

# industry almanac

NEWS YOU CAN USE

## Harmony to construct plant

**CHESAPEAKE, VA** — Harmony Products announced that it plans to construct an organic fertilizer plant in Harrisburg, VA through its subsidiary, Harmony-Shenandoah Valley, LLC.

## Sun Marketing new Swinger rep

**EAGAN, MN** — Sun Marketing has signed a manufacturer representative agreement with Swinger, a loader division of NMC-Wollard.

## Web sites form partnership

**BOULDER, CO** — e-Greenbiz.com, Inc., an e-commerce Web site serving the business-to-business needs of the Green Industry, has formed a strategic partnership with Horti-copia, Inc. The agreement gives e-Greenbiz.com exclusive rights to Horti-copia's comprehensive plant database.

## Wright Mfg. moving to expand

**GAITHERSBURG, MD** — Wright Manufacturing, Inc., is moving its headquarters to a new building in Frederick, MD, 21 miles north of its present headquarters. Construction on the building, which will more than double the capacity of the company's current facilities, should be complete by October, says Bill Wright, president. More company news at [www.Wrightmfg.com](http://www.Wrightmfg.com).

*continued on page 22*



## Landscape Management, Athletic Turf, Golfdom win 10 TOCA awards

**BOSTON, MA** — For the fourth straight year, *Landscape Management* took home the most writing and design awards of any magazine at the annual meeting of the Turf and Ornamental Communicators Association (TOCA), held in Boston last month.

In all, *Landscape Management* won five awards, three in writing and two in design. Sister publication *Golfdom* earned four awards, and *Athletic Turf* one.

*Landscape Management's* executive editor Sue Gibson and senior editor Ron Hall teamed up to win first place for their operations profile article, "Award Winning Landscape Management: Westfield Companies," and their business management article, "Busting Through the Charts." Hall added a merit award for his column, "Rockin' with Sam and Fred at Walnut Creek."

In his role as editor-in-chief of *Athletic Turf*, Hall scored first place for his moving column, "One Tragic Oversight," about two college students who were electrocuted when an aluminum goal post they were moving touched a power line.

"Sometimes we're so busy doing 'what's important' we overlook what's 'very important,'" Hall said about his column. "Making ball fields safe and beautiful is important; watching out for friends and co-workers is more important."

Graphic designer Lisa Bodnar won two more awards for *Landscape Management*, both in cover page design: first place for "LM 100" (Sept. 1999) and merit for "Green Book 2000" (Dec. 1999).

Winners for *Golfdom* included managing editor Larry Aylward (first place, column, "What Will You Do To Bring Back Hacks?"), publisher Pat Jones (merit, editorial/column/opinion piece, "Phliping Off the Whiners"), graphic designer Lisa Bodnar (first place, overall magazine design, "Golf Gets Wired"), and art director Lisa Lehman (first place, two-plus editorial page design, "Butting Heads Over Bio.")

"The editors of *Landscape Management* and our sister publications, *Golfdom* and *Athletic Turf*, are so proud to win these awards again this year," Gibson said. "We really try to focus on quality editorial and graphics with every issue, and we're pleased that this year's judging panel acknowledged our efforts."

TOCA members include editors and designers of many Green Industry publications, public relations and marketing directors for landscape and supplier firms, industry association representatives and advertising agency account supervisors.

[CLIPPINGS]

## California city considers banning pesticides

**SONOMA, CA** — It looks as though the city of Sonoma may follow neighboring Arcata's example as its city council has formed a committee to develop a proposal to end the use of pesticides and herbicides on city property.

Last February, Arcata became the first U.S. city to ban all landscaping chemicals on city property. Another city in the same county, Sebastopol, adopted a ban on pesticides on May 2 and established a voluntary toxics-free zone citywide to urge private property owners to reduce their use of yard chemicals.

Arcata claims it saved money by getting rid of pesticides and herbicides because it no longer had to do the training and record-keeping required by law when chemicals are sprayed.

But Sebastopol guesses it would have to spend \$30,000 on an extra full-time employee to equal the maintenance levels achieved with chemicals.

Over 10 gallons of Roundup and one gallon of the insecticide Sevinol were used last year in Sonoma, including for Sonoma Plaza, a popular tourist attraction where some feel many residents would be angered at the sight of weeds.

Public officials in Sonoma hope that efforts from volunteers to pull weeds in the Plaza and along bike trails would counter the elimination of pesticides and herbicides.

