

Lawn care PR: an active spring

■ The Professional Lawn Care Association of America (PLCAA) will be getting a report on the success of its spring public relations campaign soon.

PLCAA, through a committee headed by Bob Tracinski, and the support of Tracinski's employer, Deere & Co., distributed a "Grasscycling" public service announcement (PSA) to 250 television stations on March 9. Another 200 TV stations received PLCAA's National Lawn Care

Month (April) message on March 23. All were professionally produced.

Tracinski said the first of five spring radio PSAs was sent to 2,000 radio stations in March also. Different radio announcements will continue through April and May. They were sent to the stations via satellite.

DowElanco, Monsanto and Sandoz are helping PLCAA put together five radio PSAs for the summer. Meanwhile,

Tracinski says, three additional radio PSAs are being developed for fall 1992.

Also, about 3,000 publications along with 1,330 garden communicators received PLCAA's spring press kit.

Tracinski says the PSAs—which contain positive information about professional lawn service and helpful tips to homeowners—are generally welcomed by the media. And, the cost to PLCAA's budget is negligible.

The four 'P's' of training

■ Michigan is one of the latest states to require training for lawn applicators. More states will likely implement certification and testing requirements.

Industry expects this to happen in spite of a national lawn care technician training program which has been in the planning stage these past two years.

The challenge, says Tim Doppel, Atwood Lawn Care of Sterling Heights, Mich., is for lawn care company owners and managers to develop *responsible* training programs.

"Welcome to the 1990s. You're not only in the lawn care business, you're in the training business," he told about 200 turf managers at the annual Michigan Turfgrass Conference.

Doppel offered the Michigan audience these four "P's" of a training program:

● **People.** Train to the level of your audience, says Doppel. Most training programs will probably have trainees with dif-

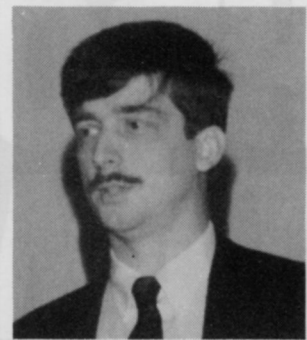
ferent education and experience levels. More experienced personnel will be more receptive to new information, whereas new hires know little about the industry.

● **Planning.** Provide trainees with an agenda, then stick to the agenda, Doppel says. "You can't do a good job of training your people if you throw your training program together the night before." Likewise, he adds, trainees should be given an opportunity to prepare for training.

● **Practice.** Good trainers practice what they're going to say and do, maybe in front of a mirror, maybe with a spouse as an audience. They do this before getting in front of trainees.

● **Place.** Have a suitable and comfortable location for training. If you don't have facilities at your business, consider renting space at a nearby hotel.

"You provide training fairly inexpensively," says Doppel. "It tells everybody that what you're doing is important. It tells



Doppel:
Plan your training program.

your employees that they're going to get something out of the training program."

Some time-tested Doppel communication techniques: break technical and semi-technical subjects into easy-to-understand chunks of information, from 20 to 40 minutes each; tell anecdotes and relate your own real-life experiences as they relate to the subject; provide periodic breaks.

Equally important: treat trainees with respect. "Your employees are every bit as important as any other people you talk to," says Doppel. "They're your link with your customers.

B&G'S NEW KP-4

Strap on the comfortable, lightweight KP-4 Knapsack Sprayer and enjoy the convenience and mobility it affords. Designed for a multitude of uses, the KP-4 is tough enough for *all* sprayable solutions.

Easy to use with the lever-operated high pressure continuous action pump. Only minimal effort is required to maintain effective spraying pressures. The generous 4 gal. high density polyethylene tank allows for an extended application period.

For more information about the KP-4 Knapsack Sprayer or to inquire about all your spraying needs, call 1-800-544-8811.

B&G
EQUIPMENT COMPANY
P.O. BOX 130, PLUMSTEADVILLE, PA 18949



Chemical resistant and heavy duty construction features include:

- All soft parts, gaskets and seals, superior quality.
- Unit converts for right or left hand operation.
- High pressure piston pump up to 90 psi, 48 in. hose.
- Discharge valve with screen and lock-on clip.
- 18 in. angled extension with pin to cone spray pattern tip.



- OPTIONS**
- Brass extensions.
 - Fan spray pattern tips, brass and poly.