

HOT TOPICS



Ken Gerlack



Twyla Hansen



Tim Hiers



Bill Prest



Mark Schlossberg



Brian Storm

Reader panel will advise on green industry

Six LM readers selected for special committee on editorial quality.

■ Ken Gerlack, Twyla Hansen, Tim Hiers, Bill Prest, Mark Schlossberg and Brian Storm have been named to LANDSCAPE MANAGEMENT's first "Reader Advisory Panel," to serve 14-month terms.

In their roles, the six will be responsible for grading recent issues of LM as to editorial content and usefulness. They will also be called upon to suggest topics for future articles and will occasionally appear as contributing authors.

"We are excited about our new affiliation with these six key readers, who have impressed us as having their fingers on the pulse of the green industry," notes LM editor-in-chief Jerry Roche. "This is another way the magazine has devised to serve its readership more efficiently. We are looking forward to working with all of them."

● **Gerlack** founded Contra Costa Landscaping in Martinez, Calif. in 1970. He is active in the Associated Landscape Contractors of America and the California Landscape Contractors Association, in

which he was awarded a Life Member award earlier this year.

Gerlack holds a degree in ornamental horticulture from Cal Poly/San Luis Obispo.

● **Hansen** is grounds manager at Nebraska Wesleyan University and curator of Alice Abel Arboretum in Lincoln, Neb. She has held those positions since 1982. She is a former officer and board member for the Sports Turf Managers Association, the Nebraska Turfgrass Foundation and the Nebraska Statewide Arboretum. She is also chair of the Lincoln Community Forestry Advisory Board.

Hansen received her bachelor's degree in horticulture from the University of Nebraska-Lincoln.

● **Hiers** has just been named to the staff of Collier's Reserve in Naples, Fla., after serving eight years as golf course manager at John's Island Club, Vero Beach, Fla. At John's Island, Hiers supervised 54 golf holes. He had previously been superintendent at Quail Ridge in Boynton Beach, Fla. and at Sun Tree in Melbourne, Fla.

Hiers, a Certified Golf Course Superintendent, is past president of the Florida GCSA and was Distinguished Service Award winner in 1986.

● **Prest** started working at Springvale

Country Club in North Olmsted, Ohio, at the age of 14. He has been superintendent there for 25 years, and is now superintendent and assistant general manager. Prest is a member of the national GCSAA and the Northern Ohio Chapter of the GCSAA, where he is a member of the Employment Relations Committee.

● **Schlossberg**, who has a degree in agronomy from the University of Maryland, is president of Pro-Lawn Plus in Baltimore, Md.

He is a member of the Maryland Alliance for the Responsible Regulation of Pesticides and on the board of directors of the Maryland Turfgrass Council.

● **Storm**, owner of Terrascaping Inc. in Birch Run, Mich., is immediate past president of the National Landscape Association. He has a degree in landscape and nursery management from Michigan State University.

Besides being president of the Michigan Nursery & Landscape Association in 1986, Storm is also active on the American Association of Nurserymen's public relations committee.

Six new panel members, to serve 18 months, will be named in June, 1994 at the end of the current panel's terms.

ELSEWHERE

**Scientists waver
on 2,4-D hazard,
page 59**

**LCO takes his
stand in court,
page 59**

**Forestry comes to
urban horticulture,
page 62**

Panel: 2,4-D, cancer link 'weak'

Report from scientific panel this summer to say relationship of herbicide, cancer is 'weakly possible,' and 'weakly suggestive.'

WASHINGTON—A panel of scientists is expected to tell the U.S. Environmental Protection Agency that evidence suggesting 2,4-D is a carcinogen is limited.

The EPA's 10-member Special Joint Committee on the Weight of Evidence of Carcinogenicity of 2,4-D convened, in a two-day meeting here in early April, to assess several published connections between exposure to 2,4-D and cancers in dogs and farm workers.

It zeroed in on the results of National Cancer Institute studies on farm workers in Kansas, Nebraska, and Iowa; a key dog study; and a continuing investigation of

the health of chemical manufacturing plant workers provided by Dow Chemical Co. (now DowElanco).

The panel will issue a report by late June. After the report is presented to EPA Administrator Carol Browner, the agency will make a decision whether to put the herbicide in special review or take other measures to restrict its use.

Although Sheila Zahn, the principle author of one of the NCI studies, defended the study's quality, the scientists decided the evidence didn't appear to be as definitive.

Five of the scientists felt the evidence was "weakly suggestive" of a herbicide-cancer link, three opted in favor of the term "weakly possible" and one voted for a "possible" link.

Dr. Genevieve Matanoski, Johns Hopkins University School of Hygiene and Public Health, said she felt the human epidemiologic data "in and of itself is very weakly suggestive."

