

# Business is good.



The ServiceMaster system is terrific for someone entering business. As an accounting and business major I can tell they did a good job developing the program.

Training at the Academy was exceptional. Other lawn care systems aren't so thorough. We really studied hard and learned a lot. Rick White is extremely concerned about professionalism and quality. He says we reflect on him.

ServiceMaster has a great business review. It helps you set your goals, understand percentages and estimates, and figure out how you're going to break even.

Whatever it is, you do the footwork, and ServiceMaster helps when you need it. For instance ServiceMaster has a marvelous system of telemarketing. The scripts are all set up.

And I don't meet as much resistance as other lawn care operators. The people we call are real hesitant because there have been a lot of fly-by-night operations in lawn care. But ServiceMaster has a really **good name**...always been honest. We have that quality behind the name. People are comfortable with ServiceMaster.

Another guy in Rochester went broke last year because he couldn't get customers. Now he's looking into buying a ServiceMaster license.

Business is good. I've been getting a lot of calls.

*Janice Piechowski*

Janice Piechowski  
ServiceMaster LawnCare Operator  
Rochester, Minnesota

*All kinds of people with every sort of background show up at the LawnCare Academy. Doctors, teachers, housewives, truckers, pipefitters, green (excuse the pun) kids not long out of high school. They arrive with one idea: to become independent professionals in their own business.*

*At the Academy I take my mission to train them seriously. I see a great future for lawn maintenance as homeowners realize the extent to which it protects and maintains property investment. I see a great future for ServiceMaster LawnCare because ServiceMaster pioneered franchising and established the standard for excellence in service.*

*As Jan Piechowski says, students study hard and learn a lot at the Academy. Why? Because your grasp of our technical and business principles make all the difference in the "real world".*

*If you have a vision for your life and work, you need a plan of action to fulfill it. ServiceMaster provides that plan...then helps people carry it through.*

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*There are good reasons to do so. After all, your vision is **just** a vision, 'til you make it real.*

*Rick White*

Rick White  
Vice President  
ServiceMaster LawnCare

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sterilants are certainly considered post-emergence herbicides. However, safety concerns associated with their use in the homeowner environment have reduced their popularity.

Many factors affect herbicide efficacy. Some of the more important factors that should be given consideration prior to use include the following:

**1. Identification of the weed and desirable turfgrass.** Positive identification of the weed to be controlled is essential to prescribing the most effective herbicide.

In addition, it is important to know which turfgrass the weed is in since different turfgrasses have varying susceptibility to applied herbicides.

**2. Growth stage of the weed.** Most effective post-emergence weed control is achieved on young, actively growing weeds. If weeds are nearing the end of their life cycle and not actively growing, they will not be effectively controlled.

Examples of improper timing would include attempts to control winter annuals such as common chickweed, henbit, German moss (Knawel) and sowthistle in June when they have already produced seed for the upcoming fall germination and are near the end of their

annual life cycle.

**3. Growth rate of the weed.** The more metabolically active a weed is, the more effectively it will be controlled by herbicides. Therefore, any factor such as sunlight, moisture or good nutrition that speeds up growth rate will generally increase herbicide efficacy.

If weeds to be controlled are under heat or drought stress they will not be metabolically active and will be less affected by applied herbicides.

On the other hand, if the desirable cool-season turfgrass is somewhat sensitive to the herbicide being applied and is under drought or heat stress, it is likely it will suffer greater damage from the application.

**3. Morphology of the weed.** If the weed to be controlled has a thick, waxy cuticle or a leaf shape which is not conducive to good herbicide spray contact, decisions about which formulation of the herbicide to utilize can be critical. Weeds like wild onion and wild garlic are better controlled with liquid sprays than granular sprays.

Additionally, waxy cuticles are better penetrated by low-volatile esters than amine formulations. Concern about the increased probability of ester volatilization in the landscape has however reduced ester popularity.

