PROFESSIONAL**

Irrigation products designed for professionals!

CALL 800-247-8138

USE READER SERVICE #50

MOW YOUR PLANET.



Whether your world is municipal park land or a thousand-acre sod farm, your mower has to be able to cut it—day in and day out. Which means you can't rely on just any machine. Fact is, you need a Batwing.

Available in 12, 15, and 17 foot cutting swaths, the new Woods Turf Batwing finish mower is engineered for high-productivity mowing. Not only will it handle the wide open spaces, but specially designed gauge wheels make this mower a top

performer on hills, too. What's more, we've built the Turf Batwing to deliver years of trouble-free mowing, with a tough three-joint driveline, and long-lasting tapered roller bearings in every wheel, spindle, and gear mechanism.

To get the name of your local **Turf Batwing** dealer, call 815-732-4421. But you'd better call soon. You have a world of mowing to do.

Oregon, IL
815-732-2141

WOODS

WOODS TURF BATHING 9204

USE READER SERVICE #10

Contractors Throw Their Hats

(continued from page 90)

pany asked him to spearhead that effort and it has been profitable. For two years, the company even ran its own lawn service.

Active in church and community affairs, Weatherwax was asked to run for state representative in 1984. Members of the community approached his boss and asked if the company would support the attempt and the boss gave his blessing. He was reelected in 1986.

In 1988, Weatherwax was elected to the seat of a retiring state senator. He has declined offers of support for a seat in the United States House of Representatives. He continues to work in sales and marketing at Erny's, which was purchased recently by the Andersons of Maumee, Ohio.

In the late 1980s, Weatherwax was one of the creators of the Indiana State Pesticide Review Board. The board, made up of scientists, entomologists, researchers and the state chemist, have rule-making authority over lawn care training,

enforcement and application.

"You can't legislate this type of knowledge. The rules have to be made at the professional level. You have to pull the emotion out of everything and talk about matters on the basis of professionalism and science," he said.

Indiana was also one of the first states, Weatherwax noted, that established state preemption on the use and application of pesticides.

"If we didn't," the senator said, "there would be 10,000 local ordinances and companies couldn't begin to do business in the different municipalities. Without the rule, there would be total chaos."

The biggest upcoming issue for Weatherwax is the protection from false statements and advertising by animal rights activists seeking to control certain product uses.

The legislation is important to lawn care companies, too, said Weatherwax, because once a precedent is established, environmental activists have to be able to prove their accusations and would have to pay for lawyers to defend against them should the accusations be

proven untrue.

"We are in a real battle here," Weatherwax noted. "If you are not aware of what's going on and don't speak out, even your right to do business can be taken away."

LESS REGULATION. Representative Charles Gross of Missouri had no political aspirations when he worked for Evergreen Lawn Care in St. Charles, Mo. He was working in the area of government regulations and training and realized that the "regulatory scheme was getting more and more onerous on lawn care."

The company made a concerted effort through PLCAA and other organizations to lobby for reasonable legislation and prevent national legislation from being passed that would restrict types of materials and require notification procedures.

Now, in the Missouri legislature, Gross works to enlighten the general public about the real benefits of lawn care and the good it provides.

"People think lawn care is mysterious," Gross explained. "We need to tell them that they are using the

same products we are using when they do the work themselves, except that professionals have the training and expertise to use them."

Although he intended to continue his job at Evergreen, four days before he was elected to the state house in 1992, Barefoot bought the company and personnel was restructured. Since then, Gross has been doing consulting work in addition to his legislative load.

Gross is up for reelection and said he is running on a platform that supports reducing the amount of regulations under which companies must operate. The state has passed a number of pieces of legislation that have been bad for lawn care and other businesses in the state in the last two years, including a revision of the income tax law. The revisions increase corporate taxes and drive businesses away from the state.

Gross is now looking at a preemption issue in southern Missouri in which a local government is trying to pass regulations contradictory to state laws.

(continued on page 118)



A world of difference— SLICE

Different because the SLICE computer systems were designed exclusively for the green industry, offering comprehensive solutions that fit your business.

Different because SLICE is at work today in nearly 200 green industry businesses in over 30 states and Canada.

Call today for a larger SLICE of tomorrow's business.



SLICE

Thornton Computer Management Systems
424 East U.S. 22 Mainville, Ohio 45039
513-683-8100
National (800) 543-7249
Ohio (800) 582-6129



USE READER SERVICE #52



ZIPPER-TS[®]
MOWER
The Time
Saving
Machine

Designed for grounds
maintenance,
municipalities, and
estate lawn care.

Featuring:

commercial grade

full floating front deck

zero turning

smooth hydrostatic operation

Call for
the dealer
nearest you!

(316)775-7766

USE READER SERVICE #53

PESTICIDES IN THE URBAN ENVIRONMENT

PART 12

Worker's Comp

Smart lawn and landscape contractors have found that the best way to keep worker's comp rates under control is to pool their resources together. Top-notch safety programs also lower the risk and the rate of claims.

By Barbara G. and C. Neal Howell

Ed. Note: This is the 12th in an ongoing series on effectively using and promoting specialty pesticides in the urban environment.

WORKER'S COMP. "The curse of the green industry."

Worker's Comp. The third largest annual expenditure for a landscaper or lawn care operator.

Worker's Comp. Insurance is required in all 50 states, and yet, it's often impossible, unaffordable or impractical to obtain.



PESTICIDES IN THE URBAN ENVIRONMENT

The rules seem simple and rational enough. State laws require employers of almost every type (usually excluding farm labor and domestics) to pay for insurance covering employees who are hurt in the course of their employment.

Too often, though, the injury claimed is not related to employment but just happens to be reported Monday morning. Sometimes, the claim rate climbs right before a seasonal layoff. Experts say that landscapers have the biggest share of these problems. Lawn care company employees are often employed year-round in less physical jobs using fewer types of machinery and usually have a higher level of education. Improved training and job security seems to make the applicators less likely to have claims and the claims are often less serious.

The use of specialty pesticides does not increase the likelihood of injury or illness. One agent said chemical-related claims were as low as zero percent over five years in the state of Indiana, for example. Most claims were for bee stings, poison ivy, scrapes, cuts and twisted ankles.

HIGH RATES. But claims aren't the only problem. The rates for coverage under those circumstances is sky rocketing. Mike Breedlove with WS Pharr & Co, an agent with \$4 million of policies in the green industry, said worker's comp insurance often is the third largest annual expenditure for lawn care and landscape companies (right behind wages and equipment).

Premiums for worker's compensation insurance are based on industry classification and payroll. Rates range from about 25 cents per \$100 of payroll in the

Participating in insurance pools and establishing comprehensive safety training programs are two ways to lower worker's comp rates.



The Right Worker's Comp Classification Can Save Money

NOT ONLY CAN lawn care or landscape contractors join pools to help reduce worker's compensation rates, but an owner could cut his rates in half by changing the classification category for his company. Whether or not the company is in a monopolistic state, two classifications are possible. A lawn care company may be classified under "landscape gardening (0042)" or under "parks (9102)."

According to Scott McGinness, J.W. Flynn Company, Indianapolis, Ind., "three-fourths of the lawn care companies are misclassified under 'landscape gardening.' By encouraging an agent or official to check carefully into the work of the firm, the owner should be able to have the classification changed to 'parks' and receive a considerably lower rate.

"If the lawn care operator doesn't do installation of irrigation systems, carpentry work or any cutting or planting of trees, the firm should be classified under 'parks' in the National Council on Compensation Insurance guidelines used by all states," McGinness said.

According to the "Scope of Basic Manual Classifications" of the NCCI, "Insured whose primary business consists of lawn maintenance are properly classified to Code 9102 (parks).... While the Code 0042 (landscape gardening) risk as well as the Code 9102 risk may both engage in lawn or foliage spraying with fertilizers and insecticides, these operations are considered incidental...As lawn spraying is a maintenance operation, a risk engaged exclu-

sively in operations of this nature is classified to Code 9102 (parks)."

The resulting reclassification could mean savings of thousands of dollars a year. In Indiana, for example, a five-person operation with an annual payroll of \$75,000 classified under Code 0042 would pay a rate of \$5.44 per \$100, or a total unadjusted rate of \$4,080 per year. That same company would pay only \$2.97 per \$100 in payroll under the Code 9102 classification for a total annual premium of only \$2,175.

McGinness said owners also should be aware of rules for reporting total payroll, rate adjustments at the end of the premium period and discounts for companies with premiums of over \$5,000 in open-rated states. They also can join pools with other safety conscious companies.

There also are advantages to buying worker's compensation through association-sponsored programs like those offered by the Professional Lawn Care Association of America or the Associated Landscape Contractors of America.

He said there are enhanced benefits with some association programs. In addition, if the group is profitable for the insuring agent (has low loss experience), the agent returns a percentage of the profit back to the association participants.

These association programs are only open to companies operating in non-monopolistic states, McGinness noted.

least hazardous occupations like clerical work to as much as \$20 per \$100 of payroll for steel erectors and truck drivers. Rates for lawn care applicators are right in the middle, at about \$6 per \$100. The rate can be adjusted at the end of the premium period if the claim record warrants a rebate or additional charge.

The rates are re-evaluated according to a company's safety record. In general, for companies with as few as three paid employees, a regular "experience modification" factor is applied after several years of coverage to determine if the base rate should be adjusted higher or lower. As a result of the safety record of the individual company (or companies if there is a pool), the rate could be lowered to about half of the original rate or it could be raised to three times that rate.

Coverage in all states pays for medical bills and loss of wages due to an employee's work-related injury or illness. In 44 states, landscapers and lawn

care operators also must pay for liability insurance which provides for non-covered employees and gives coverage should any injury be deemed the fault of some negligence on the part of the employer.

Six states - Ohio, Wyoming, West Virginia, Nevada, North Dakota and Washington - are monopolistic. Employers must provide worker's compensation coverage only through state-mandated and state-managed programs. The rates are similar to those in competitive states with one exception. These six states do not require employer liability premiums or programs, said Rick Bersnak, president of MFP Insurance Agency, Columbus, Ohio.

"It's like no-fault insurance," Bersnak suggested. "An employee can't sue an employer in these states." His company carries worker's comp policies for over 150 lawn care companies nationally. "There may have been a few cases in Ohio

New Skid Steer Attachment Power Age Solutions For Stone Age Problems



Harley Power Box Rake™

Turn on the speed and power!
Harley Model S*6 operates forward -- left or right -- for picture-perfect raking.

The most versatile and sought after attachment since the backhoe and trencher.

Benefits

- **Collect** rocks and unwanted debris into windrows or piles.
- **Pulverize** ground and clods into level seedbed. Dethatch or completely tear out sod.
- **Shape, grade, screen, level, fill, and contour** with power.
- **Power Condition** athletic fields.
- **Eliminate** compaction and improve drainage.
- **Prepare** pipeline and road construction sites for restoration.
- **Remove** wheel & dozer tracks.

Come up to the Power Age!

Quick-attach the **Harley Power Box Rake** to your skid steer. Tractor 3-point models are available, too. For a free video or a dealer demonstration contact:

Glenmac

Jamestown, ND 58402

1-800-437-9779 / FAX 701-252-1978

USE READER SERVICE #54

PESTICIDES IN THE URBAN ENVIRONMENT

where there were some settlements recently, but the government is doing everything it can to discourage those cases. You won't see much of that anymore."

Having no employer liability burden is one of the reasons Bersnak believes that employers in monopolistic states have an advantage. He also thinks that companies in non-monopolistic states are sometimes forced into high-risk pools because competitive insurance companies sometimes refuse to write policies.

"Worker's comp is the curse of the green industry," Bersnak observed. He noted that landscape and lawn care companies in four states -- Tennessee, Louisiana, California and Kentucky -- often are forced into such pools because carriers refuse to write worker's compensation policies. Then, he said, companies must participate in the state-supported high-risk pool and pay high premiums to get coverage.

In many cases, Bersnak said, those pools are poorly managed because they are actually provided with disincentives to achieve. The poor management results not only in high premiums for companies forced into the pools, but, because the costs are passed on to all companies writing worker's comp, profitable private insurance companies often lose a full 50 percent of their premiums to help support the pools in non-monopolistic states.

"It's like a monkey chasing his tail around the flagpole," observed the Ohio agent. In some non-monopolistic states, it's practically impossible to obtain worker's compensation policies through private insurers. Bersnak said the state of Texas was almost shut down for about three years because agents refused to write policies due to the high degree of litigation in claims.

