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**30 COVER STORY:
TRIMMERS COME OF AGE**
By Jay Holtzman, contributing editor. You've got to look at small differences in string trimmers to find the one best suited to your work.

38 WARM-SEASON INSECT CONTROL GUIDE
by Pat Cobb, Ph.D. The dry summer and mild winter means that southern turf managers can expect a fierce battle on their hands this year.

48 COOL-SEASON INSECT CONTROL GUIDE
by Harry Niemczyk, Ph.D. The good news is that the drought last summer reduced grub populations. The bad news is that chinch bugs will pick up the slack.

60 THE POLITICS OF WATER
by Terry McIver. As drought possibilities loom, legislators and industry associations vie for equitable distribution of good ol' H₂O.

66 NO SPEED LIMIT
by Karl Danneberger, Ph.D. Despite what club members might say, there's more to a quality green than speed. Here are some management tips to keep your greens looking good.

72 THE SEARCH FOR ZOYSIAGRASS
by Judy and Doug Brede, Ph.D. There's no limit to what researchers will do to find zoysiagrass. And there's no limit to what it might do for you.

80 THE VANDALISM GAME
by Will Perry. Even the most well-managed facilities are at the mercy of vandals. Though you can't always stop them, there are steps you can take can make them think twice.

84 STARTING MOWERS
It's time to put away your snowthrowers and prepare your mowers. A couple hours of work now will make sure each is ready when you are.

DEPARTMENTS

- 3 As I See It . . .
- 8 Green Industry News
- 14 Short Cuts
- 88 Business Management
- 90 Jobtalk
- 94 Insurance Insights
- 99 New Products
- 102 Classified
- 114 Ad Index
- 116 Problem Management

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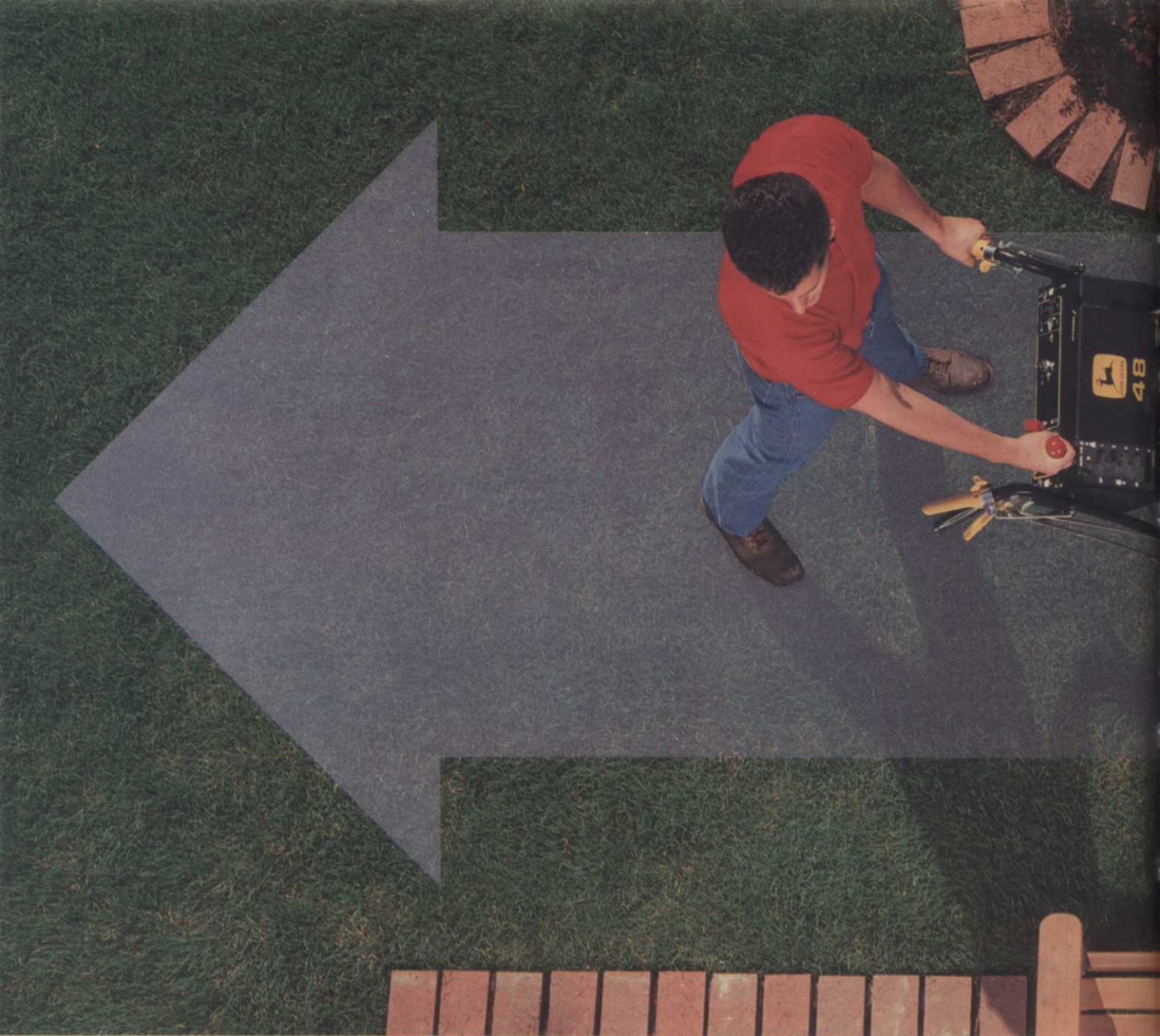


