

GREEN INDUSTRY NEWS

LANDSCAPE MANAGEMENT

Average industry salary: \$29,000 per year

The average landscape manager who reads this magazine supervises 16 employees and has been in the green industry for 14 years. According to original research conducted by Readex, Inc. for LANDSCAPE MANAGEMENT, the average landscape manager also makes about \$29,000 per year.

The survey, conducted last winter, determined that 46.9 percent of the random sample of LM readers have a college degree and that 70.2 percent have attended college.

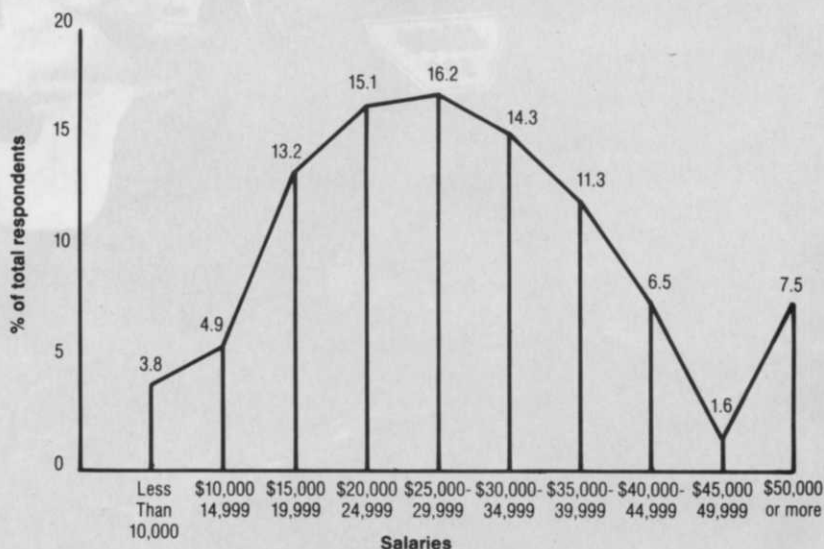
Other averages from the survey:

- acres of turf maintained: 157
- miles of rights-of-way maintained: 71.5 miles;
- lake acres maintained: 25.3; and
- number of years in present position: 10.

Respondents supervising more than 50 employees was 5.7% of the sample. Those supervising 20-49 people was 11.6%; 10-19 was 25.1 percent; 5-9 was 25.1 percent and 1-4 was 20.2 percent.

The results were based on a sample size of 371 out of 500 questionnaires mailed, a response rate of 74 percent.

LANDSCAPE MANAGERS' ANNUAL SALARIES



INDUSTRY

Barefoot strikes agreement with Scott's parent company

CDS Holding Co., a division of Clayton & Dubilier, New York, N.Y., has acquired controlling interest in Worthington, Ohio-based Barefoot Grass Lawn Service, Inc., for an undisclosed amount. The company also owns O.M. Scott & Sons.

"The management of CDS Holding was interested in increasing their participation in the lawn care business," says Kimberly J. Rendleman, a spokesperson for CDS. She adds that Barefoot Grass is recognized nationally as a leader in the lawn care industry.

Barefoot Grass is the fourth largest lawn care company in the country, with 43 branch and franchise outlets. Revenue for 1986 was \$17.2 million for the branches, \$4.8 million for the franchises.

"They (Dubilier) brought more to the table than money," says Barefoot Grass president Patrick Norton. "I'm very enthusiastic."

Norton feels the action will bring about little change in the company's present operations. He says one stipulation of Clayton Dubilier's buyouts is that management usually stays and continues to have a stake in the operation. CDS Holding's Rendleman confirms this, adding that no management changes are planned.



Norton

"O.M. Scott has the best name in do-it-yourself lawn care," Norton says. "There are some interesting though yet undefined opportunities as far as that goes."

"They'll open some doors for us as far as the ability to fund growth," he adds.

ASSOCIATIONS

N.A.A. to open its membership ranks

The National Arborist Association has opened its doors to any commercial tree service.

In the past, the N.A.A. had required prospective members to be recommended by a member firm. That requirement has been dropped.

"We are increasing our staff from six to seven people," says executive director Bob Felix. "We would like to increase our membership from our current 600 to include many of the other 13,000 tree services which make up our industry."