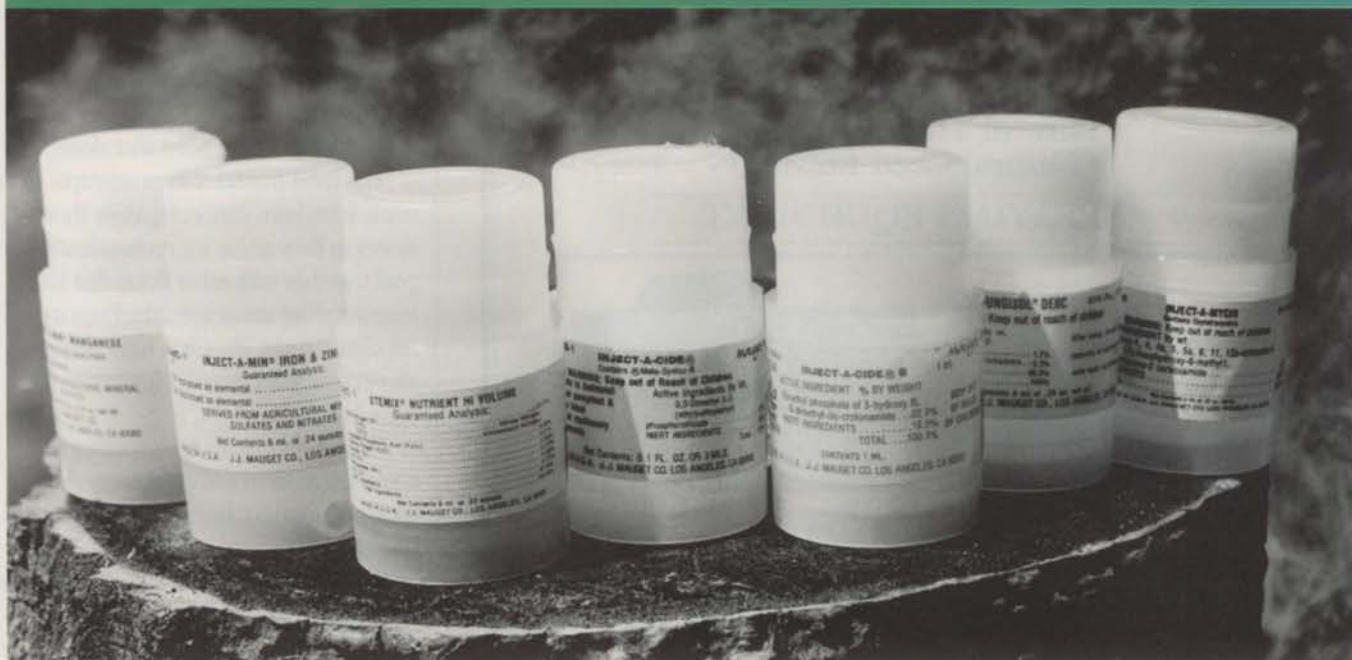
"About a year-and-a-half ago, the legislature acted to make it tougher to get into court, but my company still doesn't write policies in Texas," he said. Other states, in-

cluding Missouri, are fighting the litigation battle as they try to limit the number of cases that are conducted for the plaintiff by an attorney. The increased cost of negotiating in court, as well as the higher cost of settlements, are passed on to other policy holders.

Safety equipment limits the chances of serious injuries.



JOIN THE FAMILY



When you attend a Mauguet Micro Injection Seminar, you join a growing family of arborists and applicators who are concerned about tree health and the environment.

Everything about a Mauguet seminar is designed with this in mind. Our seminars are designed to educate, but we also take time to answer your questions. And, for seasoned applicators, we update your knowledge about new product registrations, uses, and techniques.

Our family of Mauguet products continues to feature the finest materials available to control tree insects and diseases, and to solve nutritional, elemental, and other tree health problems.

Mauguet micro injection seminars are for the entire Green Industry -- owners, managers, and applicators.

Join the family. Call your Mauguet distributor about a seminar in your area. Current dates and locations are listed below:

Micro Injection Training Seminars

Arbor Care Inc.
New Fairfield, CT
(203) 746-4705 FAX
(800) 746-0776

CT, NY, MA, RI
Jan 18, Rochester, NY
Mar 6, Waterbury, CT
Mar 7, Westchester County, NY
Mar 9, Auburn, MA

Fisher & Son Company Inc.
Malvern, PA
(215) 381-5309 FAX
(215) 644-3300
(800) 262-2127
Eastern PA
Feb 2, Hershey, PA

Tree Injection Products Co.
Knoxville, TN
KY, TN, N. AL, N. GA, MS, AR
(615) 521-6055 FAX
(615) 522-0533
(800) 827-0532
Feb 3, Atlanta, GA
Feb 23, Birmingham, AL
Feb 24, Jackson, MS
Mar 14, Lexington, KY
Mar 23, Memphis
Mar 24, Hot Springs, AR

Apr 6, Chattanooga, TN
Apr 7, Savannah, GA
Jun 16, Gulf Shores, AL

Enfield's Tree Service
Elkhorn, NE
ND, E. SD, NE, MN, CO, W. IA,
MO, KS, OK, WY
(402) 289-0804 FAX
(402) 289-3248
(800) 747-8733
Feb 4, Lawrence, KS
Feb 11, Denver, CO
Mar 3, Oklahoma City, OK
Mar 17, Elkhorn, NE
Mar 31, Minneapolis, MN

Liqui-Green Lawn & Tree Care
Peoria, IL
IL, E. IA
Feb 25, Willowbrook, IL
(Chicago Area)

Midwest Arborists Supplies
Grand Rapids, MI
(616) 364-7616 FAX
(800) 423-3789
Michigan
Feb 23, Novi, MI

Target Specialty Products
Fresno, CA
(209) 291-2433 FAX
(209) 291-7740
(800) 827-4389
Feb 17, Visalia, CA

Target Specialty Products
San Jose, CA
(408) 287-2004 FAX
(408) 293-6032
(800) 767-0719
Feb 14, San Ramon, CA

Artistic Arborists, Inc.
Phoenix, AZ
(602) 265-1423 FAX
(602) 263-8889
(800) 782-8733
Jan 24, Albuquerque, NM
March, Las Vegas, NV
March, Phoenix, AZ

Lanphear Supply Division
Cleveland, OH
Cent. OH, W. PA, WV
Feb 2, Columbus, OH
Feb 3, Toledo, OH
Feb 25, Pittsburgh, PA
Feb 28, Cleveland, OH

Pruett Tree Service
Lake Oswego, OR
(503) 635-1525 FAX
(503) 635-3916
(206) 693-0088 WA
(800) 635-4294
Oregon, Washington
Mar 2, Portland, OR

Relief Tree Consultants
Nineveh, IN
(317) 933-9351
Indiana
Feb 15, Indianapolis, IN

F. Herbert Robertson
Panama City, FL
(904) 730-8833
N. FL, S. GA, S. AL
January, Titfton Area



J. J. Mauguet Company
2810 N. Figueroa Street
Los Angeles, CA 90065

THE ONE STOP EXPERT SOURCE™

for:

BUSINESS PROFIT BUILDING

Garden Tips ■ Soil Testing ■ Seminars

PIONEERING NATURAL ORGANICS

(to save labor and make more profit)

- Natural Aerification
- Natural Thatch Control
- Natural Seed Starter

SPRAYING EQUIPMENT



ALL SIZES ■ CUSTOM UNITS ■ ALL BUDGETS
LEASING AVAILABLE

GREENPRO

THE ONE-STOP EXPERT SOURCE™

1 ■ 800 ■ 645 ■ 6464

USE READER SERVICE #56

HANDY RAMP ENDGATE PRODUCTS

- Install in seconds on full size 1/2 ton and 1 ton pickups using the same latching system — no assembly of ramp required.
- Holds 2,000 lbs., yet weighs only 130 lbs. Center leg prevents ramp from collapsing and secures safe loading.
- Load core aerators, large deck mowers, ATV's and power equipment without using planks that can slip.

Work truck accessories and specialty products include:

(800) 783-1069

- Truck Bed Extenders
- Hide-Away Ramps
- Truck Bed Guards and more

Creative Automotive Products Inc.

435 Wilson St. N.E.
Minneapolis, MN 55413
(612) 331-8600



Call today for our
1994 Endgate Product
Line catalog.

USE READER SERVICE #55

BE PROACTIVE. It seems unlikely that reform in worker's compensation methods and rates will come from within. Programs are controlled by state governments and are actually a part of the national health care debate. At one time, Clinton reformers considered putting worker's comp in with the national health care plan, but those attempts have been abandoned.

The most fruitful reform attempts have come from lawn care companies themselves as they argue for reclassification or pool together with other firms that have long-standing safety records. Even monopolistic states like Ohio have begun to allow companies to pool together to receive lower rates.

Larger companies are choosing to become self-insured and even many smaller companies are pooling their resources to become self-insured and lower their rates.

Safety programs are a wise expenditure of funds. Redwood Landscaping in California has "woven safety into the fabric of our work," said owner Lebo Newman. His company is paying a base rate of \$12 per \$100 in payroll and is working actively to lower that rate through experience modification. Redwood Landscaping has regular "tailgate meetings" on safety every Wednesday morning and on-going training programs. He usually hunts up examples in the company's yard to help employees point out unsafe practices or situations.

Newman shares safety experience and loss reports with employees. If the company gets a rebate, he shares 30 percent of it with employees. Recently, after 180 days without any losses, Newman threw a party complete with an armored truck, which delivered \$100 in two-dollar bills and Susan B. Anthony dollars to every employee who had worked during that period.

A drug-free workplace can help lower worker's comp costs, too. In Georgia, Breedlove said such a workplace receives a five percent discount on worker's compensation premiums, for good reason.

"A person using drugs or alcohol," Breedlove explained, "is 300 times more likely to have an accident."

The authors are industry consultants with Key Solutions, a division of Iris Sales & Solutions Inc., Rocky River, Ohio.

'95

New Product Showcase

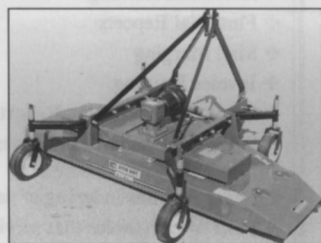
Manufacturers and suppliers have unveiled new 1995 equipment for turf, tree and ornamental services. Lawn & Landscape Maintenance magazine presents the latest innovations.

MOWERS

Toro designed its Hydro-Drive Model 30191 mid-size walk mower with a T-bar steering control, 20-hp overhead valve engine with noise muffler, deck with cutting height adjustments from 2 to 5 inches in half-inch increments and an oil cooler. Choice of decks ranges from 32 to 62 inches, with recycling kits available on 44- and 52-inch decks. **Circle 125 on reader service card**

Three flat deck finishing mowers from **Bush Hog** offer a choice of 48, 60 and 72-inch wide models. All three Models FTH-480, FTH-600 and FTH-720 have 2-1/2-inch wide blades with parallel uplift to cut high volumes of material and move a large volume of air through the machine for even material flow.

All FTH series mowers come with floating links that allow the unit to float and provide a uniform



cut over uneven terrain. Cutting height is adjustable from 1 to 6 inches. **Circle 126 on reader service card**

Kubota Tractor Corp. presents Model GF1800 front mower with a foot-control, four-wheel drive for

maneuverability in a variety of mowing conditions. The 18-horsepower mower benefits from an independent hydraulic PT. Foot control provides fast switching from two to four-wheel drive, as well as flexible operation on slopes and soft ground. It can be activated "on-the-go," permitting quick response to changing ground conditions. Turning radius of 17.3 inches, bevel-gear drive system similar to



those found in the larger F-Series models, hydrostatic transmission that eliminates shifting, an 8.4-mph maximum forward traveling speed and a 4.1-mph maximum reverse speed are operating features.

The three mower decks feature a cutting height ranging from 1 to 4 inches. **Circle 127 on reader service card**

American Honda presents Model HRC215SDA self-propelled and Model HRC215PDA push-type commercial lawnmowers. Both are zone-start versions of the HRC216 series. Mowers feature 5-hp OHV commercial engines, 21-inch steel decks, deck guards and sealed wheel bearings as standard equipment.



They also include a 2.4-bushel rear grass bag. Optional kits give fast conversion to mulch or side discharge. **Circle 128 on reader service card**

The new **Zipper-TS™** commercial mower cuts a width up to 74 inches. Kohler engines up to 22 hp, coupled with a zero-turn steering system, provide speed and efficient operation. Decks swing into the near-vertical position for time saving maintenance and cleanup.

Standard electric deck lift makes curbs and obstacles easy to cross over. Options include a mulching deck, a vacuum grass catching system and a dual-tail wheel. **Circle 129 on reader service card**

Snapper presents a hydrostatic drive lawn tractor with a 14-hp overhead valve Briggs & Stratton engine. The Tuff Torq hydrostatic drive system provides smooth speed changes and infinite speed choices up to 5.8 mph. A slight push or pull on the hand-control lever gives superior handling for navigating the most difficult landscapes.

The 38-inch twin-blade mowing deck makes quick work of large lawns.

Circle 130 on reader service card

Maruyama multicutters have interchangeable attachments for expanded landscape options. High performance 25.4 and 31.8-cc engines are built with injection carburetors, chromed cylinders and chrome-moly-steel crankshafts and rods.

Cutters also have a quick-release engine cover, one-piece ignition and extra support bushings.

Circle 131 on reader service card

Tru-Cut's Self-Propelled Rotary Lawnmower features a 21-inch aluminum cast deck and a 5-speed transmission. Mowers offer variable speed between 1.1 and 4.3 mph and eight grass cutting heights from 3/8 to 3-5/8 inches. Each mower comes with a large capacity commercial grass bag and has an adjustable one-piece handle. Three engines rated at 5 and 5.5 hp are available.

Circle 132 on reader service card

John Deere's Model 325 and 345 hydrostatic lawn and garden tractors rely on the K-Series engines for horsepower and torque. Model 325



has a 17-hp air-cooled engine, while Model 345 uses an 18-hp liquid-cooled, V-twin design for power and fuel efficiency.

Both models feature a 91-pound solid welded steel frame, front and rear weight brackets, shock-resistant front axle, adjustable seat, removable bumper for fast blade and snow thrower sway-bar attachment and power steering. Rotary dial knob adjusts cutting heights in 1/4-inch increments from 1 to 4 inches.

Both models use a 48-inch side discharge mower.

Circle 133 on reader service card

Zero-radius front mowers in **The Grasshopper Company's** Series 600 and 700 range from 12.5 hp to 25 hp in air-cooled gas and liquid-cooled gas or diesel engines. Series 600 mid-size models feature heavy-duty PTO attachment drive, high-strength blade shafting, dual-path hydrostatic direct drive and V-twin OHV engines. Larger models in Series 700 have a special spindle design, wide engine torque curve and dual steering levers.

