

ALLIGATORWEED from page 94
the leadership of Dr. Langeland, developed a herbicide program to meet that objective in 1983.

The first roundup

The program was introduced in the Scuppernong River where the problem was particularly severe. From boats, crews armed with hand-held sprayers applied Rodeo herbicide, a broad spectrum, post-emergence aquatic weed killer. The initial treatment was made during alligatorweed blooming in the spring, and was applied at a rate of 1.25 percent solution plus surfactant.

"Just a few weeks after the initial application, a substantial amount of mats and plants had already been eliminated," Langeland says. "We made a second application later in the year to control regrowth, and by the following year, found very few alligatorweed mats remaining. We were, in fact, highly successful in obtaining control of alligatorweed."

Another key factor, Langeland says, is the environmental compatibility of Rodeo. Tests have shown that the herbicide biodegrades rapidly and is activated on soil particles and sediment, has no effect on fish, humans or other mammals, and does not bioaccumulate in the food chain. This makes it safe to apply to water bodies used for recreation and commercial enterprises.

The management program has successfully and economically restored the Scuppernong as a fishing and recreation center for area residents. "Without busting our budget, we were able to reopen several miles of the Scuppernong to public boating, and eliminate the need for routine draglining at river bridges," Langeland says.

"In addition, we averted a major flood potential since, otherwise, there is always a high risk that the river can overflow due to the presence of a substantial number of alligatorweed mats obstructing water flow."

This program to control alligatorweed has been so successful that plans call for similar programs in other areas. "We are already applying Rodeo to small creeks and canal tributaries in the region," Langeland notes. "Once it has been eliminated from these waterways, reinfestation can only occur through vegetative reintroduction."

The last roundup

"Our goal is to completely eliminate the weed, maintaining alligatorweed populations at the lowest level possible by spot-spraying periodically,"

says Langeland. "We'd also like to make farmers more aware of the consequences of alligatorweed on their cropland and in drainage canals, and help them develop their own maintenance programs," Langeland concludes. "Through our cooperative efforts, we can maintain alligatorweed below problem proportions in the entire coastal plains." **LM**

COMING IN JUNE

2nd annual
report on
ATHLETIC TURF,
focusing on
the successful
maintenance of high
school fields.

MARKETING MANUVERS

from page 88

you should learn the best of the combination of Nos. 2 and 3 and use those salespeople who both see a large number of people and who are successful at closing the sale.

4. What is the retention rate for each individual salesperson? This is seldom done, but over a period of a season it will tell you which of your salespeople sold well and which oversold. If they oversold the customer, you will find a very low retention rate.

Those salespeople who were professional in explaining your services will have customers who remain with the company because the results will match their expectations. As with any type of management information, this list can grow considerably and be much more detailed.

The areas listed above are a starting framework. By gathering these types of marketing information you will have a much better understanding of your current customer base, who you should target in the future, and the internal efforts of your organization.

Your knowledge of these points will enable you to plan better and thus make your organization more competitive in the growing green industry marketplace. **LM**

EVENTS

APRIL

Texas Wildflower Day, April 24-25, Texas Women's University, Denton, Tex. Contact: Dr. Robert Collier, P.O. Box 22675-TWU Station, Denton, TX 76204; (817) 898-3326.

Turf & Landscape Institute, April 27-29, Anaheim Convention Center, Anaheim, Calif. Contact: Ed McNeill, 2492 E. Mountain St., Pasadena, CA 91104-3423; (818) 798-1715.

MAY

Mole Cricket Classic & Educational Seminar, May 4, Oak Mountain State Park, Birmingham, Ala. Contact: Judy Copeland, P.O. Box 70, Auburn, AL 36831-0070; (205) 887-6916.

Pest Control Workshop, May 7, Agricultural Center Auditorium, Sanford, Fla. Contact: Uday Yadav, University of Florida, extension service, Sanford, FL 32771; (305) 323-2500 ext. 182.

American Horticultural Society Annual Meeting, May 13-16, Omni Park Central Hotel, New York City, N.Y. Contact: Harriet Sweeney, AHS, P.O. Box 0105, Mt. Vernon, VA 22121; (703) 768-5700.

Western Chapter, International Society of Arboriculture Annual Conference, May 15-18, Santa Cruz Holiday Inn, Santa Cruz, Calif. Contact: Donald Blair, 1958 Latham St., Mountain View, CA 94040; (415) 967-4676.

North Carolina Turf & Landscape Field Day, NCSU Turf Field Center, Raleigh, N.C. Contact: J.M. Dipaola, Box 7620, North Carolina State University, Raleigh, NC 27695-7620; (919) 737-2657.

Hands-On Equipment Expo, May 15-16, Alameda County Fairgrounds, Pleasanton, Calif. Contact: Jim Kwiat, Sequoia Landscape Specialties, 236 Sequoia Ave., Walnut Creek, CA 94595. (415) 937-7973.

To ensure that your event is included, please forward it, at least 90 days in advance, to: Landscape Management Events, 7500 Old Oak Boulevard, Cleveland, OH 44130.