**4. Air and soil temperature.** Maximum metabolic activity in most weeds occurs between 55 and 80 degrees Fahrenheit and therefore herbicide spraying should be planned for times of the year when temperatures are in this range. Temperatures outside this range will reduce metabolic activity and therefore herbicide effectiveness.

**5. Rainfall probability and foliage wetness.** Liquid herbicides are most effectively absorbed when applied to dry leaf surfaces. Water dilution rates for herbicides have been recommended assuming the foliage is dry at the time of application.

Wet foliage will reduce liquid herbicide effectiveness at normal water spray rates. Granular herbicides are generally more effectively absorbed when applied to wet foliage.

Most foliar absorbed post-emergence herbicides require four to six hours of foliar absorption to be effective. Rainfall prior to this time will significantly reduce herbicide effectiveness.

Anything that reduces metabolic activity of the weed during the foliar absorption period will increase the time required to achieve adequate herbicide absorption. Other factors such as physiological detoxification of applied herbicides, organic matter binding, soil binding, leaching,

## Herbicide Manufacturers

### American Cyanamid

1 Cyanamid Plaza  
Wayne, NJ 07470  
(201) 831-2000

### The Andersons

P.O. Box 119  
Maumee, OH 43537  
(419) 893-5050

### Applied Biochemists

5300 West County Line Rd.  
Mequon, WI 53092  
(414) 242-5870

### BASF Wyandotte

100 Cherry Hill Rd.  
Parisippany, NJ 07054  
(201) 263-3400

### Ciba Geigy Corp.

P.O. Box 18300  
Greensboro, NC 27419  
(919) 292-7100

### W.A. Cleary Chemical Corp.

1049 Somerset St.  
Somerset, NJ 08873  
(201) 247-8000

### PBI/Gordon Corp.

1217 West 12th St.  
Kansas City, MO 64101  
(816) 421-4070

### Hoechst-Roussel

Route 202-206 North  
Somerville, NJ 08876  
(201) 231-2000

### Hopkins Agric. Chem. Co.

P.O. Box 7190  
Madison, WI 53707  
(608) 221-6200

### ICI Americas

P.O. Box 751  
Wilmington, DE 19899  
(302) 575-3000

### Lebanon Chemical Corp.

P.O. Box 180  
Lebanon, PA 17042  
(717) 273-1685

### Crystal Chemical InterAmerica Co.

1523 North Post Oak Rd.  
Houston, TX 77055  
(713) 682-1221

### Dow Chemical USA

P.O. Box 1706  
Midland, MI 48640  
(517) 636-1105

### Drexel Chemical Co.

2487 Pennsylvania St.  
Memphis, TN 38109  
(901) 774-4370

### E.I. Du Pont de Nemours

1007 Market St.  
Wilmington, DE 19898  
(302) 774-1000

### Elanco Products Co.

Lilly Corporate Center  
Indianapolis, IN 46285  
(317) 276-3759

### Fermenta Plant Protection

P.O. Box 348  
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*continued on page 74*





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By using ORTHENE, you kill pests like tent caterpil-

lars, whiteflies, Japanese beetles and thrips on contact. Plus it provides lasting residual action against other insects from aphids to scale crawlers to sod webworms. It's a great way to make the whole job of protecting flowers, trees and turf simpler, and more effective.

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## ORTHENE.



### ORTHO

Chevron Chemical Company

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ORTHENE Product Manager (WTT)  
Chevron Chemical Company  
575 Market Street  
San Francisco, CA 94105

Please send me more information on ORTHENE.

Name

Company

Street Address

City

State  Zip



photo decomposition, water pH, mixture incompatibility and rate of the herbicide applied can all have an effect upon the efficacy of the applied herbicide.

Combinations of commonly used broadleaf post-emergence herbicides are generally more effective in providing broad spectrum weed control than single herbicide mixtures.

Repeat applications of some herbicides will be necessary for 100 percent control. Use of post-emergence arsenicals for annual grass control actually necessitates re-application two

or three times at 10- to 14-day intervals.