All zero-radius mowers operate with a selection of decks and grass-catching attachments.

Circle 134 on reader service card

Woods' Batwing Rotary Cutter Model 3180 offers a 15-foot cutting swath, blade tip speed of 750-feet per minute and a large brush cutting capacity of up to 3 inches in diameter. The compact, heavy-duty tractor-powered cutter is compatible with all makes of tractors rated



from 50 to 200 hp. A tapered deck enables water and debris to run off and has 1/4-inch side framing that gives the 4,220-pound cutter incredible strength.

Circle 135 on reader service card

SEED/SEEDERS

Syn92-1 six-clone synthetic variety bentgrass from **Burlingham** was developed for uniformity of plant type and leaf color. It has a moderately fine leaf texture with good genetic color and is expected to give good performance on golf greens as far as the transition southern zone. Parents' root system of Syn92-1 and Syn92-5 were screened for survival at temperatures of 120 degrees Fahrenheit for heat tolerance. Positive genetic traits include the ability

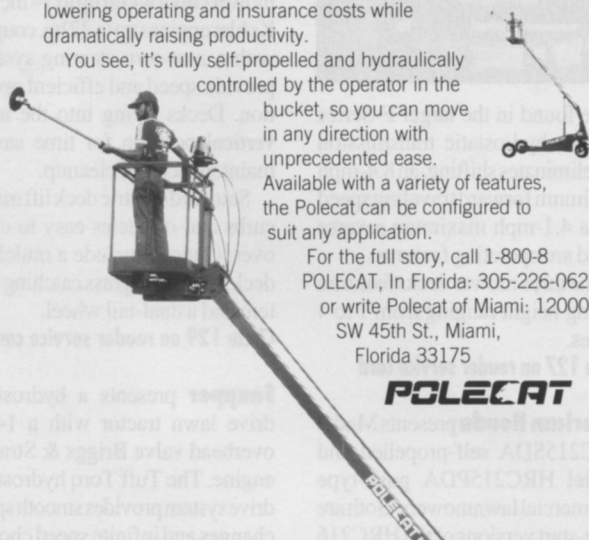
THIS POLECAT CAN RAISE PROFITS PRETTY EASILY TOO.

The Polecat does more than just make it easy to do grounds maintenance. This bucket lift can also raise your bottom line by lowering operating and insurance costs while dramatically raising productivity.

You see, it's fully self-propelled and hydraulically controlled by the operator in the bucket, so you can move in any direction with unprecedented ease. Available with a variety of features, the Polecat can be configured to suit any application.

For the full story, call 1-800-8 POLECAT, In Florida: 305-226-0621 or write Polecat of Miami: 12000 SW 45th St., Miami, Florida 33175

POLECAT



Greener Pastures Releases A Massive Upgrade to the Lawn Assistant Plus+ Version 7.4

- ✦ Most Powerful Lawn Maintenance Software Available
- ✦ 10 Years in the Lawn Care Industry
- ✦ Forecasts Days, Weeks, Months in Advance - You will always know your product and labor needs!
- ✦ Easy to Learn and Use - Complete on-call support system
- ✦ Complete System Package
- ✦ Call Scheduling / Auto-Dialing
- ✦ Accounts Receivable
- ✦ Automatic Routing
- ✦ Financial Reports
- ✦ Mail Merging
- ✦ Invoice Printing
- ✦ Employee Production Reports
- ✦ Saves information continuously - **DATAGUARD™** protects data in a power loss
- ✦ Never requires indexing of database
- ✦ Used by companies that service 80,000 transactions a month
- ✦ Perfect for companies that rely on superior customer service & management



Call 1-800-783-1069 to receive your free demo video & sample reports or see Mark at the Greener Pastures Booth #2018

\$500 OFF and a FREE Modem - Offer expires Dec 15, 1994

to tolerate extreme heat in the summer seasons, while also showing hardness to cold.

Circle 136 on reader service card

Lofts Seed's alkaligrass is said to perform well under high salt and/or alkaline soil conditions. The new variety, named Salty, is a slow growing, cool season, perennial turfgrass with a fine-leaved texture that can be mixed with other fine-textured grasses. Normally cut to a 1 to 3-inch height, it can also be left unmown, growing to a height of approximately 16 inches, creating an attractive low-maintenance turf.

Circle 137 on reader service card

Hydraulic Seeder with a 25-hp Kohler VEE Twin overhead valve engine is available from **Jiffy Equipment Corp.** High-capacity seeder has unlimited uses for landscaping. It pumps wood or paper mulches in required quantities and uses a full hydraulic drive with no belts, chains, sprockets or pulleys. Full length high-torque agitator mixer resists clogging and gives complete agitation. A 550-gallon

tank, 3-spray nozzle patterns and 100-foot clear reinforced PVC spray hose are standard.

Circle 138 on reader service card

IRRIGATION

Hunter Industries introduces the PGM midrange gear-drive sprinkler for residential and light commercial sites. This scaled-down version of the PGP sprinkler oper-



ates in the 13 to 34-foot radius range. Precipitation rate is 1/2-inch per hour. Sprinklers are available as a shrub head, 4-inch pop-up, 6-inch pop-up and 12-inch high-pop.

The PGM features Quick-Snap nozzles said to achieve matched precipitation and uniform spray pattern across the entire range. Interchangeable nozzles are color-coded for easy identification and come in four configurations.

Circle 139 on reader service card

Melnor has introduced a square-pattern pulsator, Model 3980, to water a variety of lawn and garden shapes measuring up to 4,600



square feet. It can be set to water areas ranging from squares and "L" shapes to rectangles and triangles.

An indicator plate and adjustable levers for selection of spray patterns, anti-backsplash arm, mesh screen filter washer and adjustable deflector for distance control are standard.

Circle 140 on reader service card

Little Giant® submersible water garden pumps circulate 80 to 4,800 gph of water. Most models have motor housings with non-toxic mineral oil, providing constant lubrication and optimum cooling for maximum motor life. Aluminum housings that dissipate heat are standard on several styles.

Circle 141 on reader service card

Rain Bird Sales introduces a landscape design add-on module for its RainCAD irrigation design program. Users can create plant databases of up to 1,800 different plant material selections. Landscape module can design everything from simple residential landscapes to large commercial projects.

Want to Increase Your Landscaping Business? Get with the Programs.

Garden Design magazine recently called LandDesignerPro "Overall...the most impressive and well rounded program for landscape professionals...."

Call 1-800-336-3127

today and find out how our affordable landscape and irrigation design software can help you grow your business.

SOFTWARE FOR BEAUTIFUL ENVIRONMENTS



GREEN THUMB SOFTWARE, INC.
75 MANHATTAN DRIVE, SUITE 100
BOULDER, CO 80303
TEL. 303.499.1388 FAX 303.499.1389

*Sept./Oct. 1993 issue

DESIGNED FOR DOS AND WINDOWS-BASED IBM PCs AND COMPATIBLES!

USE READER SERVICE #60

CUT COSTS AND MAKE LIFE EASIER

CHIP WITH A BANDIT.....THE CHIPPERS WITH THE POWERFUL HYDRAULIC FEED SYSTEM



- ▶ Bandit Chippers produce with minimal downtime
- ▶ The job is completed quickly and with limited chain saw trimming
- ▶ Trips to the landfill are recuded or eliminated
- ▶ Dimensional, marketable chips are produced
- ▶ (3) Models to choose from - 6", 9" & 12" diameters



ISN'T IT TIME THAT YOU TRIED THE MOST POPULAR COMMERCIAL BRUSH CHIPPER ON THE MARKET - A BANDIT CHIPPER!

Contact us today for a demonstration, video, or additional information:

BANDIT INDUSTRIES

6750 MILLBROOK ROAD, REMUS, MI 49340

PHONE: (517) 561-2270

FAX: (517) 561-2273

USE READER SERVICE #61

Automated plant legend generation, installation details and an estimate and proposal function are included.

Circle 142 on reader service card

Nelson Corp. and **RainMatic Corp.** present Nelson/RainMatic® Timers, which offer advanced watering options. The 5400 and 5600 series timers customize watering schedules to meet specific needs. Users can create up to six watering cycles per day, skip up to nine days between waterings, and program up to 14 days.

Programming keys are sturdy, clearly marked and easy to understand. Instructions are displayed on all models to eliminate guesswork.

Circle 143 on reader service card

Netafim® Irrigation's 1995 Landscape Products catalog is filled with product applications, design formulas and tables, performance features and specifications on its product line. Techline subsurface irrigation and traditional drip product selections are highlighted.

Circle 144 on reader service card

Ditch Witch® announces its newest addition to the Jet Trac® line of directional boring systems, Model JT911. Its compact size accommodates limited setup and operating space, yet offers the same power and thrust of other mid-size systems.



Applications include residential areas, alleys or rear easements. This model can provide up to 8,100 pounds of thrust/pullback, has an on-board ground drive engine and backreams up to 12 inches in diameter in some soil types.

Circle 145 on reader service card

The Sub-Triton horizontal aspirator/circulator from **Offerbine Barebo** sits on the pond bottom and uses the venturi principle to draw oxygen down a snorkel or



venturi. The jet pump works as a horizontal mixer in water 1 to 3 meters deep. Its unidirectional flow/circulation pattern makes it a perfect alternative for canals or long narrow bodies of water.

Circle 146 on reader service card

EDGERS/TRIMMERS

Little Wonder® presents a family of electric hedge trimmers available in 16, 24 and 30-inch blade lengths and guaranteed to cut any growth up to 1/2-inch thick.

The insulated motor is sealed in a metal gear box and surrounded by high impact material to increase durability. Reciprocating blades are activated by dual-action switches and are designed to stop automati-



cally when the handle is released.

Circle 147 on reader service card

Pro Quip™ offers an extruded nylon copolymer trimmer line for all gas and electric trimmers. Round Line uses high quality copolymers to provide maximum line life and toughness.

Diamond Line copolymer offers 20 to 30 percent more rigidity, 10 percent more mass in line length for more impact and a unique diamond designed cutting edge technology.

Circle 148 on reader service card

(continued on page 104)

Create profits by offering your customers beautiful borders.

The Creative Curb Marketing line of concrete curb and border equipment is easy to use and an important addition to your bottom line.



Creative curb marketing

Permanent Landscape Borders
23042 Alcalde Suite C
Laguna Hills, CA 92653

(714) 587-8488
(800) 292-3488
FAX: (714) 951-2656

USE READER SERVICE #64

WHEN WATER COUNTS COUNT ON PEPCO.

Across America, there are thousands of Quadra-Bubblers, QB® & Octa-Bubblers installed in landscape settings.

That's because our products are the original low-flow, multi-port solutions to your landscape challenge.

You can count on Pepco for the complete selection of bubblers, tubing and accessories you need for your project.

Call us today, toll-free 800-247-8138 and get our TechSheet. We'll send you a free Bubbler Sample just for calling!



PEPCO PROFESSIONAL
Irrigation products designed for professionals!
CALL 800-247-8138

USE READER SERVICE #65

Welcome to the Mid-Am Trade Show

January 19-21, 1995
Hyatt Regency Chicago

MidAm '95

Where Green Industry
Professionals Meet...

Mid-Am'95 is your *one-stop professional source* for all that's new in green goods, supplies, equipment and services. Improve profits and network with other industry leaders all in one place, at the luxurious downtown Hyatt Regency Chicago Hotel.

Features include:

- Over 430 exhibitors
- Meetings, seminars and horticultural association events
- Spouse program
- Special room rates
- 67,000 square feet of exhibits
- Free child care
- Evening events
- Early registration discounts
- Low-cost parking with free bus
- Thursday - Saturday schedule

Attend the *only* show you need in '95. Call or write today for your registration form. Mid-Am Horticultural Trade Show, 1000 N. Rand Road, Suite 214, Wauconda, IL 60084, Phone: 708/526-2010, Fax: 708/526-3993.

Sponsored by:

Illinois Nurserymen's Association • Illinois Landscape Contractors Association
Wisconsin Landscape Federation

Endorsed by:

Iowa Nursery & Landscape Association • Minnesota Nursery & Landscape Association
Nebraska Association of Nurserymen

ENCORE

- **Eliminate down-time.**
- **Eliminate high equipment costs.**
- **Eliminate any doubt that Encore is the best value in the industry!**

■ TAPER LOCK PULLEYS:

Change the spindle without breaking the pulley!

■ REINFORCED DECK:

Reduces shims for an even, level cut!

■ SIX-INCH BRAKE DRUMS:

Longer wear *much* easier steering!

■ MATCHED DUAL V BELTS:

Better traction!

■ BOLT ON RIM PULLEYS & DRUM:

Replace the pulley or the brake drum!

ADDITIONAL FEATURES:

- Five speed transmission with reverse
- #10 ga. steel deck w/#7 ga. wear strips & welded seams
- Top access to the grease fittings
- Yoke-style casters
- Parking brake
- Tubular bumper
- Heavy-duty high lift blades
- Easy shift bar

ENCORE ELIMINATOR

36" & 48" 14HP KAW SPECIAL PRICES

Ask your dealer about the special prices on Eliminator models.



Ask for
MORE CREDITSM
Loan & Lease Plans

ENCORE
MANUFACTURING CO., INC.
P.O. Box 888 • Beatrice, NE 68310
402-228-4255 • FAX: 402-223-4103

ENCORE ELIMINATES THE COMPETITION!

