

# SHORT CUTS

**SPORTS MANIA...**Charlie Racusin of Environmental Landscape Services, Houston, is a sports nut. But he's also a good businessman. The result? A booming landscape company and plenty of tickets to athletic events. Racusin, besides taking in the games themselves, gives out freebie tickets to his best clients. For instance, last fall, he bought 42 tickets to each of the Houston Astros' NL Playoff Series games against the New York Mets. "There's not a week that goes by that we don't give a client something for free," Racusin reports. And it apparently works.

**CHARGE IT...**Landscape managers will soon be able to purchase equipment by whipping a piece of plastic out of their back pocket and saying "charge it." Bob Brophy, new landscape product manager at Cushman Ryan, says the company might be instituting a credit card program for the green industry. The credit cards could be used for any line of Cushman equipment.

**FUTURE SHOCK...**A system being developed by Electrofac Corp., Kansas City, Mo., could add a new dimension to the battle against insects: electrocution. The system, which fries insects without toasting leaves, is possible because most plants can shrug off enough electricity to get rid of the pests. A diesel-powered generator moves through fields, carrying a tunnel of charged metal plates over rows of plants. A current moves through the plant when the leaf touches the metal, killing insects on the plant and in the earth near the roots.

**PESTICIDE PICTURE SHOW...**A video series teaching landscape pesticide safety has been developed by Idea Bank for employees of organizations handling landscape chemicals. The two videos in the series, entitled "Working With Pesticides," deal with in-field safety and meeting OSHA requirements for handling hazardous substances. Cost is \$149.95 postage paid. Contact The Idea Bank (800) 621-1136. In Arizona, call (602) 829-1233. By mail, send payment or purchase order to The Idea Bank, Pesticide Videos, 1000 E. Apache Blvd., Suite 211, Tempe, AZ 85281.

**COLOR CALENDAR...**Brouwer Turf Equipment is offering a free four-color 1987 year-at-a-glance turfgrass industrial calendar that includes turf industry shows and convention dates. Contact Brouwer at Woodbine Ave., Keswick, Ontario L4P 3E9.

**FERTILIZER FRENZY...**There's a movement in the green industry to try to convince fertilizer companies to express pure phosphorous and pure potassium content on the bags. The three numbers on the bag are nitrogen, phosphate and potash. Phosphate and potash are the oxidized forms of phosphorous and potassium, respectively. Dr. Larry Leuthold of Kansas State University says, as things stand now, these conversion formulas must be used: to convert  $P_2O_5$  to P multiply by .44; to convert  $K_2O$  to K multiply by .83.

## CONVENTIONS *from page 11*

show from last year's. In all, 225 exhibitors will show their stuff at the Expo, Tuesday through Thursday, March 3-5 at the O'Hare Exposition Center in Rosemont, Ill.

In addition, a greatly expanded conference program will run the full gamut of topics: from the business side to the legal side to the field side.

Joining last year's standout speakers, industry experts Dr. Rudd McGary and Ed Wandtke of All-Green Management Associates, will be Dr. Marty Petrovic of Cornell, James Leatzow of Leatzow Agency/Financial Guardian, attorney Richard Lehr and Dr. Ray Freeborg of Purdue.

Deadline for attendee pre-registration is Feb. 10. Conference hours run from 8 a.m. to 5 p.m. all three days. The Expo hours are 9:30 a.m. to 4 p.m. Tuesday and Wednesday, and 9:30 a.m. to 3 p.m. Thursday.

If traveling by air to the Expo, call Travel Planners, Inc., the official travel agency of the Landscape Expo. They are guaranteeing up to 45 percent savings on full coach fares on American Airlines, though some restrictions may apply. If your airport is not serviced by American, call anyway. Travel Planners can still provide discounted fares on most carriers. Seats will be going fast, so call (800) 221-3531 or in New York, call (212) 473-4688.

## LEGISLATION

### Restrictive law is passed in California

Commercial pesticide users in California are waiting for the governor to tell them which pesticides they can't use. On Nov. 4, voters approved Proposition 65, the Safe Drinking Water and Toxics Enforcement Act.

Businesses with 10 or more employees will not be allowed to use any chemical defined as carcinogenic or potentially carcinogenic if there is any possibility that it could contaminate groundwater.

Government entities are exempt.

A citizen right-of action clause enables anyone to bring action to enforce the law. It also includes a "bounty hunter" proposition: private citizens who bring enforcement will receive 25 percent of any penalties collected by the state.

Steve Hardyman of ChemLawn said a preliminary list of carcinogenic chemicals supplied by the state included only two chemicals his company uses. And those are not critical to operations.

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