

LANDSCAPE MANAGEMENT

LAWN CARE

LCOs celebrate in Vegas; Steinau issues challenge

LAS VEGAS, Nev. — Richard Steinau was installed as new president of the Professional Lawn Care Association of America (PLCAA) at its 10th annual convention and trade show here last month. In his acceptance speech, Steinau challenged the organization's membership.

"The choice is yours: spectator or participant?," Steinau said. "I'm going to offer you the chance to get involved as you never have before—to shape your future and the future of an entire industry. We need to hear your thoughts; we need your participation."

Steinau is president of Greenlon Lawn Care Services in Cincinnati, Ohio.

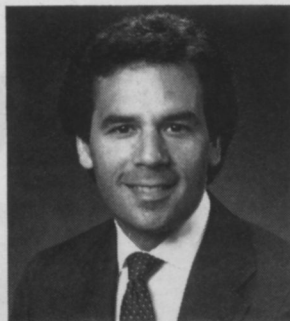
Bob Parmley, bringing an end to his one-year presidential tenure, pointed to advances in PLCAA affairs. "We raised dues a bunch," he recounted. "It was truly a painful decision, (but) your organization is now better equipped to be proactive and cope with the issues facing the industry."

Secretary David Sek's report noted 184 new members during fiscal 1989 to bring the PLCAA's total to 1259. The trade show, he said, was extremely successful with a pre-registration of 1101, 167 exhibitors and 67,000 sq. ft. of exhibition space.

Executive vice-president Jim Brooks said that even more members are



New PLCAA president Rick Steinau (below photo) issued a challenge to LCOs, then past president Bob Parmley (top photo, with knife) joined founding members in celebrating the organization's 10th anniversary convention and show.



needed.

"We are colleagues, not competitors, at meetings like this," he said. "I'd like us all to carry that colleaguesmanship back to our communities. Do your part to bring other companies to be a part of us, and it'll really pay off."

"Our new competitors are the environmentalists and legislators. We set a goal in 1990 of having 2,000 members, but we won't meet that goal without help from you, our current members."

Former PLCAA president Russ Frith, president of Lawn Doctor and chairman of the new Education and Research Committee, reported pledges amounting to \$118,500. *Lawn Care Industry* magazine led the way with a pledge equal to \$50,000 over the next three years. The E&R Committee also realized \$4,000 in profits from a pre-show benefit golf tournament.

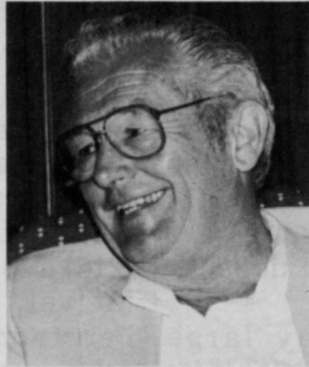
Other officers elected unanimously at the annual meeting: J. David Fuller of Fullcare, Louisville, Ky. and Joseph L. Winland of Tru Green Corp., Alpharetta, Ga. as vice-presidents and Neal A. Deangelo of Lawn Specialties, Hazelton, Pa. as secretary/treasurer.

Directors elected to three-year terms are Edward J. Coia of Lawnmark, Hudson, Ohio; Denny Linnell of LawnLife Corp., Salt Lake City, Utah; Jerome L. Faulring of Hydro Lawn, Gaithersburg, Md.; Patrick J. Nibler of ProGrass, Wilsonville, Ore. and Daryle L. Johnson of All American Turf Beauty, Van

Meter, Ia.

At the opening ceremonies, *Lawn Care Industry* magazine publisher Jon Miducki presented its "Man of the Year" award to James I. FitzGibbon, CEO of Lesco, Inc., in Rocky River, Ohio.

"Many names crossed our minds in trying to decide what one person made the most significant contribution to the industry," Miducki said. "(We found) one person who consistently went the extra mile. FitzGibbon had the foresight to recognize lawn care as a separate industry from landscape, and has been instrumental in developing marketing programs and distribution systems to benefit the LCO."



Lawn Care Industry magazine "Man of the Year" James I. FitzGibbon.

The lengthy but interesting opening session also featured a reunion of some of the organization's 36 founding members, who gathered in Fort Mitchell, Ky. on June 14, 1979. □

ORGANIZATIONS

REAP scientists offer certification

LAS VEGAS, Nev. — Formation of a new organization, the Registry of Environmental and Agricultural Professionals (REAP), has been approved by the Board of Directors of the American Society of Agronomy.

REAP will provide standards and certification for professionals working on "agricultural, urban, public health and environmental services."

To join REAP, a society or organization will need to develop its own registry and certification program for members. Working to-

gether, REAP societies will benefit by using the same offices, staff and other resources.

"REAP represents a strong move in the right direction to pull a number of disciplines and organizations together so they can mutually benefit," says Dr. Ricks Pluenneke, a plant scientist from Fort Worth, Texas. "Many of us work with properties where we deal not with just one aspect but the whole landscape package."

Pluenneke believes that certification is becoming more important, and that better communication between scientists with different specialties and with practicing professionals is imperative.

"In modern agriculture, unquestionably the biggest problem facing us now is our inability to adequately communicate with the public," says Pluenneke. "we need to get our act together, and REAP will help us with that as it grows."



Pluenneke

Pluenneke was named chairman of the Soil & Plant Science Division, or Division A-8. For the sub-division for urban professionals, he has enlisted the services of Dr. Jim McAfee of ChemLawn Corp.

Standards and certification requirements would be the responsibility of each member society with approval of REAP directors.