Repeat applications of the broadleaf herbicides should be spaced at least 30 to 45 days apart to minimize injury to the turfgrass.

In all spraying situations, spot spraying minimizes cost, environmental exposure and general stress on the desirable species while maximizing herbicide efficiency. In all instances, it is of paramount importance that label recommendations be closely followed.

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**HISTAND SUPPLY**  
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Jamaica, NY • (718) 739-4400

**NORTHAMPTON COUNTY SEED CO.**  
Bath, PA • (215) 837-6311

**ROCKLAND CHEMICAL CO., INC.**  
W. Caldwell, NJ • (201) 575-1322

**SEACOAST LABORATORIES**  
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**TURF SPECIALTY, INC.**  
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**WILSON FEED AND SEED**  
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**BUNTON SEED COMPANY**  
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**TURFGRASS, INC.**  
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1-800-521-8873 (MI only)

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**ROBISON'S LAWN AND GOLF, INC.**  
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**TURF MANAGEMENT SUPPLY**  
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**WISCONSIN TURF EQUIPMENT CORP.**  
Janesville, WI • (608) 752-8766

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New Berlin, WI • (414) 544-6421

\* Outside Ohio only applies to these states: Pennsylvania, New York, West Virginia, Kentucky, Indiana, Michigan.

## Herbicide Manufacturers

*continued from page 72*

### Lesco Products

20005 Lake Rd.  
Rocky River, OH 44116  
(216) 333-9250

### Mallinckrodt Inc.

P.O. Box 5439  
St. Louis, MO 63147  
(314) 895-2000

### Mobay Chemical Group

P.O. Box 4913  
Kansas City, MO 64120  
(816) 242-2000

### Monsanto Co.

800 North Lindbergh Blvd.  
St. Louis, MO 63167  
(314) 694-1000

### Nor-Am Chemical Co.

3509 Silverside Rd.  
PO Box 7495  
Wilmington, DE 19803  
(302) 575-2000

### Ortho Div. Chevron

575 Market St.  
San Francisco, CA 94105  
(415) 894-7700

### Pennwalt Corp.

Three Pkwy.  
Philadelphia, PA 19102  
(215) 587-7000

### Regal Chemical Co.

P.O. Box 900  
Alpharetta, GA 30201  
(404) 475-4837

### Rhone-Poulenc Inc.

Agrichemical Div.  
P.O. Box 125  
Black Horse Lane  
Monmouth Junction, NJ 08852  
(201) 297-0100

### Rohm & Haas Co.

Independence Mall West  
Philadelphia, PA 19105  
(215) 592-3000

### Sandoz Crop Protection

341 E. Ohio  
Chicago, IL 60611  
(312) 670-4665

### OM Scott & Sons

Proturf Div.  
Marysville, OH 43041  
(513) 644-0011

### Stauffer Chemical Co.

Agricultural Chem. Div.  
Westport, CT 06881  
(203) 222-3294

### Union Carbide

Agricultural Products  
T.W. Alexander Dr.  
Research Triangle Park, NC 27709  
(919) 549-2000

### Uniroyal Chemical

Elm Street  
Naugatuck, CT 06770  
(203) 723-3000

### Vertac Chemical Co., Inc.

5100 Poplar Ave.  
Suite 3122  
Memphis, TN 38137  
(901) 767-6851

### Vineland Chemical Co., Inc.

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P.O. Box 745  
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# COMPATABILITY.

## Introducing Lawn Pride™ Chelated Iron. The Clear-Cut Choice When Compatibility Counts.

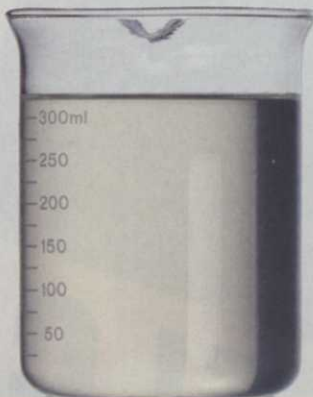
New Lawn Pride from The Andersons is the 6% liquid chelated iron that's completely compatible with N-P-K formulas, urea formaldehyde, high pH water and virtually all herbicides and pesticides. That's compatibility ability!

