

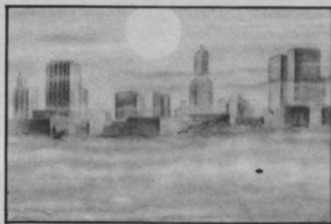
## Savage Heat Waves, Water Shortages, Parched Farms Year After Year After Year

The National Arbor Day Foundation Urges You to Plant Trees to Fight the Greenhouse Effect

The Greenhouse Effect may take hold of the Earth in your lifetime.

If that happens, the huge polar ice caps may melt, causing oceans to flood coastal cities. Drought will plague America's breadbasket. Rivers that supply water to cities will dry up. Heat waves will be commonplace.

A sharp increase in atmospheric carbon dioxide is a major cause of the Greenhouse Effect. Trees remove carbon dioxide from the atmosphere, but mankind has destroyed a third of the world's forests.



You can make a difference. Trees you plant may be our best line of defense.

**Free Booklet.** The National Arbor Day Foundation has published a free tree planting guidebook titled *Conservation Trees*. Return the coupon below and I'll send your free booklet by return mail.

*John Rosenow*

John Rosenow, Executive Director  
National Arbor Day Foundation

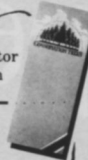
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Address \_\_\_\_\_

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Mail to: Conservation Trees, National Arbor Day  
Foundation, Nebraska City, NE 68410



## LAWN CARE

# Service still king, but is hard to find

MINNEAPOLIS — Service in America stinks.

That's the opinion of author Ron Zemke who does not hesitate to tell the lawn care industry so.

Why is service so lousy when most businesses realize how important good service is to their success?

"Because," says Zemke, "they try to manage the delivery of services the same way they manage the production of commodities," and those two concepts are like night and day.

Zemke believes there are four keys making up "the service triangle:"

- Understanding customer wants and needs.

- An articulated service strategy, a sense of what is to be accomplished with the customer. "When everyone in the organization knows what you are trying to do to and for the customer," says Zemke, "you stand a chance of it happening."

- Delivery systems—or rules—that are designed with the customer in mind.

- Well-trained employees who understand the needs and wants of the customer, and who are in line with the company's strategy for meet-



Ron Zemke

ing those needs.

Zemke says the corporate hero of the 1990s will be the executive who understands the world of service, and strives to satisfy the needs of both internal and external customers.

"The successful organizations will be those known for their steadfast commitment to service quality, and their ability to deliver it without fail."

"If you're not serving the customer," says Zemke, "you'd better be serving someone who is."

Zemke's latest book is titled "Service America! Doing Business in the New Economy." □

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## SEED

# Demise of field burning?

MARTINSVILLE, N.J. — This year may in fact be the last time open burning of seed fields is allowed in Oregon, says Gary L. Parker, general manager of Lofts Great Western Seed Co. Next year, growers will be spending substantially more money to eradicate remnants of the 1990 crop, he says.

"We'll be okay this year," Parker says. "They (the Oregon state legislature) are not going to shut us off completely, unless something truly unexpected happens."

Parker, addressing visitors at the Lofts Annual Field Day,

says that propane burning is the most likely alternative, though it will add anywhere from \$20 to \$70 to the cost of field burning. "I think the actual increase will be closer to \$40 an acre," predicts Parker. "Yes, it's an added expense, but if the legislature says that's the way it's going to be, that's the way it's going to be."

Parker notes that propane equipment will cost growers close to \$30,000, but that isn't his biggest worry. "We're at the point now where they want to regulate propane burning too. We're a little nervous about that. Hopefully calm heads will prevail." □