"We would also like to upgrade those who aren't members through communication and education. We need better trained tree workers, crew leaders and owner knowledge about the tree care business," Felix notes.

With a larger member base, Felix feels the N.A.A. can better serve the industry.

For more information, contact Patricia Felix, N.A.A., 174 Route 101, Bedford, NH 03102. Phone number there is (603) 472-2255.



New faces at LM

Jon Miducki (above left) has been named national sales manager for LANDSCAPE MANAGEMENT magazine, according to publisher Dick Gore. Miducki had been regional sales manager. Added to the sales staff of the magazine as regional sales managers are Marsha Dover (center), who will be serving portions of the Midwest, and former managing editor Ken Kuhajda (right), whose territory will cover the upper Eastern seaboard and New England. Bob Mierow will continue to service the West Coast.

CONVENTIONS

Staubach keynotes annual PLCAA show

Hall of Fame quarterback Roger Staubach, the winningest quarterback in National Football League history, will present the keynote address for the eighth annual Professional Lawn Care Association of America's Conference and Show in San Antonio, November 12-15.

Staubach played 11 seasons in the NFL after getting a late start on his professional career because of his four-year military obligation following graduation from the Naval Academy.

He was the Cowboys' starting quarterback for 8½ seasons, leading them to victories in Super Bowls VI and XII. Staubach won many honors in his college and pro career, including the Heisman Trophy as the top collegiate player in 1963, and the Bert Bell Award in 1971 as the top player in the NFL.

READERS RESPOND

How would a change in the minimum wage affect you?

A bill introduced by Sen. Edward Kennedy (D-Mass.) would eventually raise the minimum wage to \$5 per hour. If passed, the bill could have an effect on the green industry.



"I am of the opinion that the minimum wage is controlled by supply and demand. Because of the short supply of labor, businesses are already paying that much to get people in the door. So, in this area it won't have much effect."

—Susan B. Haupt
The Haupt Tree Co.
Suffolk, Mass.



"The impact I think it's going to have on our business is in several things. Operations will become more automated, relying more on chemicals. I don't think any of the impact will be good. It will raise everybody's costs across the board. Fifty percent of everything we buy is labor-related.

"Anybody naive enough to believe that it's not going to have an effect because they pay more than the minimum wage now is crazy."

—Dave Pinkus
North Haven Gardens
Dallas, Tex.



"We pay pretty much that anyway. They make close to that starting out, and if they can do the job then we raise them up. I'm looking to pay bigger bucks than \$5 to hold these guys if they're good."

—Bob Berry
Lancaster Landscape
Arlington, Va.

For Maximum Emergence
And Seedling Establishment,
Ask For

APRON[®]

Treated Turfgrass Seed.



Apron Treated

Untreated

Apron, a systemic seed treatment fungicide, controls *Pythium* up to 21 days after seeding on turf species like ryegrass, fescue and bentgrass.

Length of control may vary based on environmental and management conditions.

As the seed starts to germinate, Apron is systemically translocated throughout the entire growing seedling.

Since Apron systemically protects young plants from *Pythium* seed decay and damping off, you get maximum emergence and seedling establishment.

For broad spectrum seed and seedling disease control, you can have your seed treated with Apron and either Captan or Thiram.

Call your seed distributor today and ask for Apron treated seed for all your professional turfgrass plantings.

Gustafson 

P.O. Box 660065 • Dallas, Texas 75266 • (214)985-8877

Apron is a Reg. TM of CIBA-GEIGY
Gustafson (logo) is a Reg. TM of Gustafson, Inc.

CHEMICALS

Elanco announces name of herbicide

Elanco Products Company has formally named its broadleaf pre-emergence herbicide EL107 "Encore."

The non-phenoxy herbicide, chemical name isoxaben, is registered to work on over 40 broadleaf weeds, though it doesn't control perennial dandelions. According to Elanco communications manager Roger Foulks, it does suppress seedling dandelions with about 80 percent efficiency. It has no post-emergence activity.

Development of the herbicide began about nine years ago, Foulks says. It was first introduced in England in 1981 for pre-emergence control of winter annuals in wheat and barley fields. Application rates were about 10 to 20 grams per acre, though Foulks says rates would be higher for turf.

ChemLawn has been conducting trials with the herbicide in the U.S. The herbicide is intended for use in the spring to control summer annuals, and in the fall to control winter annuals. Foulks says Elanco expects EPA registration in time for use in Fall, 1988.