USE READER SERVICE #103

Products

(continued from page 102)

Heavy-duty commercial gas trimmers from **Ryobi® America Corp.** have rugged 4-cycle engines and a fast start primer system. Quick release dispenses the pre-measured line with a single tap. No gas and oil mixing is necessary. Trimmers feature a solid steel drive shaft and heavy duty gear head and clutch components.

Circle 149 on reader service card

Model RBE 250 commercial duty gas edger from **Makita** relies on a 24.5-cc engine designed for dependability. Primer pump and recoil starter give easy starting, while a depth adjustment knob offers convenience. Edger also has a cushioned grip with a conveniently located stop switch and throttle, see-through fuel tank and light carrying weight.

Circle 150 on reader service card

Husqvarna Forest and Garden Co. offers environmentally friendly low-vibration trimmers that meet California Air Resources Board



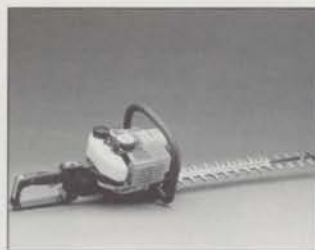
emission requirements for 1995. Models 232R (31 cc) and 235R (36 cc) are said to consume 15 to 20 percent less fuel than similar trimmer engines.

Trimmers feature high power and torque, ergonomic design, anti-vibration construction and electronic ignition. Both models use unleaded gasoline.

Circle 151 on reader service card

The Edgit™ combines a trimming and edging in one tool. It mounts quickly to a trimmer and remains attached for both trimming and edging tasks. Edgit is made of tough ABS plastic with a large surface area bushing. Models are designed to fit both straight and curved shaft trimmer styles.

Circle 152 on reader service card



Stihl® presents three commercial duty hedge trimmers — Models HS 72, HS 74 and HS 76 — designed to tackle the toughest hedges. All have a 1.45-cubic-inch engine, electronic ignition, protected muffler, permanent air filter and an anti-vibration system. Model HS 74 uses a 24-inch reciprocating blade and swivel rear handle for easier horizontal or verticle cutting.

Circle 153 on reader service card

Lightweight, 2-cycle trimmers from **The Green Machine®** use a single mix, multi-ratio, 2-cycle oil. All models have safety harnesses with quick release, on/off switch at throttle control, a blade shield, spark arrestors and throttle starting lock.

Expand-It® coupling system lets users expand the use of the trimmer to a blade edger, blower, cultivator and snow thrower.

Circle 154 on reader service card

The Power Hedger Model PP 1600 trimmer from **Technic Tool Corp.** speeds hedging and pruning chores. It telescopes up and down and has



a steel cutting blade for quick shaping, pruning and trimming limbs up to 1-1/2-inches in diameter. The Hedger weighs less than 16 pounds.

Circle 155 on reader service card

**PESTICIDES/
FERTILIZERS/
SPECIALTY
PRODUCTS**
DowElanco Specialty Products



introduces Dursban™ Pro insecticide for chinchbugs, cutworms and other turf and ornamental insect pests.

This emulsifiable concentrate replaces other Dursban formulations and features a special low-odor carrier system, a "Caution" label signal word and an expanded label for broader spectrum insect control. Pro insecticide uses two pounds of the active ingredient chlorpyrifos per gallon.

Circle 156 on reader service card

Terra International introduces five micronutrients to its Riverside® product line-up: Microlific™ Manganese EDTA, Microlific Premium (a micronutrient mixture with boron and molybdenum), Microlific Iron EDTA, Microlific Calcium EDTA and Microlific Iron EDDHA.

The dry, chelated formulations are recommended for soil and foliar application in the turf and ornamental markets. Micronutrients come in 10-pound bags and are water soluble.

Circle 157 on reader service card

Root Feeders' tree and shrub fertilizing device uses a granular, slow-release fertilizer with the capacity of 20 pounds. It eliminates the need for manually augering feeding holes and overcomes the problems of leaching, salt content and high equipment costs associated with liquid subsurface injection. The device offers deep root fertilization with the advantages of one-man application and easy portability.

Circle 158 on reader service card

United Horticultural Supply™ offers Feature new generation turf and ornamental micronutrient fertilizers under the Turfgo label. A combination of fully-chelated micronutrient elements, Feature and Double Feature provide iron, sulfur, manganese and magnesium for optimum color and growth.

Both have 12 percent nitrogen, 6 percent iron, 5 percent sulfur and one-half percent magnesium.



Double feature is formulated for zinc-deficient soils.

Circle 159 on reader service card

SOFTWARE

Northstar Data Systems releases ProTrack for Lawn Maintenance program. In addition to scheduling, routing and billing functions, ProTrack also automatically tracks labor and material costs and estimated vs. actual man-hours. It generates productivity reports for crews and individual employees, plus profit analysis reports based on crew, job, site, customer or contract.

The program generates routes, invoices, work orders, statements and other reports.

Circle 160 on reader service card

Armor Systems' new version of Armor Premier Accounting Software provides more power and control for lawn maintenance and landscaping services. The enhanced program includes Time Billing, Accounts Receivable/Payable, General Ledger and Customer Information modules. Users get instant access to current client balances, summary sheets for multiple-project customers, service and warranty data, sales history and consolidated statements for clients at multiple locations.

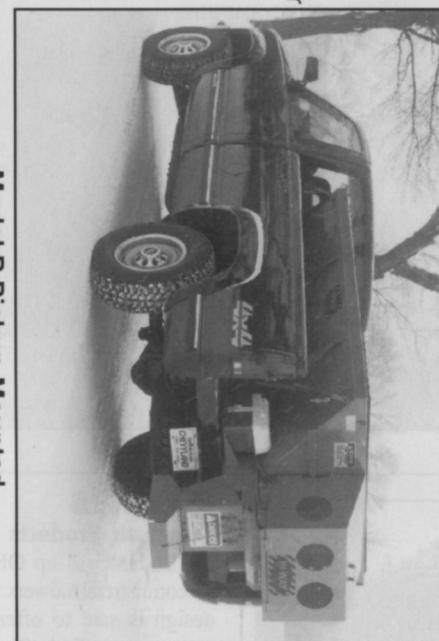
Circle 161 on reader service card

CompuScapes integrated its landscape management software with a handheld point-of-service computer to allow routing/scheduling and employee information to be exchanged between the main office computer and the handheld unit. It also records completed jobs

Building the Best Since 1939.

HI-WAY

Model P Pickup-Mounted
Spreader



Super P For Larger Payloads



Hi-Way's Model P and Super P truck-mounted spreaders are the equipment of choice for the application of traction and deicing material on parking lots and the access roads to hospitals, airports, civic auditoriums, universities, public utilities and private businesses. Available in either engine or hydraulic drive, both of these rugged and reliable units uniformly spread materials up to 40'. Ideally suited for pickups or flatbed trucks, the Model P and Super P will turn your off-seasons into all-season profit!

For more information, contact your nearest Hi-Way dealer or Highway Equipment Company **PH: 319/363-8281 FAX: 319/363-8284**

While We Put The Rest Of The Industry

On Its Side!

Roundup® points the way to savings - both in money and manpower.

When you treat an area with Roundup® herbicide, it takes less time than hand weeding or string trimming it. You also get complete control — not just burndown. Add in its low price and Roundup gives you a big hand in making the most of your money.



Get your FREE kit, "Weeds Are No Longer Our Only Concern." Call 1-800-332-3111.

IND-47080 2/94

Briggs & Stratton's Gen-Power™ engines come in 8, 9, and 10-hp models for high output. Engines combine advanced timing,



higher compression ratios and carburetion improvements for more wattage on generator applications. Other features include compact size and light weight, float-style carburetion for easy starting and a pleated paper air cleaner element.

Circle 165 on reader service card

CHIPPERS/SHREDDERS

Three chipper/shredders from **Pat** use angled knives and a vacuum shredder to pull waste into

the hoppers. Heavy-duty electric, 5-hp model or 8-hp recyclers all have large hoppers. Automatic feed chipper handles limbs up to 3-inches thick, while Y-shaped shredding hammers provide balance and efficient waste reduction.

Circle 166 on reader service card

The new **Troy-Bilt** 8-hp Chipper/Vac™ features a powerful Briggs & Stratton engine and 3.5-inch chipping capacity. It combines speed



with high-power chipping for the performance of a lawn vacuum, reduction and collection machine. Interchangeable snout, automatic-



and time spent on each job. The lightweight computer features menu-driven software and a simple point-and-select operating mode. Circle 162 on reader service card

Industrial Services International presents an IBM-compatible specification program on Terra-Sorb superabsorbent polymers. The free program details application rates and prints data on specifications, installation and materials. It also calculates water savings potential.

Circle 163 on reader service card

ENGINES

Tecumseh Products Co. offers the Enduro® 16-hp OHV engine for commercial mowers. Recoil start design is said to offer up to 25 percent more fuel efficiency than L-head designs and boasts increased



horsepower and extended service life. A pressurized oil pump lubrication system lubricates all bearing surfaces for cooler running.

Mechanical governor adjusts power to load demands automatically. Compression release and solid state ignition make starting easy.

Circle 164 on reader service card

Roundup® points the way to environmental stewardship.

The benefits of Roundup® herbicide extend beyond traditional trim and edge work. It's also being used to restore wildlife habitats. So when it comes to treating sensitive sites, Roundup gives you a big hand.



Get your FREE kit, "Weeds Are No Longer Our Only Concern." Call 1-800-332-3111.

IND-47081 2/94



Roundup® points the way to application ease.



Learning how to properly use Roundup® herbicide is a snap. For even more convenience, try new Roundup Dry Pak. Either way, Roundup gives you a big hand in simplifying worker training.



Get your **FREE** kit, "Weeds Are No Longer Our Only Concern." Call 1-800-332-3111.

IND-47082 2/94

feed chipper, oversized chute and electric start option are featured.
Circle 167 on reader service card

Available in six models, the **Goossen** Chipper and Shredder handles tough applications of shredding leaves, grass, brush and hardwood limbs up to five inches in diameter into mulch. Its height provides easy loading into feed shoots, yet it is balanced for use on any terrain. Oversized hopper measures 35 by 22 inches and has 36 free-swinging knives to chew up and discharge material.

Circle 168 on reader service card

Crary's commercial Bear Catch chippers include two towable models and one PTO tractor-mount model. Four steel chipping blades offer self-feeding chipping action. The rotational bed turns 360 degrees to allow access to the chute from all directions. A blower comes with each chipper and all blower tubes rotate 360 degrees. Model 71825 has a 25-hp engine with an 8-inch diameter branch capacity.

Circle 169 on reader service card

VEHICLES

American Isuzu Motors offers the FRR chassis cab truck with high payload, lightweight diesel engine, a new transmission and an enlarged cab. The turbocharged



powerplant delivers 200hp at 2,500 rpm.

Truck has a GVWR of 19,500 lbs. and features a manual six-speed transmission with sixth gear over-drive, power steering, radiator with increased cooling capacity, electronic fuel control and catalytic converter.

Circle 170 on reader service card

Professional Tree and Turf Products presents 6 and 8 all-wheel drive amphibious ATVs that let operators drive directly from land



over water, snow, mud, swamps and bushlands. The off-road machine goes anywhere, any time of the year, and can hold 25 to 100-gallon ATV sprayers.

Larger sprayers have a 31-foot reach with the Boombuster nozzles. ATV also accepts 12-volt sprayers for a wide variety of applications.
Circle 171 on reader service card

LANDSCAPE ELEMENTS

Architectural Landscape Lighting presents Model SL-07 in-ground landscape up-lighting. Outer housing consists of a damage-resistant, heavy-wall ABS transite well. Interior holds a cast fixture held to a decorative outer grill by stainless steel fasteners. Lights are finished in polyurethane.

Incandescent, mercury vapor, high-pressure sodium or metal halide light sources in wattages to 175 can be used. Light can be angled horizontally or vertically.

Circle 172 on reader service card

Handy-Stone® Corp. presents Handy-Stone® II, a split-face concrete retaining wall system perfect for landscape projects. System is easy to install and requires no mortar or concrete footings. Curves and corners can be added in a relatively short time. Each component weighs 14 pounds.

Circle 173 on reader service card

Structured urethane rock from **Ultimate Industries** allows changes in landscaping design without heavy equipment. Hide-A-Rock screens unsightly landscape elements in an instant. Rocks offer resistance to temperatures, light weight and choice of color.

Circle 174 on reader service card

Southern Edging offers staggered log edging in 3-foot sections flexible enough to be positioned around

Roundup® points the way to beautiful results.



Used properly, Roundup® gives you a big hand in achieving long-lasting control that blends in with your surroundings.



Get your **FREE** kit, "Weeds Are No Longer Our Only Concern." Call 1-800-332-3111.

ALWAYS READ AND FOLLOW LABEL DIRECTIONS FOR ROUNDUP HERBICIDE. Roundup® is a registered trademark of Monsanto Company. © Monsanto Company 1994. IND-47083 2/94

a small tree or post. Multiple sections may be connected for larger trees or beds. Two-way edging relies on two rust resistant pins for fast installation. System allows curves in either direction.

Circle 175 on reader service card

SPREADERS

Western's self-contained material spreader for ice control mounts easily on pick-up, dump or platform trucks and also dismounts quickly for storage. Steel or stainless steel spreaders have 1.8-cubic-yard capacity, electric throttle and clutch.

Circle 176 on reader service card

Maxi Products Co. introduces an electric sand and salt spreader that fits on any Maxi-Dump or Maxi-Trailer. The replacement tailgate unit comes with variable speed spinner and auger, reverse and lighted controls. Spreader runs off the truck battery and installs easily.