She also pointed out that the dog study linking non-Hodkins lymphoma to 2,4-D exposure stands alone and hasn't been confirmed by other studies. The panel agreed that 2,4-D was "an improbable animal carcinogen" based on the toxicological data.

Several of the scientists said they felt the epidemiological studies didn't explain 2,4-D's mechanism of action.

The scientists agreed that more data will probably be needed regarding multiple chemical exposures to farm workers.

Daniel Wartenberg, Environmental Health Division of the Environmental and Occupational Health Sciences Institute, said while the evidence against 2,4-D isn't compelling, it should still be considered.

2,4-D is believed to be the third most used pesticide in the United States. About 70 million pounds are used each year in agriculture, turfgrass, rights-of-ways, etc., says the EPA.

—Ron Hall

Oklahoma LCO and TruGreen square off over 'non-compete'

OKLAHOMA CITY, Okla.—When Donn Smith bought his ServiceMaster Lawn Care (SMLC) franchise in Oklahoma City, Okla. in 1989, he figured he had a winner. He was right.

Central Oklahoma's economy was looking up, and lawn care was one of its bright spots. Contractors were building homes and the homes were selling. Curb appeal had returned to the oil patch.

In fact, Smith says his operation was one of the top SMLC franchises in the country. Early in 1991, he also bought the TruGreen operation in his market area. (By this time TruGreen, and all its branches, had become a part of ServiceMaster Consumer Services.)

In making the deal, Smith had signed another SMLC franchise agreement, one containing a non-competition clause. The clause was one of the conditions of the sale, he says.

Now this clause is the focus of a legal battle between Smith and TruGreen.

That's because on May 23, 1992, TruGreen bought ChemLawn, including a ChemLawn operation that competed against Smith's SMLC franchise. Within weeks of the TruGreen/ChemLawn merger, TruGreen approached Smith with an

offer, but Smith says he didn't like the terms of the offer.

"All I wanted was a reasonable settlement," he maintains.

"After that, things just went sour," says Smith, who says he just wants to run his business as usual.

In July, 1992, Smith says his attorney called TruGreen and asked them to either settle the matter of a SMLC franchise (Smith's company) competing against a parent company operation (ChemLawn) or face the possibility of a lawsuit.

But TruGreen, Smith says, beat him to the punch and sued him in the Chancery Court of Tennessee, Memphis. TruGreen's complaint charges Smith with breaking his franchise agreement and asks for a judgement for franchise royalties plus costs and attorney fees. The complaint maintains that TruGreen is not a wholly-owned subsidiary of ServiceMaster Consumer Services, and that the franchise agreement that Smith signed "is for a non-exclusive franchise."

Smith's counter-claim, requesting a jury trial, seeks a total of \$4 million in compensatory and punitive damages from TruGreen Limited Partnership, The ServiceMaster Company Limited Partner-

ship and ServiceMaster Consumer Services L.P.

The counter claim maintains that the "company-owned" ChemLawn in Oklahoma City competes against his franchise in violation of the non-competition clause he signed when he purchased the local TruGreen branch.

—Ron Hall

GREEN INDUSTRY EVENTS

MAY

April 23-Oct. 17: IGA Stuttgart Expo '93 (int'l. garden show), Germany. Contact: Walter Gehring, (0711) 25709-0.

18: Florida Chapter, Sports Turf Managers Association meeting and tour, Palm Beach, Fla. Polo Grounds. Contact: John Mascaro, (305) 938-7477; or Ed Birch, (305) 938-0217.

20: Pre-Season Football Turf Maintenance Clinic, Notre Dame University, Notre Dame, Ind. Contact: Sports Turf Managers Association/Midwest Chapter, (708) 439-4727.

JUNE

3: Rutgers Turfgrass Research Field Day, Freehold, N.J. Contact: Edmund Milewski, (201) 285-8300.

continued on page 62

EVENTS from page 59

10: Cornell Turfgrass Field Day, Ithaca, N.Y. Contact: Cornell University Dept. of Floriculture & Ornamental Horticulture, (607) 255-3134.

11: Sports Turf Workshop, Loras College, Dubuque, Iowa. Contact: Gary Peterson, Iowa Sports Turf Managers Association, (515) 791-0765.

16: Lofts Seed Annual Field Day, Martinsville, N.J. Contact: Cindy Kinnette, (908) 560-1590 or (800) 526-3890.

16: Chesapeake Sports Turf Managers Association meeting, Meadowbrook Maint. Facility, Chevy Chase, Md. Contact: STMA/Chesapeake, (301) 865-0667.