PEOPLE

Retirement for industry leaders

Two distinguished members of the green industry will retire after more than 25 years of service to the industry.

Bob Lederer is retiring this month after 29 years with the American Association of Nurserymen, the last 23 serving as executive vice president.

He is noted for working with a



Nancy Reagan and Bob Lederer

number of First Ladies on various programs, beginning with Lady Bird Johnson in her National Beautifica-
continued on page 14

STATE OF THE UNION...Union membership will be mandatory if a new bill gets through Congress. H.R. 281, known as the anti-double breasting bill, calls for compulsory union membership for construction workers, including landscape firms and contractors. Such a law could escalate labor costs, reducing the ability of some firms to compete for landscape bids. The American Association of Nurserymen is asking landscape managers to oppose the bill. Write your representative at U.S. House of Representatives, Washington, D.C. 20515; (202) 224-3121.

HOLE-HEARTED RESEARCH...Preliminary athletic turf studies at the University of California at Riverside by Matt Leonard, Ph.D., with polyethylene covers determine that the hole size in the covers has some effect on turfgrass ground temperatures. Leonard evaluated hole sizes of 1/4, 1/2, and 3/4 inches on five-inch centers and concluded that the smaller hole size seemed best because more heat could be retained longer.

GETTING IT STRAIGHT...Turf Seed sells wildflower mixes, not Tee-2-Green, as we reported in the May issue of LANDSCAPE MANAGEMENT. In addition, we reported in the April issue that since Jacklin Seed Co. was increasing its bentgrass growing acreage by 35 percent, supplies of Pennlinks, Penncross and Seaside bentgrasses would be good. However, Gayle Jacklin points out that high demand may keep supplies limited.

HOUSEHOLD CHORES...How many pesticides is the average person exposed to during the day? The EPA wants to know. A study is looking at homes in Springfield, Mass., and Jacksonville, Fla. About 50 participants will carry personal air monitors to determine their exposure to about 30 different household pesticides during routine daily activities. Identical monitors will be placed in the homes and yards of the participants. Several participants will be asked to perform pesticide applications. The results are due in late 1988.

PALM TREES IN NEW YORK?...In the "On Design" feature in June (page 63) pictures at the bottom of the page were reversed. The Oyster Bay, N.Y. residence by Alley Pond Nurseries Huntington, Inc. of Dix Hills, N.Y. is set in a wooded area containing redbuds, weeping hemlock and birch. The Ft. Lauderdale, Fla., project designed by Roland Lieber of Naples, Fla. and installed by Friends Landscape of Ft. Lauderdale, contains tropical Alexander palms and bougainvillea. We apologize for the mix-up.

DEALING WITH DROUGHT...According to Fred V. Grau, Ph.D., of the Musser Foundation and National Sports Turf Council, soil fortified with a teeming microbial population delays drought effects. By furnishing organic nitrogen, he says, the turf is maintained in an organic system. "In this system, fine soil particles are formed into grape-like clusters by the process of flocculation. Turf that has been nourished continually and consistently with ureaform (Nitroform) is the last to exhibit drought effects."

tion Program during the 1960s. He has worked with Patricia Nixon, Rosalyn Carter and Nancy Reagan on AAN's National Landscape Awards Program.

He also serves as the vice president on the board of the National Wildflower Research Center.



Ablon

Leonard Ablon, vice president of sales for Western Landscape Construction, a subsidiary of Environmental Industries, Inc., Calabasas, Calif., will retire after 25 years with Environmental. He will continue with EII in an advisory role.

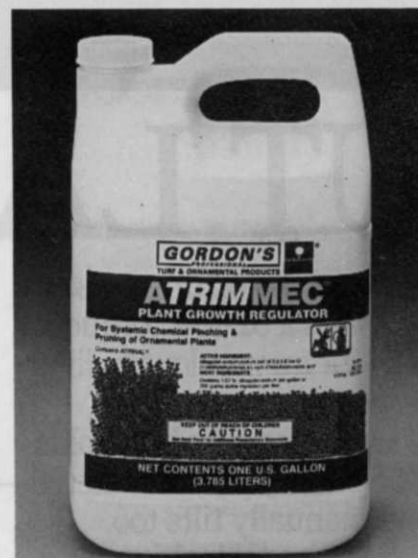
Ablon joined EII subsidiary Valley Crest Landscaping in June, 1962, and was instrumental in the growth of the company over the following years. In 1965 he became president of V.C. Irrigation, a company established to handle irrigation installation for Valley Crest Landscape and other contractors. He remained president until 1969, when V.C. Irrigation merged with Valley Crest Landscaping.