Circle 177 on reader service card

Agri-Fab's Model 45-0212 lawn spreader has a 36-inch spread to hold about 100 pounds of granu-

lated fertilizer or seed. Easy-to-read regulator plate adjusts flow rate. Positive on/off control, tow-hitch and enamel finish are standard.

Circle 178 on reader service card

DETHATCHERS

Two **Encore** dethatchers rotate in the direction of travel to eliminate torn grass and prevent rock or debris throwing. Power-Thatch accepts a new, interchangeable "combing" shaft for new turf and tender northern grass varieties. Power-Comb dethatcher passes over underground sprinkler heads without damage and uses spring tines molded into a rubber mounting for flexible operation.

Circle 179 on reader service card

Easy Rake presents Model D110 dethatcher for large acreage. It provides a 38-inch width using 100 flexible spring tines. The pull-behind dethatcher has a 5-hp Briggs I/C or 5.5-hp Honda engine. Tines counter-rotate for greater efficiency. A single pin hitch and lift handle provides easy engagement of tines.

Circle 180 on reader service card

LIFTS

Ultra Matic Lift from **UltraTool** makes it easier to work on small or medium-sized rotary mowers. Mower can be serviced in any position, even upside down. Lifts also have wheels to make them universal in loading and unloading pickup trucks. Forks are activated by an electric motor and screw jack.

Circle 181 on reader service card

McCanse Engineering offers Lit'L Heftee Service Lift for fast underside access to mowers. It has a 48-inch lift height for equipment measuring 16 to 34-inches wide, 360 degree rotation and automatic braking winch. No power or air hookups are needed.

Circle 182 on reader service card.

MISCELLANEOUS

The **Core Plugger** from **Kees** is built for years of dependable service, yet is light enough for easy handling and transporting. It propels itself when aerating and includes an operator-friendly bail clutch and adjustable handle for easy operation.



Design features include a flip-up hood for fast access, alloy steel crankshaft, greasable ball bearings, welded tines and foot-operated adjustment controls for tine depth.

Circle 183 on reader service card

Rockland Manufacturing Co. introduces bucket forks that turn any loader into a versatile fork lift. Forks in top and lip-mounted models have capacities from 2,000 to 25,000 pounds.

Both styles have steel tines and are easily installed on all brands of loaders.

Circle 184 on reader service card

(continued on page 110)

Four Season Utility

Spring Mount a **SWEEPSTER** Power Sweeper to your Lawn & Garden Tractor to remove thatch from turf areas before the mowing season starts.



Winter Keep Compact Utility and Industrial Tractors and Loaders busy all winter removing snow from driveways, parking lots and sidewalks.



Summer Loader mounted pick-up sweepers are great for cleaning trash and gravel from sidewalks and parking lots during the summer.



Fall Clean up is quick and easy with a Tow-Behind Sweeper that collect leaves in half the time.

SWEEPSTER

SWEEPSTER, Inc.
2800 N. Zeeb Road • Dexter, MI 48130
(313) 996-9116 • FAX (313) 996-9014
1-800-456-7100

Styles are available for most makes and models of tractors and loaders. Self-propelled styles are also available. Choice of front or rear mounted with mechanical or hydraulic drives.

**Send For
Free Literature Today
Or Call 1-800-456-7100**

WHATEVER YOUR TURF SPECIALTY...THIS IS THE CONFERENCE YOU CAN'T MISS

This December, Get to the Heart of Your Industry

Discover what's really going on in turf...from top experts in every specialty.

You'll get up to speed on the latest developments by attending the most diversified and comprehensive educational program anywhere.

Only the OTF Conference shows you all the vital signs of your industry in four fast-paced days of networking, education, and training.

And only OTF brings so many key suppliers together for

• Lawn Care

• Golf Turf

• Sports Turf

• Grounds Management

you... ready to show you ways to do your job better, faster, and more economically.

Decide now to get to the heart of your industry this December. Come to Columbus and join thousands of your fellow professionals from across the midwest and across the country. This is the one not to miss!

Contact OTF today for your registration information.

OTF

OHIO TURFGRASS CONFERENCE & SHOW December 6-9 • Columbus, Ohio

OTF
OHIO
TURFGRASS
CONFERENCE
& SHOW

'94

COLUMBUS, OHIO • DECEMBER 6-9, 1994

YES! Please send me more information for...

- ☐ Exhibiting at the OTF Show ☐ Attending (pre-registration)
☐ The benefits of Membership in the Ohio Turfgrass Foundation

Name _____

Company _____

Street Address _____

City, State, Zip _____

Phone _____

Fax _____

Detach and mail to: The Ohio Turfgrass Foundation, P.O. Box 14824, Columbus, OH 43214 • Phone: 614-261-6750 • FAX: 614-261-1242

Products

(continued from page 108)

Shindaiwa® introduces a gasoline powered sweeper, PowerBroom, which attaches to an aluminum shaft. A drum on the ground rotates under variable throttle control with rubber-like fins pushing debris ahead of the operator. Sweep action removes most materials.

Circle 185 on reader service card

True zero-turn sulky from **Turf Rider** has a rigid mount that keeps the operator between controls, reverse capabilities, walk/ride option, quick release pin and fold-up storage. Sulky never jackknives and can change footing for any surface.

Circle 186 on reader service card

Prime Line's Power Equipment catalog of 200 new part numbers covers parts for air filters, electrical/ignition systems, fuel systems, internal engines, mower deck/drive systems, mufflers, snow blowers and trimmers. Listings cover most equipment brands.

Circle 187 on reader service card

An overhead valve, four-stroke 286 cc engine powers the Model GE5000AS portable generator from **Kawasaki Motors Corp.** The engine is said to consume less oil and need less maintenance. Generator is rated at 4,400 watts AC and runs about eight hours on a tank of gas. Engine control lowers speed when there is no AC load and raises it when load is applied.

Circle 188 on reader service card

Direct Safety Co.™ presents an Ergonomics catalog full of employee protection products. More than 65 color pages describe products from back supports to hard hats. Listings also include first aid kits, training videos, reflective vests and hearing protectors.

Circle 189 on reader service card

LESCO™ offers a four-gallon Backpack Sprayer with an easily accessible piston pump and adjustable shoulder straps for convenience and comfort. Each sprayer comes with a hose, plastic trigger valve and fiberglass lance assembly with adjustable nozzle. Special shoulder



straps allow applicators of all sizes to use the yellow sprayer with ease.

Circle 190 on reader service card

JCB's compact wheel loader is designed for performance and operator comfort. Model JCB 409 is powered by a 65-hp Perkins engine with four-speed transmission. Features include high-traction axles with planetary hub reduction and customized slip differentials.

Circle 191 on reader service card

Steel **Trimmertrap** racks adapt to most trailers or trucks to clamp landscape equipment and protect it from theft and damage. Racks fit securely, holding trimmers and blowers via hooks or standard padlocks. Welded steel construction includes heavy-duty mounting hardware. Stainless steel latch spring on blower rack is designed for fast "in and out" time.

Circle 192 on reader service card

Garments To Go's uniforms set the right professional tone. They are constructed for long wear and durability, and can be customized with embroidery, screen printing and emblems. In-house customization shop offers fast turnaround.

Circle 193 on reader service card

The Loadhandler 30-second pickup unloader from **Yates Industries** slips over the tailgate of all pickup trucks. Unwind the pull mat onto the truck bed, load the material on the mat and turn the crank. The load is carried to the rear of the truck as the mat rewinds, then falls to the ground.

Circle 194 on reader service card

WITH THE GATOR MULCHER™ YOU'LL EAT THE COMPETITION ALIVE!

Designed for the professional landscaper, the **GATOR MULCHER™** offers outstanding performance at a sensible price.

- Commercially tested for over 3 years
- Unique design provides sufficient lift for bagging while the secondary cutting teeth reduce grass discharge by up to 50%
- Eliminates "scragglies" other mulching blade designs leave behind
- The 4-tooth design is a standout at mulching leaves
- Sized to fit most commercial applications
- Adapted for use with the most popular residential mulching mowers too!
- Outstanding profit potential
- Available exclusively through Silver Streak distributors



See us at Expo '94 Frederick Manufacturing, Corp.
Booth #1068 Kansas City, Missouri

USE READER SERVICE #69



EH-12 EMITTER A BETTER IDEA BY DESIGN

A logical idea — Drip irrigation in a head — twelve individual pressure compensating outlets. The patented filter is built right into the unit and good filtration is what makes drip work.

Drip irrigation designed for landscape — not adapted to it. Call or write for more information.



10910 Wheatlands Ave.
Santee, CA 92071
619 562-3100, 800 770-OLSON
FAX: 619 562-2724

USE READER SERVICE #70

ANYBODY
CAN
PUT
TANKS
ON A
TRUCK!



TUFLEX MANUFACTURING CO.
1406 S.W. 8th Street
Pompano Beach, Florida 33060

Toll-Free: 1-800-327-9005

305-785-6402

FAX: 305-785-6404

*Experience
the tough-flex
difference.*



We certify that this is an actual photograph and that the tanks were not altered in any way to produce this picture.

USE READER SERVICE #16

People

BRINTON MULLER joined the Maryland Landscape Management Branch of Chapel Valley Landscape Co. as marketing representative. He previously completed the company's internship program for co-op students as part of his studies at the State University of New York. Chapel Valley also named **Jeff Pluta** landscape designer in its Virginia Landscape Branch.

Becker-Underwood appointed **Brent Lester** to Mulch Magic PF sales manager. He was in specialty sales.

Briggs & Stratton announced the following appointments: **Ann Roche** as business development manager, new ventures; **Rick Zeckmeister** as product manager for the domestic lawn & garden division; **Frederick Heinzelmann** as merchandising and account representative for the industrial division; and **Judith O'Shea** as sales administration manager for the international division.

Griffin Corp. named **Felix Halter** vice president of Insect Control Technologies and managing director for the firm in Latin America. Halter previously served as president and chief executive officer at Chemagro Ltd.



Zeckmeister



Pinto

Dr. Byron Reid joined American Cyanamid Co. as product development manager for pest control products in the plant science development department. He brings more than 15 years experience in urban entomology to the position.

Richard Sheppard was named marketing director for Hendrickson Brothers Manufacturing, in charge of coordinating representative and OEM sales.

Jacobsen Division of Textron Inc. announced appointments in its sales and marketing departments: **Harold Pinto**, as vice president sales and marketing; and **Ralph Nicotera**, as director of North American sales. Pinto formerly served as vice president of sales and Nicotera was manager of dealer development. Changes in

Jacobsen's service parts and whole goods distribution areas include: **Steve Nelson**, as director, service parts and distribution; **Laura Kozenski** as manager of distribution; **Gene Majewski** as parts planning manager, and **Diane Gory** as service parts customer service supervisor. **Wayne Whitehead** was named director of special accounts in the golf course industry and **Jon Clapper** was appointed manager of plant engineering and maintenance at Jacobsen's Racine location.

Pennington Seed announced the creation of three new positions: **Roger Mosshart** as vice president of the Louisiana division; **Kevin Smith** as assistant vice president of the advertising department; and **Carol Seabolt** as assistant vice president of Management Information Services.

Febco Division of CMB Industries hired **Michael Birks** as national sales manager. He has 20 years of experience in the backflow prevention market.

Garden Way named **Gregory Best** as product manager for its line of Troy-Bilt tractor and riding mowers. His responsibilities include the company's Sickle Bar and Wide Cut specialty mowers.

ARE YOU LOOKING FOR GOOD DESIGN SOFTWARE?

LANDSCAPE ASSISTANT TRUE COLOR DESIGN SOFTWARE

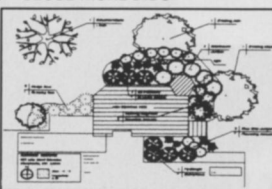
Engineered for landscape with features you can't get elsewhere • Integrated quote option for fast bids • Object oriented CAD option • Flexible independent objects • Unique & specialized imaging tools • Frequent updates & additions • Superior designed software • Easy to use for saving valuable design time • Training tapes included

SPECIAL OFFER!!!
TO PROVE OUR SOFTWARE IS THE BEST WE INCLUDE WITH SYSTEM PURCHASE THE SAME "IMAGE WIZARD" PROGRAM DESIGN IMAGING GROUP (DIG) RE-MARKETS...FREE!

- Video or photograph your customers home and show full color designs
 - Produce a bid from the design quickly with IDP Landscape Proposal software
- INCREASE SALES
ATTRACT NEW CUSTOMERS
CLOSE MORE BIDS



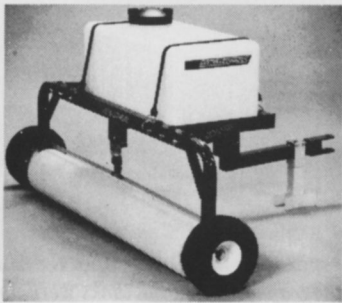
For PC & Windows 3.X
Works with video or scanners
Laptop version now available
• VISA/MASTERCARD ACCEPTED •
1-800-366-4371
CALL NOW FOR FREE VHS DEMO VIDEO
IDP 9753 HAMILTON ROAD MPLS, MN 612-829-7553



USE READER SERVICE #72

NO-DRIFT CHEMICAL APPLICATOR

Now apply chemicals on windy days! Sizes range from 30" to 72". Send for free packet with complete parts information and prices.



DANVILLE INDUSTRIES

Box 8
124 W. Main
Harper, KS 67058
1 (800) 662-4212
1 (316) 896-7192

USE READER SERVICE #71

Are you
reading
someone
else's
copy of

Lawn & Landscape MAINTENANCE

To
become a
subscriber
call:

1-800-456-0707

Product Profile

YEAR-ROUND SERVICES IMPROVE PROFITABILITY

WHILE MANY lawn and landscape professionals close up shop during the off-season, some contractors are discovering ways to maintain profitability during the winter. By selecting flexible equipment designed for all-season use, they maintain a year-round cash flow.