**If that's not good news enough, here's more.** Lawn Pride is totally non-staining and can safely be used around sidewalks and drives—equipment and houses. It's also non-settling in your tank—another problem solved.

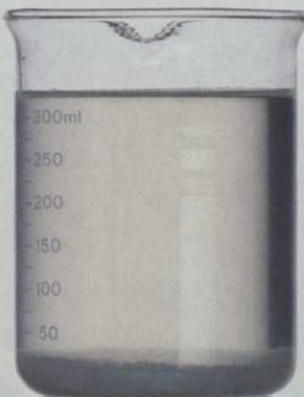
It can be applied anytime of the day with long-lasting results you can see within 24-48 hours. And, if storage is a concern, Lawn Pride stays stable for a minimum of a year.

The Andersons' Lawn Pride even saves you money. In comparison with complexed iron products, substantially less Lawn Pride is used in your mix. And that can add up to big savings.

Lawn Pride  
w/NPK (16-3-6)



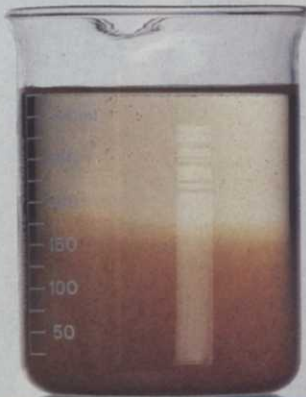
Complexed Iron  
w/NPK (16-3-6)



Lawn Pride  
w/Amino Herbicide



Complexed Iron  
w/Amino Herbicide



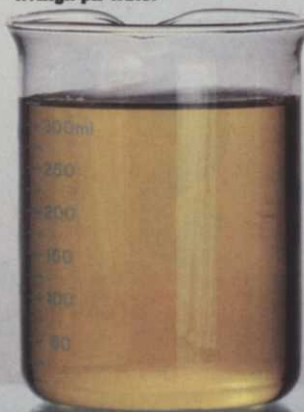
### Lawn Pride's budget compatible, too.

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Complexed Iron  
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# On Design