PRODUCTS

Growth regulator can reduce pruning

A new plant growth regulator registered for use on shrubs, hedges and trees has been released by PBI-Gordon.

According to the company, Atrim-



mec Plant Growth Regulator will cut pruning and labor costs by 50 percent or more.

The active ingredient in Atrimmec, atrinal, interrupts apical domi-

continued on page 16

nance, halting growth at the vegetation point. This marks the first time an atrinal formulation has been available for plant growth regulation in the United States.

The company maintains that the product will inhibit upward growth while encouraging lateral branching, allowing the plants to fill in. The chemical is applied as a foliar spray after ornamentals are trimmed. The active ingredient is translocated from the leaves to the growing tips. For larger trees, Atrimmec is applied by injection. The product has no effect on

grassy plants.

Atrimmec causes only minute discoloration of leaf blade edges, notes PBI-Gordon's Hal Dickey. Because of this, he adds, "we don't think that people will go to the time and expense to mask it."

According to the company, one gallon of finished spray solution, containing 1 to 3 oz. of Atrimmec, will cover 400 to 600 sq. ft. of hedges, groundcovers or other vegetation. Atrimmec sells for about \$208 per gallon.

PBI-Gordon has also introduced Ornamec Grass Herbicide, a post-

emergent for control of annual and perennial grasses in ornamentals. Labeled for use on nearly 500 ornamentals, it is the result of an agreement with ICI-Americas, Inc., to formulate, package, market and sell fluzafop-P-butyl (Fusilade) herbicide in the United States under the PBI-Gordon trade name and logo. Fusilade has previously been used in crop agriculture.

Ornamec can be applied over the top on most of the ornamentals on its label, according to PBI-Gordon director of research Jan van Diepen, Ph.D. He notes that 30 grass weed species appear on Ornamec's label, with several more to be added in the future.

"Promark's 16SP has gotten me out of some really tight spots."

"My Promark 16SP stump grinder is compact, powerful and maneuverable. So, it's easy to move to job sites. And easy to use on the job."

Same goes for my 310 Chipper. Its rotating feed feature saves me extra work. And it's powerful, yet controlled. Large branches and limbs are processed without branch whip or chip ricochet. So I feel comfortable when my wife uses it.

Now that Kay and I have Promark, we won't use anything less."

Wayne and Kay Cole
Wayne Cole's Tree Service
Chino, CA

For information or a free demo on Promark's complete line of high quality stump grinders, chippers, log splitters and aerial lifts, call (818) 961-9783.

Promark

The difference is design

Promark Products, Inc.
330 9th Avenue
City of Industry, California 91746



Circle No. 138 on Reader Inquiry Card

INDUSTRY

Nor-Am gets U.S. rights to fungicide

Nor-Am Chemical Co. has reached an agreement with Nihon Nohyaku Co. of Tokyo, to give Nor-Am sole U.S. licensing rights to a new fungicide compound.

The fungicide, flutolanil, is already in use in some areas of Asia, where it has been used primarily on rice fields.

According to George E. Jones of Nor-Am, the company will conduct field trials over the next two to three years to accumulate data for submission to EPA for approval to market the product, directed at agriculture, turf and ornamentals.

He expects it to be at least three or four years before the product, which is as yet unnamed, will be released to the market.

DISEASES

Multiple diseases the bane of courses

Golf course superintendents are having an exceptionally hard time coping with diseases of turfgrass this summer, according to Houston Couch, Ph.D., of Virginia Polytechnic Institute and State University.

"I've gotten calls from Ohio, North and South Carolina, Colorado, Nebraska, Texas, California and elsewhere this year," says Couch. "People are controlling one disease but something else comes in. I know for a fact that there are people losing jobs over this problem."

Couch suggests that golf course superintendents not "lock in" on one disease, but be on the look-out for multiple pathogens.

"This is proving to be the year of the pathologist," he claims.