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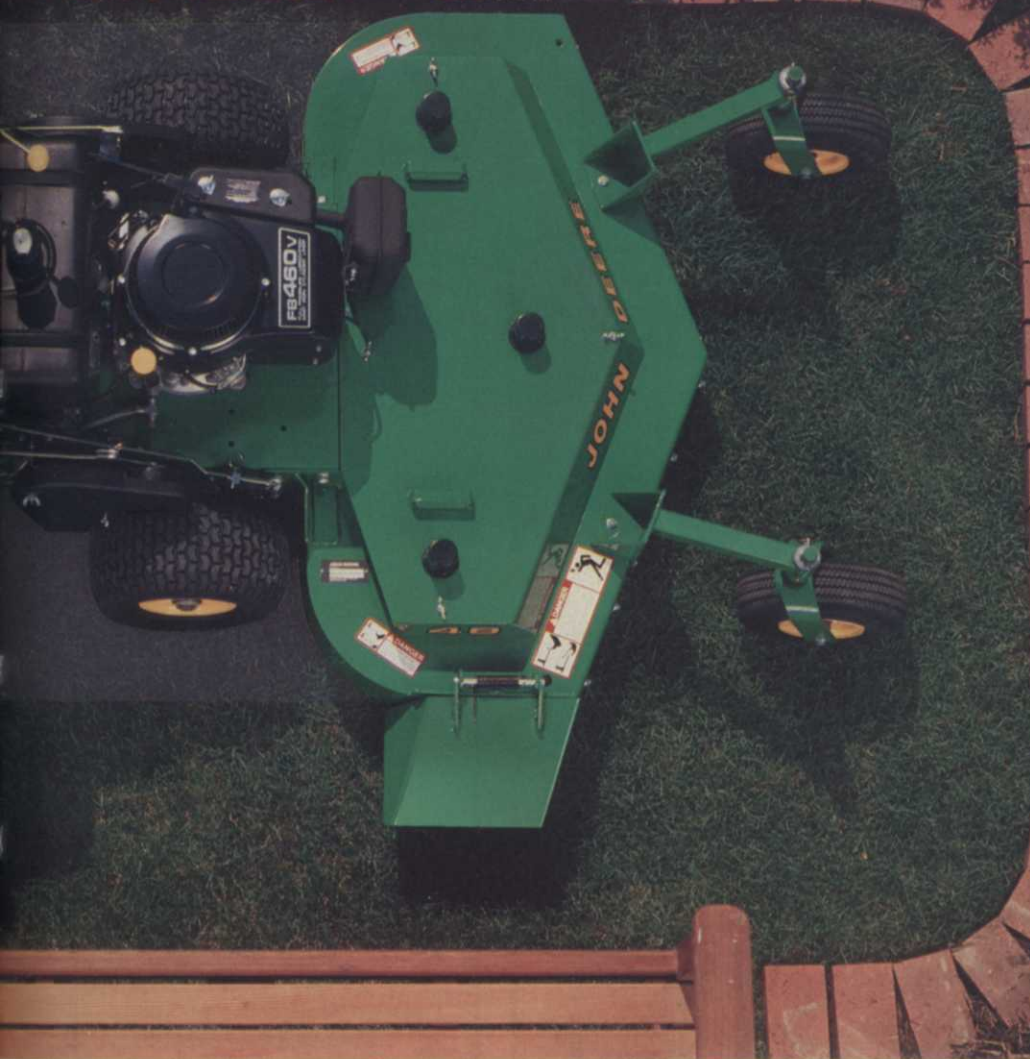
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AS I SEE IT...



