

SHORT CUTS

EL TORO from page 11

A third study, also conducted at the university's Riverside facility, showed that sod producers need to be more concerned about slow root regrowth than phytotoxicity when applying some commonly-used pre-emergence herbicides between harvests to El Toro zoysiagrass sod swards.

David W. Cudney, Cooperative Extension Weed scientist here, reported that only atrazine treatments showed a color reduction. Oxadiazon and atrazine treatments didn't significantly reduce root length. Benefin, at its lower application rate of 3 lbs. Ai/acre, resulted in slight reduction in root length. The high rate of benefin and both rates of bensulide, pendimethalin and prodiamine reduced root length, as did combination treatments of benefin plus trifluralin, benefin plus oryzalin and benefin plus oxadiazon. □

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Dealer says industry faces important issues

NORTH RIDGEVILLE, Ohio — The green industry has some important issues to face in the coming years, according to Larry Munn.

"Things are changing," says Munn, who is celebrating his 30th year as an equipment dealer. "I understand the grass clippings are causing problems with the EPA. So manufacturers are scrambling to deal with this problem as far as innovative equipment goes." Some companies, like Excel Industries, have equipment that automatically mulches the clippings.

In parts of the country, laws exist to outlaw people from collecting and then dumping grass clippings because of possible pesticide contamination.

"Mulching grass is not new," continues Munn.

Munn, originally an agri-

KEEPING IN TOUCH...Dick Bare, president of Arbor-Nomics, Inc., of Norcross, Ga., sends newsletters to all of his commercial and residential clients. "The Turfette" is for turf customers. "The Buggette" goes to tree and shrub customers. The letters are sent five times a year and contain topics such as lawn care, disease control and water conservation. "The newsletters have helped us build up the company," says Bare. "I try to write them like a friendly letter." Bare has learned the importance of image, and he wants to let his customer know that he's friendly, concerned, and easy to talk to.

HOUSING STEADY...The short term outlook for housing starts is pretty good, according to **Gopal Ahluwalia**, a Washington, D.C. housing analyst. Ahluwalia forecasts 1.39 million new homes to be built in 1989, down slightly from the 1988 figure of 1.49 million. Looking further ahead, he predicts 1.5 million new homes for 1990, and 1.6 million for both 1991 and 1992. Changing demographics will cause a slowdown in 1993. The ideal home size has also grown considerably. According to Ahluwalia, 1,200 sq. ft. was ideal 25 years ago. Today, homeowners want 1,800 to 2,000 sq. ft. Of course, paying for it is another story.

KEEP THEM SINGLE...Marriage can wreak havoc with your employee health coverage. Speaking from his experience as an employer, **Tim Doppel**, president of Atwood Lawn Spray, Sterling Heights, Mich., says medical coverage for a single male costs \$800 per year. But as soon as that worker ties the knot (and what self-respecting boss wouldn't include the wife in the health plan?) the cost soars to \$3000.

ONE NAME, NEW OFFICE...Arizona-based Environmental Earthscapes/The Groundskeeper has grouped both companies under the name "The Groundskeeper." According to president **Jack Hasbrouck, Jr.** Recent "changes in the market demand for our services combined with increased regulation of our industry has caused us to re-evaluate our prior decision of maintaining separate divisional names." Hasbrouck said he was licensed to apply pesticides only under The Groundskeeper name, "and if I did a landscape construction under the Environmental Earthscapes name, I'd have to have The Groundskeeper subcontract to my own company." The Groundskeeper recently opened a new facility in Tucson.

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