Bob Blair, owner of Bob's Mowing Service in Shelburne, Vt., realized that operating his business year-round would significantly impact his bottom line. He offers services throughout the year, including leaf pickup and snow removal.

"Our job is to do what is needed to keep the property looking its best, and that obviously varies with the season," he said. "With the right choice of equipment, you can offer services during the fall and winter that other contractors can't, and that keeps you productive all through the year."

Blair said his expansion of services didn't require a major investment. His existing equipment, which includes two Grasshopper zero-radius front mowers, adapts to a variety of situations with options ranging

from blades to snowthrowers, rotary brooms and a host of grasscatching systems.

"Sure, I could have gone out and bought a tractor and snowplow, but that would have represented a bigger investment than I was willing to make, and I didn't want to leave my mowing equipment sitting idle all winter," Blair said. "Purchasing attachments for my mowers is definitely the better option — it keeps my equipment and maintenance costs at a minimum."

In the fall, Blair capitalizes on his mower's grasscatching system to pick up leaves. Its vacuuming action makes quick work of high-moisture leaves, wet grass, pine straw and dethatching debris.

Blair's all-season capabilities have helped build his business without the burden of major equipment purchases. "By keeping my equipment productive year-round, I don't have to worry about it sitting idle, which is a big consideration, too, because it still requires maintenance."

Denny Kurtz, owner of Kurtz Lawns, St. Joseph, Mo., said his two rotary broom

attachments have made the difference in keeping his operation profitable in winter.

"We do a tremendous amount of snow removal in the winter, and our rotary brooms do a beautiful job," Kurtz said. "Once our clients saw what the brooms could do, they wouldn't let us use anything else. It made a big difference in the amount of winter work we do, and that helps us stay profitable."

After the first snowfall, Kurtz devotes two of his seven Grasshopper zero-radius front mowers to snow removal full time. Rotary broom attachments and cab enclosures on both units make them well-suited to harsh winter conditions.

Blair also uses a snowthrower attachment, which gives him operating flexibility and efficiency. As the contract mowing and landscape industry continues to become more competitive, many businesses are looking for just this kind of efficiency, he added.

"By making the most of equipment dollars, operators can offer these services without sacrificing performance."

Circle 195 on reader service card

Have you ordered
your copy of:

TURFGRASS ECOLOGY & MANAGEMENT

T. KARL DANNEBERGER, Ph.D

See page 69
for more information.

<p>PUMPS ENGINES GUNS SWIVELS HOSE NOZZLES REELS SPREADERS TANKS TOOLBOXES FLOW METERS STRAINERS CHIPPERS REGULATORS PTO'S VALVES MEASURING WHEELS HAND SPRAYERS ROOT FEEDERS BOOMS & PARTS PH METER ROPE SADDLES PRUNERS SAWS SEALANTS GLOVES POLES</p>			
<p>TRUCK & SKID SPRAYERS</p>  <p>INCLUDES 50 GALLON TANK ALUMINUM FRAME 12V 4.5 GPM PUMP 25' 3/8 HOSE POLY SPRAY GUN \$499.00</p> <p>ALL SIZES AVAILABLE</p>		<p>SPILL KIT</p>  <p>Truck Kit Soaks Up to 30 Gallons Yellow Nylon Bag \$69.95</p>	
<p>PRUNER</p>  <p>High Quality Replaceable Blade Lifetime Warranty \$16.00</p>		<p>600 PSI HOSE 300' or 400'</p>  <p>5/8" PVC \$1.09/ft. 1/2" PVC \$.53/ft. 3/8" PVC \$.46/ft.</p>	
<p>BACKPACK SPRAYER 4 Gal - 70 PSI</p>  <p>\$69.95</p>			
<p>PROFESSIONAL TREE & TURF EQUIPMENT</p>			
<p>6945 Indiana Court, #400 • Golden, Colorado 80403</p>			
<p>303-422-7608 800-237-7785</p>			
<p>BANJO BOOM BUSTER BRIGGS & STRATTON CHAPIN DOSTRON EARTHWAY FLOJET FMC/BEAN GATES GREEN GARDE HANNAY HONDA HUSQVARNA HYDRACELL HYPRO JAMESON KOHLER KURIYAMA LESCO MARVIN MYERS NEW ENGLAND RADIARC RAVEN SAMSON SP SYSTEMS TEEJET TUFLEX UDOR</p>			

USE READER SERVICE #73

Calendar

DEC. 5-6 Tree Hazards: The Ultimate Session seminar with Dr. Alex Shigo and physicist Claus Mattheck, Sturbridge Host Hotel, Sturbridge, Mass. Contact: John Kirkland, Tree Care Educators, 503/254-0482.

DEC. 6-8 Turfgrass Conference and Show, Georgia International Convention Center, College Park. Contact: Douglas Moody, 404/975-4123.

DEC. 6-9 Ohio Turfgrass Foundation Conference & Trade Show, Columbus. Contact: OTF, 2021 Coffey Rd., Columbus, OH 43210; 614/292-2601.

DEC. 12-14 Landscape Design Short Course III for Residential Properties, Advanced Drawing/Color Rendering, Cleveland. Contact: Ohio Landscapers Association, 216/659-9755.

DEC. 14 Introduction to Estimating Residential and Commercial Landscape Proposals, Cook College, Rutgers University, New Brunswick, N.J. Contact: 908/932-9271.

JAN. 2-5 Northeastern Weed Science

Society, Boston Marriott. Contact: Jeffrey Derr, Hampton Roads Ag. Exp. Station, 1444 Diamond Springs Rd., Virginia Beach, VA 23455; 804/363-3912.

JAN. 2-13 Professional Turf and Landscape Management, Cook College, Rutgers University, New Brunswick, N.J. Contact: 908/932-9271.

JAN. 3-5 Wisconsin Turfgrass & Green Industry Expo, Holiday Inn-West, Madison. Contact: Dr. Frank Rossi, 608/262-1490.

JAN. 3-6 Advanced Turfgrass IPM Short Course, University of Maryland. Contact: Extension Secretary, Dept. of Entomology, University of Maryland, College Park, MD 20742; 301/405-3913.

JAN. 5 Green School, Sturbridge Host Hotel, Sturbridge, Mass. Contact: Kathleen Carroll, University of Massachusetts Cooperative Extension System, 413/545-0895.

JAN. 5-8 GrowerExpo: Business Conference '95, Sheraton Chicago Hotel & Towers, Chicago. Contact: GrowerExpo Customer

Service Dept, P.O. Box 9, Batavia, IL 60510; 800/456-5380.

JAN. 9-13 Advanced Landscape Plant IPM Short Course, University of Maryland. Contact: Extension Secretary, Dept. of Entomology, University of Maryland, College Park, MD 20742; 301/405-3913.

JAN. 9-20 10th Annual Cornell Turfgrass Short Course, Ithaca, N.Y. Contact: 607/255-1789.

JAN. 10-12 Eastern Pennsylvania Turf Conference & Trade Show, Valley Forge Convention Center, King of Prussia, Pa. Contact: Scott Guiser, Bucks County Cooperative Extension, 215/345-3283.

JAN. 11-13 North Carolina Turfgrass Conference & Show, Charlotte, N.C. Contact: Turfgrass Council of North Carolina, 910/695-1333.

JAN. 12-14 Idaho Horticulture Convention & Trade Show, Boise Centre on the Grove, Boise. Contact: Idaho Nursery Association, P.O. Box 190107, Boise, ID 83719; 208/887-7668.

MOWING ASSISTANT



FROM THE LEADERS IN SOFTWARE FOR THE CHEMICAL LAWN CARE INDUSTRY, COMES THE WINDOWS-BASED SOFTWARE FOR THE LANDSCAPE INDUSTRY! LOOK FOR US AT THE 1994 GREEN INDUSTRY EXPO THIS NOVEMBER IN ST. LOUIS!

(STARTING AT \$795⁰⁰)

REAL GREEN COMPUTERS
8246 GOLDIE STREET
WALLED LAKE, MI 48390
(800) 422-7478
(810) 360-5296

USE READER SERVICE #74

LAWN ASSISTANT



FOR NINE YEARS, THE #1 SOFTWARE FOR THE CHEMICAL LAWN CARE INDUSTRY. LOOK FOR OUR NEWEST VERSION AT THE 1994 GREEN INDUSTRY EXPO THIS NOVEMBER IN ST. LOUIS!

(STARTING AT \$3,995⁰⁰)

REAL GREEN COMPUTERS
8246 GOLDIE STREET
WALLED LAKE, MI 48390
(800) 422-7478
(810) 360-5296

USE READER SERVICE #75

Without
advertising,
a terrible
thing
happens...

NOTHING.

To advertise in LLM
call 1-800-456-0707

JAN. 17-18 Nevada Landscape Conference & Trade Show, Reno-Sparks Convention Center, Reno. Contact: Brian Dean, 702/852-6349.

JAN. 17-19 Michigan Turfgrass Conference, Holiday Inn-South Convention Center, Lansing. Contact: Kay Patrick, 517/321-1660.

JAN. 17-19 Midwest Turf Expo, Indiana Convention Center, Indianapolis. Contact: Jo Horn, 317/494-8039.

JAN. 17-19 Congress 95, Copps Coliseum, Hamilton, Ontario. Contact: Landscape Ontario Horticultural Trades Association, 905/875-1805.

JAN. 18 Landscape Contractors, Turfgrass Management & Grounds Maintenance Conference with Trade Show, Sheraton Columbia, Columbia, S.C. Contact: South Carolina Landscape & Turfgrass Assoc., P.O. Box 325, Clemson, SC 29633; 803/656-2459.

JAN. 18 Professional Turf & Landscape Conference, Westchester County Center, White Plains, N.Y. Contact: Carol Mueller, 914/636-2875.

JAN. 19-21 Mid-America Horticultural Trade Show, Hyatt Regency Chicago. Contact: Donn

W. Sanford, 1000 N. Rand Road, Wauconda, IL 60084; 708/526-2010.

JAN. 20-21 WinterGreen '95, Georgia International Convention & Trade Center, College Park. Contact: Georgia Green Industry Association, P.O. Box 369, Epworth, GA 30541; 706/492-4664.

JAN. 22-25 ALCA Executive Forum, The Grand Floridian Hotel, Orlando, Fla. Contact: Lori Kelchner, ALCA, 12200 Sunrise Valley Drive, Suite 150, Reston, VA 22091; 703/620-6363.

JAN. 23-25 The Central Environmental Nursery Trade Show, Greater Columbus Convention Center, Columbus, Ohio. Contact: Julie Feasel, 614/899-1195.

JAN. 23-25 Virginia Turf and Landscape Conference and Trade Show, Richmond Marriott, Richmond. Contact: Gus Constantino, VTC, P.O. Box 9528, Virginia Beach, VA 23450; 804/340-3473.

JAN. 23-26 Professional Horticulture Conference of Virginia, Virginia Beach. Contact: Polly Carden, PHVC, P.O. Box 64446, Virginia Beach, VA 23467; 804/523-4734.

JAN. 26 Landscape & Nursery Expo, Sacramento Community Convention Center, Sacramento, Calif. Contact: Margo Jonsson, 916/442-4470.

JAN. 26-27 Tree Care and the Biologically Efficient Tree, St. Louis Park, Minn. Contact: Rainbow Treecare, 612/922-3810.

JAN. 26-28 New England Grows, Hynes Convention Center, Boston, Mass. Contact: Virginia Wood, 508/653-3009.

JAN. 26-28 Think Trees/Pollen Allergy Conference, Albuquerque. Contact: Judy Nickell, 3817 Calle Del Monte NE, Albuquerque, NM 87110; 505/256-0769.

JAN. 27-28 Professional Landscape Service Association Trade Show & Equipment Expo, Greater Jacksonville Fairgrounds, Jacksonville, Fla. Contact: Kirk Rust, 904/778-9632.

JAN. 27-28 Alabama Nurserymen's Association Trade Show & Annual Meeting, Mobile Convention Center. Contact: 205/821-5148.

JAN. 31-FEB 2 Mid-America Green Industry Convention, The Plaza Inn, Kansas City, Mo. Contact: PLCAMA, 816/561-5323. ■

STATEMENT OF OWNERSHIP

Statement required by the Act of October 23, 1962. Section 4369, Title 39, United States Code, showing the ownership of Lawn and Landscape Maintenance published monthly at 4012 Bridge Avenue, Cleveland, Ohio 44113-3320 Cuyahoga County.

The publishers are: Maureen Mertz and Cindy Code, 4012 Bridge Avenue, Cleveland, Ohio 44113. The name of the editor is Cindy Code, 4012 Bridge Avenue, Cleveland, Ohio 44113.

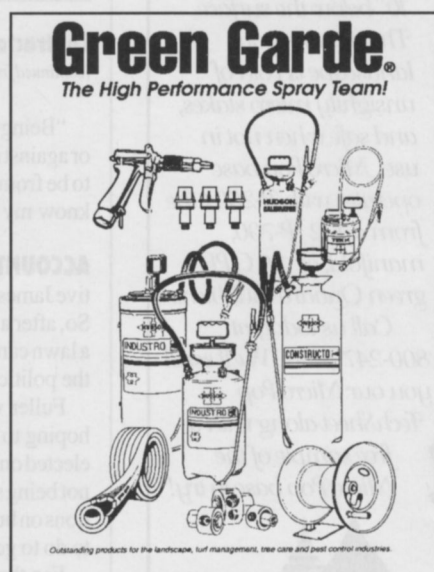
The owners are: G.I.E. Incorporated Publishers, 4012 Bridge Avenue, Cleveland, Ohio 44113; Richard J.W. Foster, 4012 Bridge Avenue, Cleveland, Ohio 44113; Nancy J. Foster, 4012 Bridge Avenue, Cleveland, Ohio 44113; Maureen Mertz, 4012 Bridge Avenue, Cleveland, Ohio 44113.