According to RISE issues

consultant Fred Langley, between 12 and 20 cities nationwide have instituted pesticide and herbicide bans. Most are located in California, with some in New York and one city, Carboro, in North Carolina.

### Hidden costs of overtime

Those long spring hours of scrambling to handle the work may pay off on your organization's books but leave a hidden toll on your employees, according to a Cornell University study cited in the *Wall Street Journal*. Cornell's School of Industrial and Labor Relations found that "overtime hogs" who work at least 11 and up to 20 hours of overtime each week showed "a much greater incidence of 'severe' work-family conflicts," according to the story. What does this mean exactly? Look for "significantly higher" levels of stress, alcohol use and absenteeism.

## People & companies

**Van Waters & Rogers** appointed Ted Worster to the



newly created position of product/project manager for the company's Professional Products & Services business unit.

**Pursell Technologies**

named Jeff Higgins director of market development.



The **ANLA** named Geoff Galster director of regulatory affairs.

**Dana Corp.**, Toledo, OH, opened its new Spicer Outdoor Power Equipment Components Division in

Fredericktown, OH.

**Karl Schaeff & Co.**

opened its U.S. headquarters in February. The company named Gilbert Herr president, Derek Wilcox controller, William Stenberg vice president of product support and Michael Lewis regional sales manager. Schaeff of North America handles sales, service and parts from their new 30,000-sq.-ft. facility.

**Jacklin Seed** hired Larry Perotti as technical service manager.

**Boss Snowplow** named Rick Klann sales manager of the Boss construction equipment product line.

**Hunter Industries** named Dan Reeves district sales manager for Georgia, South Carolina and eastern Tennessee; and John Pons district sales manager for Alabama, Arkansas, Louisiana, Mississippi and the Florida Panhandle.

**AlturnaMats**, a major manufacturer of ground



cover mats, appointed Gerald Harry to the position of national sales

manager.

**The Musser International Turfgrass Foundation** honored North Carolina State University Ph.D.

candidate Matthew Fagerness with its Award of Excellence. The annual

award is presented to an outstanding doctoral student of turfgrass science who has made significant and innovative contributions to turfgrass science research.



**Hino Diesel Trucks** named Steve Roswold service manager.

**e-Greenbiz.com**, an e-commerce Web site serving the business-to-business needs of the Green Industry, has formed a board of advisors comprised of Green Industry experts and leaders.

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## LESCO broke records in '99

ROCKY RIVER, OH — Green industry supplier LESCO, INC. (Nasdaq: LSCO) reported net income for 1999 increased 98% to a record \$11.6 million compared with \$5.9 million in 1998. Net sales for the 12 months increased 10.5% to a record \$460.4 million (\$385.4 million for fertilizers, turf protection products and turfgrass seed; \$75 million in lawn care equipment and parts), compared with net sales of \$416.7 million for the same period last year.

[CLIPPINGS]

## TGCL purchases Leisure Lawn

DAYTON, OH — Leisure Lawn, Inc., headquartered here and one of the few remaining sizable independent lawn application companies in the United States, is now a part of Memphis-based TruGreen-ChemLawn. The sale was announced in May. The purchase price was not disclosed.

Leisure Lawn, with 420 employees and 85,000 customers, operates in 11 markets across eight states and recorded sales of about \$22 million in 1999. TG-CL has about 3.5 million customers in over 330 locations nationally. Sales in 1999 were \$880 million. TG-CL is owned by ServiceMaster Co. (NYSE: SVM) with 1999 sales of \$5.7 billion.

The late Ronald D. Baker founded Leisure Lawn in 1970, just a few years after the founding of ChemLawn in nearby Miami County. ChemLawn, which is generally credited with popularizing the concept of chemical lawn care to millions of Americans, was purchased by TruGreen in 1992.

## Davey launches training program

KENT, OH - With the goal of emerging as a leader in the commercial grounds maintenance market, The Davey Tree Expert Co. launched an in-house training program for grounds maintenance.

Modeled after the company's flagship educational program DITS (Davey Institute of Tree Sciences), the Davey Institute of Grounds Maintenance (DIGM) featured scientists from the company's research division and managers instructing 32 employees on topics such as lawn care, operating efficiencies and customer service.

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Circle 112

# Get ready, feds say it's going to be dry

WASHINGTON, D.C. — It's not too early for lawn/landscape professionals to start developing strategies to help themselves, and their customers, through an extended drought, based on the federal government's spring predictions.