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LEGISLATION

Drug testing is here, now, for lawn, landscape drivers

WASHINGTON, D.C. — Drivers of trucks carrying commonly-used lawn care chemicals will be required to be tested for drugs under new federal regulations that begin this month.

Lawn and landscape companies which employ 50 or more drivers must comply by Dec. 21 with new sections of the Commercial Motor Vehicle Safety Act of 1986. Those with fewer than 50 drivers have until Dec. 21, 1990 to begin a drug testing program.

"The problem with these rules is enforcement," says Paul Skorupa, assistant director of the Pesticide Public Policy Foundation.

"People could probably get away with it (failure to do drug tests) for years and years," he says, just as they now skirt DOT

regulations on packaging and shipping hazardous materials.

However, enforcement is likely to occur if a vehicle is involved in a traffic accident. The U.S. Department of Transportation may then find cause to audit the company headquarters and the entire operation, Skorupa warns.

A number of consulting firms will provide drug testing along with the required notification and documentation.

Drivers are to be tested for the presence of marijuana, cocaine, opiates, amphetamines and phencyclidine (PCP).

If test results indicate that a driver has used drugs, the new rules do not mandate that the person be fired. Each company, though, must have a written policy on how such an offense would be dealt with. □

GOLF

Groundwater may remain nitrate-free

ITHACA, N.Y. — With good management practices, golf courses can protect groundwater from nitrate contamination, according to a recent study by Dr. Martin Petrovic of Cornell University.

Petrovic recommends applying frequent, light rates of nitrogen, or using slow-release nitrogen resources, even though they may be more costly. Superintendents also should avoid fertilizing when turfgrass is naturally slow growing, especially in cool weather.

Managers, Petrovic adds, should conservatively irrigate the golf course to both save water and reduce leaching. They also can reduce the scope of "heavily-managed" areas and use fewer energy-demanding plants where possible.

Petrovic adds that research on greens-type sites (high sand content) does not support the conclusion that golf courses are prone to heavy nitrate leaching, especially with today's trend toward lower nitrogen rates and slow-release sources. □

Correction

The chart accompanying our October seed report failed to list Pickseed's Crossfire and Shortstop as dwarf tall fescues. Also, Mustang is a Pickseed variety, not a Turf-Seed variety, as was listed.

LANDSCAPE MANAGEMENT apologizes for the errors. □

REAP from page 11

Noted Dr. Arden Baltensperger, new president of the American Society of Agronomy: "The REAP approach to certification is very timely to turfgrass practitioners and consultants at a period when environmental concerns are so much in the limelight. It could complement existing certification programs such as that of the Golf Course Superintendents Association of America."

REAP will not be limited to scientific societies but can include professional organizations in the turf, landscape and urban forestry sectors, including those which may already have existing certification programs, Plueneke notes.

Interested organizations should write Dr. Robert Barnes, ASA, 677 S. Segoe Rd., Madison, WI 53711.

The ASA made the recommendations in October at its annual meeting in Las Vegas, Nev. □

LANDSCAPING

The 'Top 50:' do you qualify?

CLEVELAND — LANDSCAPE MANAGEMENT magazine will publish its fourth annual listing of the Top 50 landscape contractors in the U.S.A. in March, 1990. Companies are permitted on the list depending on size.

Is your company large enough to make the list? If its sales revenues were \$2 million or more in 1989, it may qualify

for the Top 50 list. If sales are less than \$2 million but more than \$1 million, it may make our "Best of the Rest" category. For more information, call the LM editorial offices at (216) 243-8100. Ask for Terry McIver, Jerry Roche or Will Perry and we'll make sure you get a copy of the questionnaire we send out to qualifying companies. □

SERVICES

Computer program ends search for ornamentals

FORT LAUDERDALE, Fla. — The most comprehensive on-line electronic retrieval service for buyers and sellers of ornamental plants and foliage has been introduced by Betrock Publishing Inc.

Called PlantSearch, this

state-of-the-art program enables landscape architects, landscape contractors, nurserymen, plant brokers and interiorscapers to instantaneously locate hundreds of plants in Florida and other states.

"This stands to revolutionize the plant searching business as we know it today," says company president Irv Betrock.

PlantSearch subscribers can access a daily updated electronic library just by dialing a toll-free line through a personal com-

puter any time of the day or night. The program offers listings of more than 10,000 plants from 500 nurseries. In addition, subscribers will be informed of the plant's specific characteristics like water and food needs, soil suitability, salt tolerance, etc.

The service is available in the U.S., Canada, the Netherlands, West Germany, Italy, France and England. For more information, call April Hutchinson at Betrock: (305) 434-4440. □

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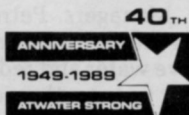


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TRAINING

Consulting firm to offer training, workshops, testing, certification for lawn and landscape industries

CLEARWATER, Fla. — A new consulting firm will produce educational materials, plan training workshops and meetings, and develop testing procedures and certification programs for the green industry. Its name: Horticultural Education Services Inc. (HES).

The firm has already produced a certification manual for landscape maintenance operators. It is writing another manual for supervisors in maintenance. Also in the planning stage is a workshop for consultants, with emphasis on the preparation of reports.

"Many instances occur where the actual presentation of a report can be the primary influence on a consultant's continuing with a client or not," says HES president Dr. Derek Burch. "The professionalism which is displayed is the indication of a person's ability to produce top results." Burch is also executive secretary of the Florida Ornamental Growers Assn.

Jack Siebenthaler serves as vice president, and Charles Binaman is secretary/treasurer.

For more information, call (813) 446-3356. □