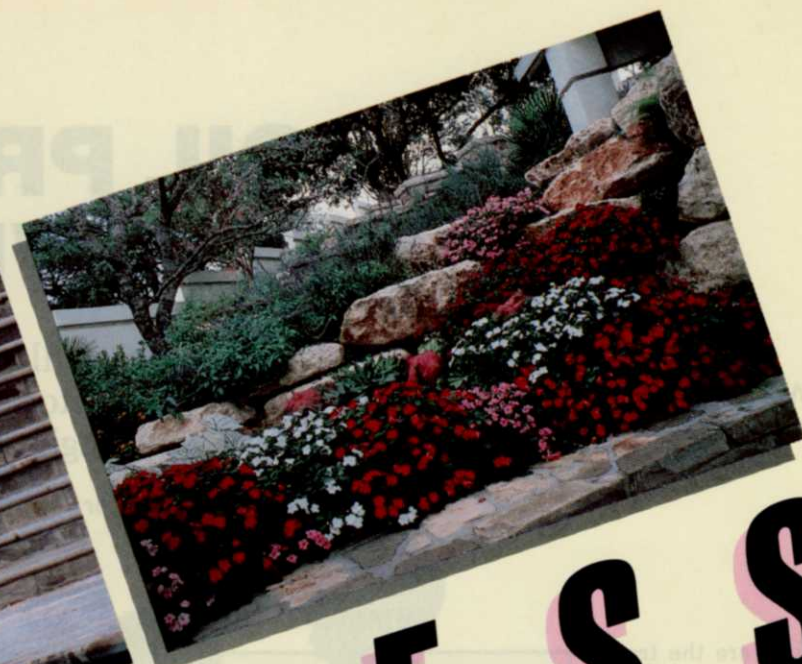
by Heide Aungst, associate editor



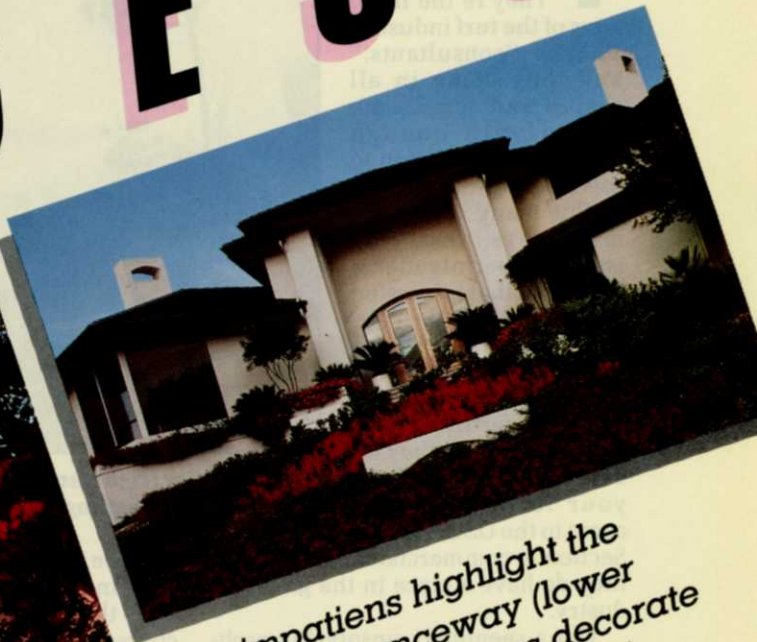
# A SLOPING

A 30-foot slope challenged designer Fernandez Frazer White & Associates when landscaping this San Antonio, Tex. residence. The company used retaining walls to minimize the slope and allow for a pool, cabana and spa below the slope. The slope also inhibited planting, and trees had to be craned over the property line and placed in their locations downhill. Installer Milberger Landscaping & Nursery of San Antonio used native plant materials on the slope, such as yucca (above center), because of their drought tolerance.





# S U C C E S S



Red impatiens highlight the home's entranceway (lower left), while caladiums decorate the front and side (top left). The design and installation, completed in spring 1986, won the National Landscape Association's "Certificate of Merit."



# HAVE SOIL PROBE, WILL TRAVEL

Green industry consultants come in all shapes and sizes. Whether you're in the private or public sector, a landscape contractor or a golf course superintendent, you might need one some day.

by Jerry Roche, editor

**T**hey are the trouble-shooters. They're the hired guns of the turf industry. They're "consultants," and they come in all shapes and sizes, each armed with enough technical information to solve your problems.

But many landscape managers and golf course superintendents are not all that interested in them. Why? Because most consultants cost money—money that could just as easily be spent on fertilizer or a new mower. Yet they do exist—on any level from your local extension agent to the USGA Green Section to commercial interests—and they do have a place in the green industry.

Got a seemingly unsolvable problem with either your turf or your business? Don't be afraid to seek outside help, even if you've got to pay dearly. It will probably be worth it. "Consultant," by its very definition, is someone who specializes in answering specialized problems. Most have advanced college degrees; virtually all have seen problems you would probably never think of. And, through years of experience, they have the answers—or they know how to get the answers.

The trick to efficiently using consultants is to define your objectives before you start, and then work toward those objectives. Do you need an answer to a particular problem? Do you need help implementing a particular program? Or do you need an overall analysis of your operation or golf course, like an annual physical check-up?



Ken Miller (right) and associate Mike Miller on-site, the "first link in getting a client in touch with the last link."

Here, then, is a brief rundown of the kinds of consultants available to you, the landscape manager or golf course superintendent.

## **Agronomic consultants**

You can find specialists in turf, trees, ornamentals or soil—virtually any horticultural or agronomic area. But they're in short supply.