This may include:

- ▶ becoming informed about local water regulations and the people that make them,
- ▶ informing clients about the benefits of irrigation,
- ▶ offering irrigation, including repair and maintenance services,
- ▶ preparing literature for your customers explaining droughts and how you can help them,
- ▶ locking in product (turf seed, starter fertilizer, etc.) for fall renovations.

The National Oceanic and Atmospheric Administration (NOAA) predicts that the areas impacted by this year's drought will parallel the drought of 1988, which was the most costly weather disaster in history with \$40 billion in losses. The average annual cost of droughts is over \$6 billion.

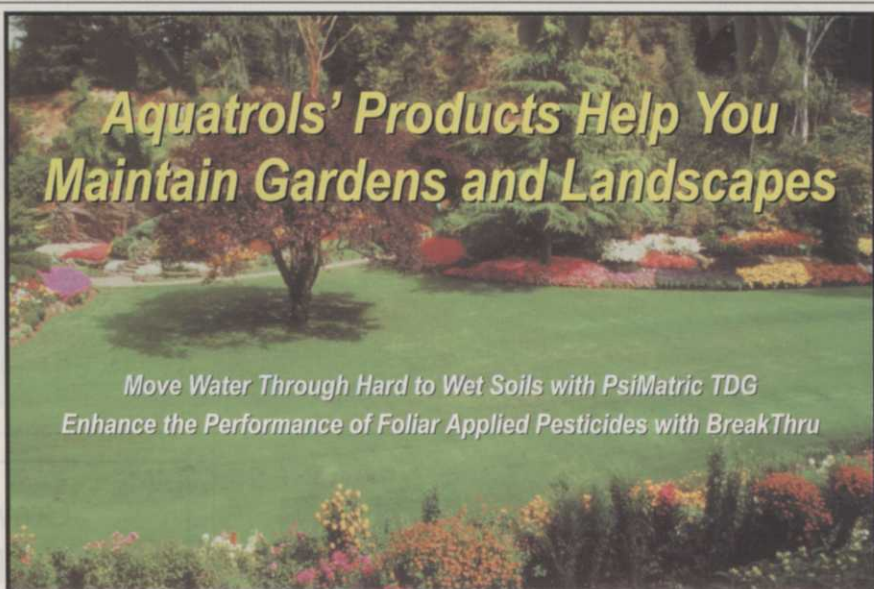
During the summer of 1999, large portions of the Mid Atlantic suffered a severe drought, which is expected to widen into the Appalachians and the southeast this season.

**"The news is not good. The drought of 1999 remains with us in the new century and our data indicate drought conditions are going to get worse before they get better."**

— U.S. Commerce secretary William Daley

"The news is not good," said U.S. Commerce Secretary William Daley. "The drought of 1999 remains with us in the new century and our data indicate drought conditions are probably going to get worse before they get better."

Experts continue to blame the La Nina weather pattern for causing this past winter to be the warmest on record in the United States, and the driest spring on record in several southern states.



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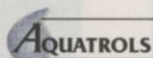


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Circle 113

## Surfin' Turf

### Valent adds e-commerce to site

Valent USA Corp. became the first crop protection manufacturer to sell products from its own Web site when the company recently added e-commerce to the site.

Now, Valent can deliver products directly to customers, who can peruse detailed product information and receive selection assistance as well. Customers receive an e-mail

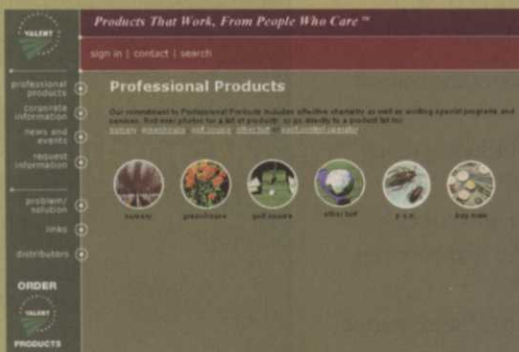
confirming their order has been shipped. It will contain a UPS number to monitor the shipment using a tracking feature on the site's order history page or by clicking on the tracking link in the e-mail.

By logging on to the site at [www.valentpro.com](http://www.valentpro.com), users go directly to the

turf, nursery, greenhouse and pest control markets represented by Valent's Professional Products division. New to the site is a problem/solution module where users can submit a specific pest or weed prob-

lem and query the database for an answer from Valent. And, of course, there are Valent product labels, material safety data sheets (MSDS), news and information pieces, events calendars and literature order requests.

For more information about Valent Professional Products visit the Web site or call 800/898-2536.



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