

By any name TruGreen LandCare keeps growing

MEMPHIS, TN—For those of you who thought there's been a lull in acquisition activity, think again. TruGreen LandCare, formerly TruGreen Landscape, continues to snap up companies across the United States.

Chief Operating Officer Paul Anderegg, in a telephone news conference to announce the official name of TruGreen LandCare, said that the landscape giant would be closing at least 15 deals by mid-summer. TruGreen, whose parent company is ServiceMaster, jumped into the landscape maintenance/construction market less than two years ago, but already has 145 branch locations, a presence in 60% of major U.S. markets.

"We're looking to acquire business in our existing marketplaces," said Anderegg in the mid-June teleconference.

He added that by the start of the new year the company should be well on its way to establishing a national identity for the landscape company. The beginning of the new year will also see the company penetrate new landscape markets, he said.

Company spokesperson Judith Guido said that the name TruGreen LandCare was chosen after a survey of 600 customers and prospects, and several focus groups involving employees in Los Angeles and Orlando.

"TruGreen obviously has great name recognition both in residential and commercial markets," she said.

The company will be developing a logo, colors, uniforms and other distinctive identifiers within the next 30 to 60 days, Anderegg added.

We asked him to stay

MEMPHIS, TN— Bill Murdy, who emerged as a leading figure in the landscape industry in early 1998 with the formation of LandCare U.S.A., is apparently leaving it.

In response to a question during a teleconference in mid-June, TruGreen LandCare COO Paul Anderegg said that Murdy had decided to leave TruGreen sometime this summer. "He will not be with us long term," Anderegg said.

Murdy became associated with TruGreen, specifically its parent company ServiceMaster, this past November when ServiceMaster purchased LandCare U.S.A. which had been in a feverish race to acquire

landscape companies with TruGreen.

"We certainly did our best to try to talk Bill into assuming a very important role with ServiceMaster," Anderegg said. "Bill did a wonderful job of bringing us all together. ServiceMaster would be a better company with him."



William Murdy, LandCare founder, leaves TruGreen.

[CLIPPINGS]

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Leaf blower legislation questions prohibitions

SACRAMENTO, CA—

The California Golf Course Superintendents Association is supporting a state bill that would require cities and counties to consider the economic impacts of prohibitions on taxpayers, consumers and employment opportunities before adopting any ordinance that prohibited commercial leaf blower use. Those local jurisdictions would also have to make a determination that no alternatives would be as effective and less burdensome to affected private persons.

Website correction

A recent LM article contained an incorrect web address for Ferris Industries. The correct address is: www.ferrisindustries.com.

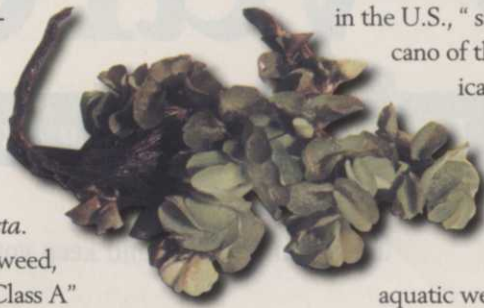
Keep an eye peeled for giant salvinia

Authorities are urging aquatic gardeners and landscapers who install and maintain ponds and water gardens to be on the alert for *Salvinia molesta*.

Also known as kariba weed, the floating fern is a "Class A" noxious, federally prohibited weed that some nurseries continue to sell as an ornamental.

The weed, a native of Brazil, forms a thick mat which displaces and destroys all native flora. In agricultural settings, it poses a serious threat to irrigation and water management.

"Giant salvinia has the potential to be one of the most damaging nuisance aquatic plants that we might experience



in the U.S.," says Colette Jocano of the U.S. Geological Survey, part of a multi-agency federal task force formed to fight the spread of the aquatic weed.

So far, it has been documented growing in Hawaii, Alabama, Florida, Louisiana, Mississippi and Texas. It apparently has the potential to survive and spread in all areas where fresh waters remain unfrozen in winter.

"It is very likely to spread to other areas of the country," Jocano warns. "Its potential range extends along the Gulf and Atlantic coasts of the U.S. from Texas to Virginia and west to California, and as far north as the San Joaquin River Delta."

If you find giant salvinia in your neighborhood, call this toll-free number, 877/STOPANS.

[CLIPPINGS]

Griffin adds chlorothalonil

VALDOSTA, GA — Griffin L.L.C. and Nation's Ag II LLC have partnered to enter the speciality turf, nursery and ornamental markets

with chlorothalonil, in addition to agricultural and industrial markets. The global business alliance will source, develop, register and market chlorothalonil-based fungicides.

Nufarm acquires Riverdale

ST. JOSEPH, MO — Nufarm, a producer of herbicides and the world's largest phenoxy producer, has purchased Riverdale Chemical Company. Riverdale serves the agricultural, industrial, turf and aquatic markets, with its core business based on phenoxy herbicides. The merger increases Nufarm's interest in phenoxy herbicides; Nufarm purchased the phenoxy business of Rhone-Polenc in 1998, as well as gaining access to glyphosate.

Eco Soil adding products

RANCHO BERNARDO, CA—

Eco Soil Systems Inc., has taken steps to acquire the Agricultural Biological Division, a research group of Agrium, Inc. (NYSE: AGU). The acquisition would expand the number of biological products available to Eco Soil, including biopesticides and Rhizobium inoculants. Eco Soil develops, marks and sells proprietary bio and traditional chemical products.

Deere sues over Gator®

MOLINE, IL—

Deere & Company on June 24 filed a federal lawsuit to stop Howard Price Turf Equipment Inc., Chesterfield, MO, from manufacturing and selling a product that Deere alleges is a copy of its popular Gator utility vehicle. Howard Price declined comment on the action.

