

From tearing up turf to laying down sod

LANCASTER, Calif. — Wendell Tyler has gone from tearing up turf to laying down sod.

The former Los Angeles Ram and San Francisco 49ers running back has come to the Antelope Valley, the desert area of Los Angeles County, to start a lawn care business. In June, Tyler launched All-Pro Lawn Care, which specialized in lawn care for commercial properties.

Tyler wants to apply the same drive he had in football to his new business.

"It's like being at Pop Warner all over again—a pro Pop Warner," he says.

Tyler, 34, retired from football three years ago, but he still looks as if he could play the game. The 5-foot-10, 180-pounder still appears to possess excel-

lent upper body strength.

References to his football past pop up often in Tyler's conversation. He believes his football background will help him in business.

"From football, I have dedication, discipline and determination," he says. "I believe that if you work hard you can do anything you want to."

Tyler speaks constantly about the virtues of having dreams and working hard to fulfill them.

"I'm always working, always dreaming. I've got goals. That's what's wrong with some people—they just don't dream," he says.

If championships are a measure of success, then Tyler's football career was a successful one. As a collegiate, he played in a Rose Bowl with UCLA, and as a



Wendell Tyler (left) and his ace worker Jahmal Taylor.

professional he played in two Super Bowls. He earned a World Championship ring with the 49ers when they pounded Miami in Super Bowl XIX.

"The Super Bowl is just a game," he says now. "Winning the Super Bowl is like a business deal. You have business to take care of. Not only do you cut the deal,



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PESTICIDES

New pyrethroid is approved by EPA for use by lawn care companies

KANSAS CITY, Mo. — The EPA has accepted registration of Tempo insecticide for use on home lawns.

Tempo, an advanced-generation pyrethroid from Mobay Chemical Corp., was introduced for indoor pest control and ornamental insect control in 1988.

"Tempo can be used effectively at lower rates of active ingredient than most organophosphates, carbamates and other pyrethroids on the market," notes Mobay marketing manager Hal Paul.

Tests show Tempo to be compatible with commonly-used fungicides, liquid fertilizers and other insecticides in tank mixes. Mobay is also promoting Tempo for tick control in response to concerns about Lyme disease nationwide.

Registration for use on commercial turf and golf courses is pending. □



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but you wrap up the deal."

His football fame has opened up some business opportunities for him.

"I am doing a job for a Cadillac dealer and I could see that he respected me. It was, 'Hey, I'm working with Wendell Tyler,'" he says.

Word-of-mouth will spread faster if the job is done right, Tyler notes. But it will also spread fast if the job is done wrong.

"The key is service: be there on time, do what you're paid to do, and do the job the best you can," he says.

One of his workers is foreman Jahmal Taylor, a 20-year-old with an unusual background: 10 years as a member of the Crips, a Los Angeles street gang.

Taylor used to walk the streets, armed with a .357 Magnum, selling dope. Tired of gang life, Taylor sought out the Inner City Youth Ministries Academy in Rosamond.

The academy, established by Tyler and former gang member Jojo Sanchez, is a place where troubled youth go to straighten out their lives.

Tyler's All-Pro Lawn Care serves as an occupational training program for the youth academy.

Tyler was attracted to the Antelope Valley because of its rapid growth. The area is one of the fastest-growing regions in the country. The population of the area's two principal cities, Lancaster and Palmdale, grew from a combined total of 60,304 in 1980 to 128,500 this year.

Tyler started his business on the advice of a developer who told him to take advantage of the construction boom. The rapid growth of the area has provided Tyler with a pool of ready customers, and he is reaping the profits already.

—James Skeen □



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