"There's a deficiency in horticulturally-trained people," says Ken Miller, who owns his own consulting business in St. Louis. "It's not a financially attractive job; it's usually a labor of love. I think there's an incredible need in this type of service."

Miller, for one, offers specific services. He begins every job with a site inspection, tagging every tree and plant, giving the landscape manager a maintenance schedule, recommending purchases, and answering any particular technical questions.

"We're not pathologists or entomologists," says Miller, "but many

times we're the first link to getting clients in touch with the last link."

Miller is a believer in problem-solving with plants. Erosion problems, traffic control, masking ugly sites and eliminating wet areas can all be accomplished through judicious use of plants.

"Many of the people that hire us are happy to get another management perspective," Miller notes. "But nothing I say means anything if the follow-through is not there."

Dorothy Borland runs The Turf Expert, Denver, Col. She is a frequent speaker at state turf conferences.

"Many lawn care companies and maintenance companies don't know anything about turf—they're businessmen," she observes. "I can act as a mediator for on-site problems and take a lot of time-consuming duties off their hands. I can take that time to fine-tune turf recommendations. Landscape managers have other things to do."

Borland lists some of the services she offers: training sessions for employees in class and in the field, soil tests, problem evaluation, maintenance program evaluation, irrigation evaluation, phone consultation and mediation between property manager and landscape contractor.

"In essence, consultants provide technical expertise in an area that may not be the landscape manager's specialty—for less annual expense than having a full-time staff member," Borland says.

Bob Moeller of Grounds Manage-



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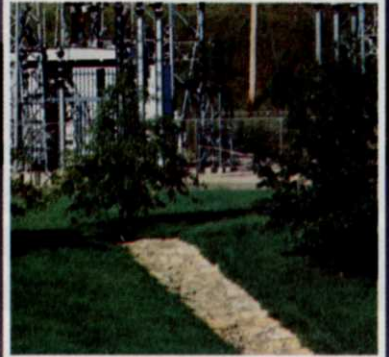
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**“I can control weeds three times longer just by adding Surflan® to my Roundup®.”**





ment Consultants, Carmel, Ind., cites these advantages of hiring a seasoned consultant:

- 1) the opinion of impartial professionals;
- 2) direct savings in cost of maintenance, personnel training and cost of supplies;
- 3) reduction in staff errors; and
- 4) individual attention to each facility.

The Grounds Management staff includes landscape architects; arborists and murersmen; specialists in turf, irrigation, maintenance and soil.

### Extension agents

Agronomically-oriented, these are specialists in horticultural problems. They are paid by the land-grant college in your state and operate out of county offices so that they are probably the most authoritative people you can find for different geographical regions.

Janet Hartin, environmental horticulturalist for the San Bernardino County Agricultural Cooperative Extension, is responsible for the largest county in the nation, stretching from just east of the Los Angeles area all the way to the Nevada state line.

"The stronghold we have is that we



Dorothy Borland helps take time off clients' hands.

are unbiased," notes Hartin. "And our goal is to extend research-based information to commercial agriculturists, including landscape contractors."

Services provided by the nation's broad network of extension agents include testing soil, water and tissue samples; publishing educational agronomic brochures; and making on-site visits.

"We try to offer on-site consultation unless we physically do not have the time to do it," says Hartin. "Most of the time it's a one-shot deal. We have a list of consultants who we know are knowledgeable that we recommend."

Because of extensive field work, most extension agents have one spe-



Ed Wandtke is one of a "very limited" number.

cific day that they are in the office taking phone calls. If you plan on using extension agents as consultants, make sure you know their day in the office.

"Extension agents are great examples of narrowly-defined consultants," notes Ed Wandtke of All-Green Management Consultants, Columbus, Ohio. "They are uniquely qualified in a certain geographic area. And they're dynamite in that particular area."

### Green Section

Superintendents of golf courses in the USGA can take advantage of the USGA Green Section's Turf Advisory Service, which has been in operation

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