17-18: Park & Recreation Design Symposium, Little Rock, Ark. Contact: National Institute on Park and Grounds Management, (414) 733-2301.

22: Diagnosing Landscape Disorders, University of California, Riverside, Calif. Contact: Ted Stamen, (909) 683-6491.

30: National Midwest Regional Sports Turf Institute, Wheaton College. Contact: STMA/Midwest, (708) 439-4727.

Forestry comes to the city

HARRISON, Neb.—A statewide pilot project aimed at bringing forestry conservation practices to town in order to enhance the quality of Nebraska communities is under way here.

"Today, rural forestry is heading to town—literally," says state forester Gary L. Hergenrader at the University of Nebraska-Lincoln.

The project, called Conservation Forestry in Communities (CFC), is being implemented here through a cooperative effort of the Center for Semi-Arid Agroforestry and the Nebraska Forestry Service.

Hergenrader says conservation trees in a community performs a host of functions:

- protect schools, hospitals, shopping and recreation areas;
- improve water quality;
- stabilize stream and lake banks;
- act as living snow fences;
- screen unsightly areas;

- improve wildlife habitat;
- aid in noise abatement; and
- provide aesthetics.

Thirteen CFC demonstrations have begun, including an 11-row living snow fence of trees in Harrison, Neb. It will consist of many species, but will emphasize shrubs and conifers because of their snow-catching capabilities. Additional benefits, Hergenrader contends, might include reduction in city utility bills and energy consumption, and a decrease in the cost of snow removal.

Another long-term project involves planting a green belt around the town for both added protection and landscape beautification.

"By applying what we have known for decades about the value of conservation trees in protecting farms and ranches, communities can reap the benefits of cleaner, quieter and healthier surroundings," Hergenrader says.

INFO CENTER

Useful literature and videos for LM readers

MONEY TALKS...The American Association of Nurserymen is offering a 90-page book titled "Financing Your Business." If you've ever needed to borrow money, green industry consultant Frank Ross tells you how to go about it: evaluating your company's credit worthiness, identifying potential money sources. To order a copy, mail \$91.50 (non-AAN members) or \$51.50 (members) to: AAN, 1250 I St., NW, Suite 500, Washington, DC 20005. MasterCard, Visa orders accepted.

HAZARDOUS STORAGE...Safety Storage Inc. has a video, "Professional Hazmat Solutions," concerning safe storage and containment of chemicals and hazardous materials. It explains how the company's pre-fabricated buildings and secondary containment products can be used to ensure compliance with regulations. The VHS video is available *free* by writing Safety Storage, 2301 Bert Dr., Hollister, CA 95023; or by phoning (408) 637-5955.

WHAT PRICE?..."How to Value Any Business" describes an accurate, simple technique to value any business. You are

provided with all the formulas and information you need, and guided step-by-step through the evaluation. Ninety-two rules of thumb included. Send \$39.95 (Texas residents add \$3 sales tax) to: Wayne R. Irwin, Dept. LM, P.O. Box 2096, Baytown, TX 77522; or order by phone (713) 424-7651 to charge to MasterCard or Visa.

TREE IDENTIFICATION...Now you can identify and label any trees on customers' properties with the "Tree I.D. Kit" from the Lawrence Co. The kit contains a fully illustrated booklet, weatherproof plaques, a permanent ink marker and rust-proof nails. Each kit describes 39 commonly-found trees, with comments on more than 60 additional species. For more information, phone (800) 643-7468.

ENVIRONMENTALISM...New training videos entitled "Lawn Management—In Balance with Nature" are now available for LCOs and landscapers. They train employees and inform the public about turf care with an environmental focus. The set comes with a comprehensive eight-page manual. The videos are sponsored by

Monsanto Co. in cooperation with the PLCAA, PGMS and ALCA. They are not product-specific. The two-video set is available by phoning (800) 323-1421 or writing to Monsanto Fulfillment, 1325 N. Warson Rd., St. Louis, MO 63132. They are *free* (one set per request), while supplies last.

ABOUT AERATION...The second edition of "Lawn Aeration: Hard Soil to Cold Cash" shows how to start a lawn aeration department or a complete business for less than \$500. Author is Robin M. Pedrotti. To order, send \$29.95 to Prego Press, P.O. Box 23945, San Diego, CA 92193. For overnight shipping, add \$10.

ON PRUNING...A new, updated *free* video "The Power Pruner...Safest Way to the Top" is available Technic Tool Corp. It presents use of the Power Pruner's 2- and 5-foot extensions and other accessories, including the circle saw and automatic oiler. To receive a copy, write or call Nancy Keller, Technic Tool, P.O. Box 1406, Lewiston, ID 83501; (208) 746-9011 or (800) 243-9592.