Average number of copies each issue during preceding 12 months, and of single issue nearest to filing date, respectively, are as follows: Total number of copies printed (net press run) 48,884/48,000; paid circulation sales through dealers and carriers, street vendors and counter sales 0; mail subscriptions 36,760/37,618; total paid and/or requested circulation 36,760/37,618; free distribution by mail, carrier or other means samples, complimentary or other free copies) 10,606/9,714; total distribution 47,366/47,332; copies not distributed (office use, left over, unaccounted, spoiled after printing) 1,518/668; and return from news agents 0.

I certify that the statements made by me above are correct and complete.

Richard J.W. Foster, President

Where do you find the best hose, spray guns, flowmeters, reels, pumps, sprayers, Spray Management Valves and accesories? Simple! You look in the Green Garde catalog.



Green Garde® Division
H.D. Hudson Manufacturing Company
500 N. Michigan Avenue
Chicago, IL 60611
Phone (312) 644-2830 Fax (312) 644-7989

USE READER SERVICE #107

OUR MICRO

POPS

The next time you plan to install micro irrigation products, make sure you include the new MicroPop™ base from Pepco.

The Pepco MicroPop base operates from 15-30psi and you can use any 10/32 thread Pepsjets, Vari, Micro or Mini Sprinklers.

Our MicroPop base allows you to install your micro up to 10" below the surface. That means your landscape is void of unsightly micro stakes, and safe when not in use. MicroPop base operates with P-250 tube from a 1/2 P-700, manifold, or 20 GPH green Quadra-Bubblers.

Call us today at 800-247-8138. We'll send you our MicroPop TechSheet along with a free sample of the MicroPop base to try!

PEPCO
PROFESSIONAL
Irrigation products designed for professionals!

CALL 800-247-8138

Cover Story

(continued from page 42)

Networking is an obvious way to meet others and learn about their successes and philosophies. "People don't take advantage of networking as much as they should," said Wierichs. "I've met guys who are where I want to be."

National and local industry associations actively work for higher levels of professionalism through educational conferences, legislative action and national certification programs.

"National organization are one of the biggest promoters of professionalism for companies that invest the time and money," Snodgrass stated. "If you're interested, you can get a great deal of help on how to be professional."

No matter how much work associations do in upgrading technical levels, improving the industry's image and working for change, professionalism still starts with the individual company.

Atkins explained, "ALCA wants to try to bring the professional level up, especially in the eyes of the consumer." She cited ALCA's many programs, adding, "We can't do it all but we'd love to be able to."

One good move is PGMS' recent development of a code of ethics for certified grounds managers. "We plan to use this as a model to develop for all PGMS managers," said Gillan.

Atkins suggested that lawn and landscape contractors become active in local college advisory positions, in an effort to promote the industry's professionalism at the entry level.

"Everybody's responsible to continue to advance professionalism," noted Malinowski. "The only way for professionalism to continue is

through better pricing to clients, better hiring and better training."

"Professionalism is the future — where we need to be," said Snodgrass. "Certification will help because it will give the industry control over itself. And public relations is the place to start. There are a lot of facts out there that the industry is just now starting to take to the public. National associations are pushing the value of landscaping and substantiating it with figures. This creates awareness."

Several people mentioned the value of giving back to their communities. "You can't build a shell around your business," Ferrari said. "Community service in any form gets the name of your company in public and people get to know more about your business. This helps with recruitment, sales and networking."

"Train everyone to use every opportunity to educate the public," said Skelton. He suggested using awards for maximum public relations value.

This philosophy also works for Drummond. "By getting awards or entries written up in local newspapers, it gives us the opportunity to describe what it took to finish the project."

The industry's professionalism is hard to measure, but it's certain that attitudes are changing.

Perhaps the message is getting through. "I remember a time 10 years ago when landscaping was the last thing to be done on a project if any money was left, and the first to be cut," Snodgrass recalled. "I don't think that happens anymore. There's always pressure, but builders and developers are more aware of its value and are less willing to cut it out."

The author is Managing Editor of Lawn & Landscape Maintenance magazine.

Contractors Throw Their Hats

(continued from page 92)

"Being a lawn care specialist doesn't work for or against me," Gross concluded. "Everyone has to be from somewhere. Most people don't even know my background."

ACCOUNTABILITY. Florida State Representative James Fuller always wanted to be in politics. So, after a 22-year career in the Navy, he started a lawn care business in 1989 and threw his hat in the political ring in 1992.

Fuller was elected to the state house and is hoping to be reelected in 1994. He said he was elected on business issues. "Our tax dollars were not being spent right in Tallahassee. The regulations on business and the things companies have to do to get permits are incredible," he said.

For the first time in the history of Florida, Fuller noted, the state has not levied any new taxes. He is working now to make the government more accountable.

"If your business were losing \$70 million a year, wouldn't you do something about it?" Fuller asked. "Our state is losing \$70 million in food stamp fraud and the governor says he's doing all he can. I don't think that's good enough."

Fuller also is active in defusing wetlands legislation which, if allowed to continue, would add additional property to the designation according to the presence of plant species, even if the land is "high and dry." Such a designation would prevent property owners from developing and, effectively, selling any of the land.

"The small guy doesn't have much of a voice," Fuller said. "I still go out and mow lawns and pull weeds in the flower beds. I talk to regular people and get their thoughts and a lot of ideas from them."

"Many of my customers get quite a chuckle," Fuller added. "They tell everyone, 'Hey, see that, I got the Congressman mowing my lawn.'"

The author is an industry consultant with Key Solutions, a division of Iris Sales & Solutions Inc., Rocky River, Ohio.

**IT PAYS TO ADVERTISE IN
LAWN & LANDSCAPE MAINTENANCE MAGAZINE.**

Ad Index

AgriFab	72	Goossen	53	PLCAA	55*
ALCA	75*	Graham	48	Pepco	90, 102, 118
The Andersons	19	Grasshopper	87	Practical Solutions	28
Badger	49	Gravelly	58, 59	Professional Tree & Turf	115
Bandit	101	Great Plains	52	RND	28
CNA Insurance	17	Green Pro	98	RainBird	38
C&S Turf Care	53, 80	Green Thumb	101	Real Green	116
Central Parts	36	Greener Pastures	100	Riverdale	84
Chevy	23	Grotech	25	Rohm & Haas	74, 75*
Ciba	61-68	H.D. Hudson	117	Royer	18
Compuscapes	38	Harmony	76	SPS	26
CoRoN	119	Highway Equipment	105	Sandoz	37, 39, 41, 42, 43, 81
Corona Clipper	79	Hunter	29	Sensible Software	7
Corona Plastics	71	Husqvarna	51	Shindaiwa	123
Creative Auto	98	International Digital	112	Soft Quest	54
Creative Curb	102	Isuzu	46, 47	Sprayer Parts Depot	56
Customized Business Software ..	80	Isuzu Motors Engine	70	Steiner	124
Danville	112	J.J. Mauget	97	Still	100
Deere & Co.	14, 15	Landscape Supply	83	Sweepster	102
Design Imaging	16	Landscape 2000	84	Thornton	92
Dillaware	20	Lang Stegman	55*	Toro	4
Dixie Chopper	48	Lebanon	85	Toro/Olathe	60
Dow Chemical	32	Longhorn	20	Tuflex	111
DowElanco	21-24	Metro Mail	26	Turfco	78
Encore	104	Mid-Am Trade Show	103	Westheffer	90
F.D. Kees	40	Monsanto	30, 31, 106-107*	United Horticulture	9
Finn	82	Mutton	16	University of California	122
Focal Point	36	Nextel	52a-d*	University of Georgia	122
Ford New Holland	73	NorAm	88, 89	Walker	27
Frederick	110	OTF	109	Woods	91
Genius Software	72	Oldham	18	Zajac	33
Glenmac	96	Olson Irrigation	110	Zipper	92

WHO'S WHO AT LLM



Cindy Code

Group Publisher and Editor



Maureen Mertz

*Publisher/Advertising
East Coast Sales
1723 South Hill
Milford, MI 48381
810/685-2065*



Susan Gibson

Managing Editor



Dave Miethke

West Coast Sales



Tim Yedinak

Midwest Sales

Lawn & Landscape MAINTENANCE

4012 Bridge Avenue
Cleveland, Ohio 44113
216/961-4130

Using Liquid Controlled Release Nitrogen Fertilizer?

Ask for
CoRoN™

Quick green-up
Long-term release
Even turf growth
Reduced clippings
Reduced leaching loss
Enhanced rooting
Low burn potential
Clear liquid solution
Highly compatible

CoRoN™
CONTROLLED RELEASE NITROGEN

**For All Your
Turf, Tree & Shrub
Applications**

CoRoN Corporation
Souderton, PA 18964
800-338-0836
215-723-5099

Classifieds

RATES

All classified advertising is 75 cents per word. For box numbers, add \$1 plus six words. All classified ads must be received by the publisher before the first of the month preceding publication and be accompanied by cash or money order covering full payment. Submit ads to: *Lawn & Landscape Maintenance* magazine, 4012 Bridge Ave., Cleveland, OH 44113. Fax: 216/961-0364.

BUSINESS OPPORTUNITIES

LAWN CARE PROGRAM

NaturaLawn® of America provides the Green Industry a successful, growth-oriented lawn care program. Discuss the opportunities available to you by calling the leader in organic-based lawn care. The franchise opportunity of the '90s. 800/989-5444.

WHOLESALE DISTRIBUTOR

Needed to market environmentally friendly, liquid, slow-release fertilizer products direct from manufacturer. Ken Franke, P.O. Box 123, Plato, MN 55370; 800-832-9635.

HORTICULTURAL CONSULTING

Did you know that nine out of 10 new businesses fail within the first five years? How can you keep your business from becoming another victim in the increasingly competitive lawn and landscape field? With more than 20 years of experience in the green industry, Horticultural Consulting can help. Whether you are just starting a business or want to take your business to the next level, don't do it alone. We can guide you through the myriad of employee problems, operations, etc. All for less than the cost of a walk-behind mower. For more information on how Horticultural Consulting can help you, call **1-800-396-0715**.

PROFESSIONAL ASSOCIATION

Your Continued Business Success Depends on it... The professional landscape industry is continually evolving. Staying ahead requires a strong business sense, a viable plan and an entrepreneurial drive. Let the Associated Landscape Contractors of America be your partner for a solid business future. If you want to make more money, lower your costs, meet quality people willing to share information, get involved. Call today and let ALCA help you build your success. Call Anne at 1-800-395-2522.

BUSINESSES FOR SALE

LAWN CARE SERVICE

EXCELLENT OPPORTUNITY. Spraying lawn care service, well-established, nine years old, covering three counties, room for good growth and many add ons. Located in south Arkansas. Call after 5 p.m., 501/725-2450.

LANDSCAPE CONTRACTING

Well-known landscape contracting business. Established name and reputation. Well advertised. Selling for value of trucks, equipment and inventory. Phone: 315/492-3217

LAWN MAINTENANCE

LAWN MAINTENANCE COMPANY established 8 years. Employees, accounts, equipment, vehicles and storage space. Turnkey operation. 904-532-0244.

LAWN MAINTENANCE

Lansing, Michigan Lawn Service. Well established, 12 years. Accounts and equipment. Will train or consult. Gross sales \$97,000. Asking \$65,000. (517)627-3559 or write C.L.S., P.O. Box 12162, Lansing, Michigan 48901.

LAWN MAINTENANCE

Med. size landscape maint. business Inland Empire, Calif. Good accounts. All equipment & trailer. Annual sales \$60,000+ per year. Asking \$35,000. Owner will help any way possible. Call 909/796-2483 or write R.B. Landscape, P.O. Box 485, Loma Linda, CA 92354.

LANDSCAPE MAINTENANCE

Landscape Co. in beautiful & prestigious Palm Springs, CA selling Landscape Maintenance Division: Totally turnkey with all equipment & training. Base yearly contracts \$435,000. Tremendous opportunity in rapidly growing area at only \$165,000 -- Full Price. Please send written inquiries to: D.G.P., 42-335 Washington St. #F146, Palm Desert, CA 92211-8043.

WANTED TO BUY

LAWN CARE SERVICE BUSINESSES

If you have been thinking about selling your lawn care service business we are interested. There are many options and possibilities. All communication is strictly confidential. Reply to LLM, Box 363, 4012 Bridge Ave., Cleveland, OH 44113.

FOR LEASE

TRUCK & EQUIPMENT LEASING

- Low Initial Investment
 - Low Monthly Payments
 - Quick Turnaround
 - Personalized Service
- CALL LISA MORRIS
800-766-2874



185A Park Drive, Wilmington, OH

HYDROSEEDERS & STRAW BLOWERS

Any make, any model, any condition. Call Neil Reinecker at 800/245-0551, or send photo with description and asking price.