New digs for Maryland's turf research

COLLEGE PARK, MD — The University of Maryland's Cherry Hill turf research facility is moving to a new site on 40 acres of land owned by the U.S. Department of Agriculture. The new turf research site will open this summer.

The Maryland Turfgrass Council provided \$100,000 for the new site, which was needed because the owner of the former research property, the State Department of Health and Mental Hygiene, decided to sell that property. People with the University and the Maryland Turfgrass Council worked hard to come up with a new site which was finally made possible through a special act of the Maryland legislature.



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Circle 116

Irrigation specialists form a new association; it's called ALIRT

FORT WORTH, TX — From his offices here Greg Mitchell is forging the Association of Landscape Irrigation Repair Technicians (ALIRT), a national organization comprised of men and women who repair, maintain and retrofit sprinkler systems.

"We need to work together," says Mitchell, who claims it's about time to do something to reduce the frustration and complaints of consumers suffering with wasteful, inefficient and ineffective irrigation systems.

"How about mandatory 'as built' plans for new installations?" asks Mitchell.

Mitchell envisions an organization in which members are committed to "quality, service and integrity."

"It is through associating ourselves with individuals of this caliber that we can truly set ourselves apart from the fray and become an elite organization," says Mitchell, president of Fort Worth-based Turf Surgeons, an irrigation services company.

Plans call for election of officers, educational conferences, a membership directory and, within two years, an association newsletter. For information on ALIRT, contact Greg Mitchell at 817/496-8653 or e-mail him at turfsurg@flash.net.

— Mike Perrault

[CLIPPINGS]

New Holland buys Case

RACINE, WI — For \$4.3 billion in cash, New Holland will acquire Case Corp. to create a company rivaling Deere and Co., as the world's largest maker of tractors, combines and other agricultural equipment.

New Holland's headquarters will move to Case's home of Racine, WI.

Exmark earns settlement


BEATRICE, NE—

The Exmark Manufacturing Company, a subsidiary of The Toro Company, obtained a favorable settlement of a patent lawsuit against F.D. Kees Co., and Yazoo/Kees Power Equipment. The suit, filed in December 1998, claimed certain features of Kees ZT Max brand of mowers infringed on a patent Exmark holds on its Lazer Z™ brand of lawn mowers.

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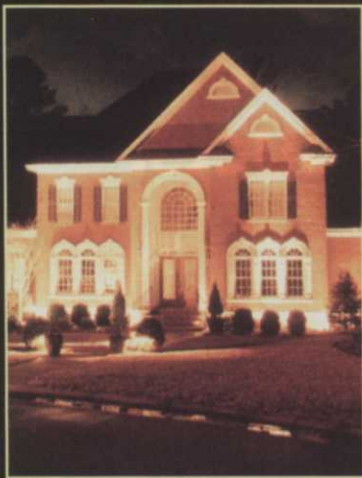


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Circle 119

> HOT TOPICS

Forget the gasoline, filler' up with zinc?

CARLSBAD, CA — Electric mowers and other large maintenance equipment for the landscape industry are increasingly likely thanks to advances in fuel cell technology.

Toro is assessing fuel cell power for greens mowers, and Textron for its Cushman and E-Z-GO utility vehicles. Both are collaborating with San Diego-based Metallic Power, the developer of the fuel cells.

Dr. Jeff Colborn, CEO of Metallic Power, tells *Landscape Management* that his company's zinc/air fuel cells produce several times more energy than comparably sized lead/acid batteries. This means that fuel cell-powered equipment, including mowers, can work longer between recharges. Equally important, says Colborn, the fuel cells can be refueled (recharged) in less than 15 minutes. Equipment powered by traditional bat-

teries usually needs an overnight recharge.

While it's unlikely that fuel cells will replace gasoline- or diesel-powered mowers and other equipment in the foreseeable future, they do offer advantages such as reduced noise and virtually no emissions, which landscapers would find attractive in some situations.

Colborn describes his company's zinc/air technology as a closed loop system. Fresh zinc pellets constitute the fuel. When it reacts with air it creates energy. The resulting by-product is zinc oxide which, when the equipment is attached to an electrically powered "refueling station," is reconverted to zinc, which can be used again, and air.

Colborn says Metallic Power will have prototype greens mowers to demonstrate to Toro, and also utility vehicles for Textron's evaluation late this year.

Lawmakers mull notification in NY

ALBANY, NY — The New York State Senate passed S-2543 in June, a bill requiring that neighbors be advised 48 hours in advance of an application of pesticides to a property. But, whether the bill will actually be enacted into law is uncertain. The bill needs the okay of the NY Assembly, too.

How likely is this? Not very, at least not without substantial compromises. The NY Assembly passed its own notification bill this past February and there appears to be big differences between the supporters of the two bills.

Even so, Assembly Speaker Sheldon Silver on June 18 called upon the Senate to join the Assembly in immediately establishing a conference committee to reach a consensus on pesticide notification legislation.

Green industry and ag-related groups are fighting provisions of the two bills, which they claim are unneeded and just plain unjust. In May, the New York State Turfgrass Association — and other pesticide-using groups — asked members to let their state legislators know that they opposed the notification proposal.

These and other actions spurred last minute changes to S-2543, including restricting the provisions of the bill to New York City and three NY counties — Suffolk, Westchester and Nassau. If enacted, the bill would allow these areas to establish local laws requiring notification.

With budget talks expected to take up much of the NY Senate's time when it returns in mid-July, it's uncertain how far the notification legislation will get in 1999.