

city has to go back and do further testing. The bio-monitoring was developed to quickly screen clean water and to raise a red flag if there was anything that might be harmful to macro-invertebrates or any kind of aquatic life."

According to Merchant, the EPA considers water to be contaminated at .35 parts per billion. "That's about 9 ounces of diazinon concentrate in 100 million gallons of water," says Merchant. "That's about the amount of water Fort Worth processes in a day."

LCOs: 'We told you so'

The small victory for professional applicators is evident. The professional turf care segment of the green industry has long maintained that homeowner misuse of pesticides is far worse than any misuse by a trained applicator.

"We had a focus group of lawn care professionals come in to talk to us, and they knew exactly what the problem was," recalls Woodson. "Customers come to them and say, 'you have to put down more diazinon because we still have fire ants.' Of course, the lawn care operators refuse, because they want to obey the law."

Teach your customers

Professional applicators in the state have been urged to help educate the public about IPM and proper product usage; obey the law themselves and apply products

Thirty-six percent of people surveyed said they apply diazinon monthly.

only when needed; and use Integrated Pest Management (IPM) techniques in their work.

"Every pest control operator we contacted, every land-

scaper, every nurseryman, are all willing to help educate the public," says Woodson.

"We are proceeding with our public education efforts, trying to educate the public

on the alternatives to pesticides, and that they should only use them as a last resort," says Gugliuzza. "And when you do use them, read and follow label directions." □

TG-CL to absorb Barefoot

ServiceMaster, Downers Grove, Ill., announced on Dec. 5, 1996, it had made an offer to buy Barefoot Inc., based in Worthington, Ohio.

When the transaction is complete, Barefoot operations will be merged with those of TruGreen-ChemLawn, the nation's largest lawn care company and a subsidiary of SM.

SM has offered Barefoot stockholders \$16 per share in either cash or an equivalent amount of SM shares, about \$230 million.

The boards of directors of both companies have agreed to the transaction. Still it requires approvals from the Securities and Exchange Commission, from Hart-Scott-Rodino anti-trust, and the completion of a final due diligence by SM. Few people, however, expect problems.

"We are excited about combining the nation's two largest lawn care companies with the objectives of creating expanded market opportunity, economies of scale,

and productivity improvements," said SM Chief Executive Officer Carlos H. Cantu.

"The experience we have had in successfully assimilating a number of other companies in recent years will help us accomplish these objectives."

Cantu added: "We also look forward to offering Barefoot's 500,000 customers the additional high-quality services that are currently enjoyed by the 6 million customers of the ServiceMaster Quality Service Network."

Patrick Norton, Barefoot Chief Executive Officer said, "Barefoot is joining with the nation's largest lawn care company and one of the leading service companies in the country. ServiceMaster has a reputation for outstanding customer service,

with an emphasis on training and developing people."

Barefoot is the nation's second largest lawn care

company with 500,000 customers in 103 markets. It has 53 company-owned operations, 50 franchises and had revenues of \$125 million in 1996.

TruGreen-ChemLawn is the nation's largest lawn care company, serving 2.5 million customers

through 260 locations. It reported sales of \$630 million last year.

TruGreen-ChemLawn is one of seven companies making up ServiceMaster Consumer Services, Memphis, Tenn. ServiceMaster, which does business in the U.S. and in 30 other countries, had revenues of \$4.5 billion last year. □



Barefoot CEO Patrick Norton joined Barefoot in 1979 and became president in 1985.