FOR SALE

LAWN CARE EQUIPMENT

Hannay reels new in-the-box, E1526s, E1530s, \$389; lawn/tree hose, 250 psi, 600 psi, 800 psi, all sizes; Imbler measuring wheels, \$54.95; glycerin-filled gauges, 0-60 psi to 0-1,000 psi, \$19.95; ChemLawn guns, \$80.85; lawn spray boots, \$16.95; lawn spray gloves, \$1.95/pair. Call Hersch's Chemical Inc. 810/543-2200

800/THE-LAWN (843-5296) outside Michigan

TANK TRUCKS

I SOLD MY LAWCARE-TREE/SHRUB BUSINESS. 10 800/400 gallon fiberglass tank trucks \$6,000-\$10,000 each. For a complete list call Tom (319) 385-1618.

FINANCING

LET THE GOVERNMENT FINANCE your small business. Grants/loans to \$500,000. Free recorded message: 707/448-0270. (NK8)

WORK CLOTHES



WORK PANTS MADE TO SURVIVE THE GREAT OUTDOORS.

Rain or shine. Hot or cold. Dickies "Original No-Iron" Work Pants are made tough. Last longer. Fit better on the job. Feel better on your body. Guaranteed. Call for your free catalog today.

TOLL-FREE 1-800-DICKIES
ASK FOR OPERATOR 15



© 1994, Williamson-Dickie Mfg. Co.

GROUNDSCAPING SUPPLIES

Hot off the press. Landscapers Supply Corp.'s 1994 catalog. Save "big bucks." Buy groundscaping supplies and maintenance equipment, engines, parts and accessories at wholesale. Call 800/222-4303 for your free catalog.

BIDDING STRATEGIES THAT WORK

BIDDING is the first vital step in the success of a business. Now available! A book with answers on BIDDING. Our book, Bidding & Contracts: Your Key to Success, was born of experience not theory. Send \$42.95 to: #1 Profits Unlimited, 3930-B Bardstown Road, Louisville, KY 40218; 800/845-0499.

INSURANCE

COMMERCIAL INSURANCE FOR LAWN CARE FIRMS "GREEN INDUSTRY SPECIALISTS"

M.F.P. Insurance Agency is dedicated to providing comprehensive insurance programs to the Green Industry at competitive prices. We back up this dedication with a staff of professionals who understand every facet of your business, from marketing to customer service. We know how to properly insure your company whether you're a sole proprietor or a multi-state operation.

Just as your customers look to you for lawn care advice, people come to us for insurance advice because they do not want to become insurance experts themselves. If you want good advice, the right coverage and competitive rates, please contact:

Richard P. Bersnak, President
Jill A. Leonard, V.P.

1-800-886-2398
FAX: 614-221-2203

M.F.P. Insurance Agency, Inc.
50 West Broad Street, Suite 3200
Columbus, OH 43215-5917

...

PREMIUM REPLACEMENT PARTS



**Replacement
Snowplow
Parts**

**Arctic
Avenger™**

Replaces Western, Fisher and Meyer parts

MOTORS



TRIP SPRINGS



HOSES



COUPLERS



**FOR A FREE CATALOG OF OUR
COMPLETE LINE OF
SNOWPLOW PARTS CALL
1-800-828-7980**

...

COMPUTER SOFTWARE

Dynamic COMPUTER SOFTWARE will help you make money. Easy to install and use. The system is designed to deliver increased profits for LAWN IRRIGATION service providers through improved scheduling, dispatching, estimating and billing. Accounting modules available. North-Eastern Research Associates, phone/fax, 516/569-5493.

...

HELP WANTED

FOREMEN

A large, established Northeast irrigation/landscape firm seeks working foremen with a minimum of five years-plus experience required. Individuals will be required to be hands on working foremen for blue chip clientele. Positions available: Irrigation foremen, landscape maintenance and construction foremen. Fax resume to: 914/357-8086, or mail to: P.O. Box 627, Suffern, NY 10901.

...

LANDSCAPE MANAGEMENT

Environmental Care Inc., providing landscape and interiorscape maintenance, water management and arbor care services, has opportunities in San Diego, Calif., for the following:

landscape maintenance supervisor
landscape maintenance foreman
irrigation technician
interior plant technicians

A commitment to quality work and customer service are essential. Qualified candidates may send resumes to: 8500 Miramar Place, San Diego, CA 92121. An equal opportunity employer by choice. **Drug-free work place.**

...

OPERATIONS MANAGER

St. Louis based lawn/landscape maintenance company has opening for individual with 3 years experience managing department w/over \$1.5M sales. Must possess strong agronomic knowledge, excellent supervisory skills and customer service abilities. Send resume to: P.O. Box 3208, St. Louis, MO 63130. EOE. Drug Free Workplace.

...

MAINTENANCE COORDINATOR

No. Ill. Design/Build Co. seeking hands-on person to coordinate all aspects of landscape maintenance dept. Hort. Degree or similar a must & working knowledge of all maintenance operations, disease & pest control. Send resume: Maintenance Coordinator, Van Zelst, Inc., P.O. Box 250, Wadsworth, IL 60083. (708)623-3580.

...

PRODUCTION/OPERATIONS MANAGER

One of Atlanta's leading full-service landscape management companies has an immediate need for experienced commercial maintenance managers. Environmental Design Group was established in 1978 and is one of the largest firms in the region. We seek a candidate with a great eye for detail and strong organizational and leadership skills. We provide a stable environment, formal training and competitive salary and benefits. Please fax (404)242-1745 or send resume to EDG, Human Resources Dept., P.O. Box 1302, Norcross, GA 30091. EOE/Drug Free Workplace.

...

**IT PAYS TO ADVERTISE IN
LLM CLASSIFIEDS!**

FACILITIES MANAGER

GREEN LAWN INC. is seeking a manager for our Midwest facilities. Present locations are Fort Wayne, Indianapolis, St. Louis, and Pittsburgh. Minimum three years' management/operations experience required. Excellent salary with large end-of-year bonus based on performance. Health insurance and new vehicle included. Starting package, \$45,000-\$50,000, depending on past success and experience. Come work with one of America's fastest growing lawn care companies that's on the move and "cares" for its employees! Send resume to Mike Markovich, P.O. Box 9038, Fort Wayne, IN 46899-9038 or fax resume to 219/432-7892.

...

SALES MANAGER/TRAINEE

GREEN LAWN SALES MGR/SALES MGR TRAINEE. Permanent position. Degree or equivalent experience required. Must have excellent communication skills and be able to manage people. Green Lawn is recognized as the largest independent lawn care company in the St. Louis area. We offer outstanding salary, bonus, 3 weeks paid vacation and insurance benefits. We provide a great future in an enjoyable working environment. Salary to \$40,000. Apply in person at: Kapp's Green Lawn, Inc., 11835 Westline Industrial Drive, Maryland Heights, MO 63043 or call Rick Jensen at 314/569-1782.

...

MAINTENANCE MANAGER

MANAGER OF LAND. MAINTENANCE OPERATIONS. Industry leader, Chicago area, full service landscape firm seeking self-motivated individual w/management experience to lead our LANDSCAPE MAINT. OPERATIONS TEAM. Must be intelligent, honest, team-oriented, and committed to long-term opportunity with minimum 10 years industry experience. For confidential consideration send resume to James Martin Associates, 59 East U.S. Hwy 45, Vernon Hills, IL 60061.

...

APPRENTICE

Full service arboriculture company seeks an assistant account manager. Excellent opportunity for individual with horticultural background. Send resume with salary requirement to: CCS, 2000 Oakland Road, San Jose, CA 95131 or fax to: (408)321-8812.

...

LAWN TECHNICIAN/SALES

Lawn Technician and Salesperson -- Join fast growing company in start-up of a new outlet in Central N.J. college town. Must be self starter, motivated, sales oriented and field experienced. \$40K plus full benefits. Send resume to Mr. Bellis, P.O. Box 158, Mt. Freedom, N.J. 07970.

...

LANDSCAPE SPRAY SUPERVISOR

Position available for lawn and ornamental pest control operator. 5 years commercial experience, pest control operator's license, and associates degree or equivalent trade education in horticulture required. BS degree in ornamental horticulture preferred. Qualified individuals write Mike Guthrie at Ground Control Landscaping Inc. 6921 Hanging Moss Road., Orlando, FL 32807. Fax (407)678-8097.DFW-EOE



Management Positions

One of the nation's fastest growing landscape management firms is seeking aggressive knowledgeable individuals for District Management positions. Responsibilities include providing day-to-day support and training to a group of USL branches in the areas of operations and sales. Individuals must have strong leadership skills with a wide range of knowledge in the landscape maintenance industry. A great career opportunity with a very exciting company. Send resume or call for more information.

U.S. Lawns • 12716 Dupont Circle • Tampa, Florida • 33626 • (813) 855-9002

LANDSCAPE MAINTENANCE SALESPERSON

Established, quality oriented company seeks proven sales/customer service person with knowledge of landscape industry and Florida market. Individual should possess good communication skills and project a professional image. Base salary with an excellent incentive program and broad ranged benefits. Qualified individuals respond to Mike Guthrie at Ground Control Landscaping, Inc., 6921 Hanging Moss Road, Orlando, FL 32807. FAX (407) 678-8097. DFW-EOE

OPERATIONS MANAGER MAINTENANCE DIVISION

Orlando company has position available for an experienced landscape maintenance operator. Individual should have extensive industry background with emphasis on scheduling, personnel, client relations, and quality control. Division currently operates twenty-four crews throughout central Florida. Starting Salary 36K plus full benefit package with vehicle. Qualified

individuals respond to Mike Guthrie at Ground Control Landscaping, Inc., 6921 Hanging Moss Road, Orlando, FL 32807. FAX (407) 678-8097. DFW-EOE

GENERAL MANAGER CONSTRUCTION DIVISION

Orlando based landscape contractor seeks experienced leader in the field of commercial landscape and irrigation installation. Nationally recognized company with a history of award winning projects in multi-family, hotel, and resorts. Salary commensurate with ability. Complete benefit package with vehicle and outstanding opportunity for growth. Qualified individuals respond to Mike Guthrie at Ground Control Landscaping, Inc., 6921 Hanging Moss Road, Orlando, FL 32807. FAX (407) 678-8097. DFW-EOE

**LLM classifieds
— IT PAYS!**

COMING NEXT MONTH

The December issue of *Lawn & Landscape Maintenance* magazine is our 8th Annual Technical Resource Guide.

This issue contains a comprehensive compilation of new technology and research in pesticides, irrigation, mowing, composting and much more that appeared on the pages of LLM throughout 1994.

We'll also have the final installment of our year-long specialty pesticide series. This article will focus on safety in the work place.

The December issue also includes our 1995 Product Literature Guide and our 1994 article index.

Professional Growth with

"Principles of Turfgrass Management"

A home study course certified by the Professional Lawn Care Association of America and The University of Georgia.

- Expand your professional knowledge — at your own pace.
- Increase customer confidence.
- Become a Certified Turfgrass Professional.
- Train at home to master up-to-date turfgrass management principles conveniently and cost-effectively.

Write to: Karen Bishop, Georgia Center for Continuing Education, Room 191, The University of Georgia, Athens, Georgia 30602-3603, or call 1-800-542-8097.

Approved for pesticide applicator recertification in many states.

USE READER SERVICE #79



New from the University of California! PESTS of LANDSCAPE TREES and SHRUBS: *An Integrated Pest Management Guide*

This up to date and authoritative book on managing landscape pests features 330 color photos to help you identify hundreds of insects, mites, weeds, plant diseases, nematodes and other problems that damage trees and shrubs. Emphasizing an ecologically based IPM strategy, the book suggests design and maintenance practices that prevent pest problems, resistant cultivars, biological control agents, less-toxic pesticides and physical and mechanical controls. Fifty pages of easy-to-use problem-solving tables list hundreds of woody landscape

plants common throughout North America. 327 pages \$32 includes shipping and handling.

Order publication #3359 LLM, UCANR Publications, 6701 San Pablo Ave., Oakland, CA 94608-1239. With Visa or Mastercard call 800-994-8849 (in Calif. only) or 510-642-2431 or fax 510-643-5470.

REQUEST OUR 1995 CATALOG OF PUBLICATIONS!

USE READER SERVICE #78



As a lawn maintenance pro, you can't afford to see it from the smallest trimmer to the largest chain saw, is built

What's it all mean to you? Crews that are more productive. Equipment that costs less to own. And a business that's better able to deal with little things like taxes and payroll. So when you're ready to take a break from looking at grass, go see the fastest-growing

Most people see grass. You see taxes, the rent, and next week's payroll.

any other way. Sure, you

appreciate a pretty

yard. But it's a good bet

you appreciate a healthy

business even more. So let us

suggest a way to win on both

fronts: Shindaiwa. We offer a

complete line of hand-held

power equipment. Every model,



for commercial use. Our

equipment is light.

Powerful. Refreshingly

easy to use. And designed,

bolt to bolt, to shrug off the

harshest treatment. If you ever

do need service, you're

backed by a national

network of independent dealers.

line of professional equipment



in the industry. Visit your local

Shindaiwa dealer.



shindaiwa
WE SIMPLY MAKE THEM BETTER

Mulch more, faster



The new Steiner MX460 Mulching Deck does much more than the average mower. Six blades cut grass so finely, it decomposes quickly to nourish your turf. Smooth-rolling front caster wheels and a full-length rear roller precisely follow the lay of the land. Steiner's single-lever system makes it easy to adjust cutting height.

Why settle for less? For information about the most mulcher you can own, the only thing you need is a Steiner tractor and this telephone number: 216-828-0200.

STEINER

A turf tractor with a different twist


STEINER TURF EQUIPMENT, INC.

Mfg. in Dalton, OH

289 N. Kurzen Rd. • P.O. Box 504 • Dalton, OH 44618 • Phone: 216/828-0200

USE READER SERVICE #100