My, how things change!

I can remember it as yesterday.

During the November, 1982 convention of the Professional Lawn Care Association of America (PLCAA) in Indianapolis, at least two farsighted people actually mentioned pesticide regulations in seminars. Jerry Faulring and Don Burton, PLCAA past president and future president, respectively, were the first to warn us of pending legislation. At the time, though, not many people were listening.

One of the earliest headlines I ever wrote for the green industry was this one: "Environmentalists: A threat to the industry's survival." It went on top of a *Lawn Care Industry* article bylined by Faulring, the first really in-depth article concerning the "environmentalists" to appear in a trade magazine.

Next to that article appeared another headline that read "Pesticide applicators now united." It concerned the beginning of what is now the Pesticide Public Policy Foundation (PPPF).

Since those August, 1983 articles in LCI, the lawn care industry hasn't yet come full circle. The "environ-emotionalists" are still out there, and still trying to get legislators to pass silly laws limiting the effectiveness of urban pesticide applicators.

But now, in 1989, the green industry has some excellent organizations in place to combat the misinformation that has, in the past, been promulgated by the "other side." Jim Brooks, a salesman for LCI and LANDSCAPE MANAGEMENT back in 1982, is executive vice president of the PLCAA. Jim Wilkinson, who worked for Old Fox Lawn Care back then, is now executive director of the PPPF. Then there are Bob Felix of the National Arborists Association (NAA) and Harvey Gold of the National Pest Control Association (NPCA), both active proponents of judicious, safe use of urban pesticides.

Have I forgotten somebody? Of course. There are many more active green industry businessmen out there on the state level. And it would behoove each and every one of you to get active at the state and local levels, if not personally at least monetarily.

But the point is, that as pesticide laws move inward to the heart of America from both coasts, machinery is in place to make certain that the green industry gets—at the very least—an even break from our legislators.

It wasn't like that back in 1982.

Jerry Roche, editor

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GREEN INDUSTRY NEWS



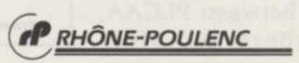
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GREEN INDUSTRY NEWS

INDUSTRY

'Scapers see growth in '89

WASHINGTON — Though expansion wasn't as great as it was in 1987, landscapers did meet their 1988 expectations and remain optimistic about increasing business in 1989, according to results of the 14th annual Landscape Business Survey by the National Landscape Association (NLA).

Work that accounted for the greatest sales increase in 1988 included residential renovation (+69%) and new commercial landscaping (+60%). This year, 84 percent of those polled said they expect new residential landscaping sales to increase, followed by residential renovation (+78%).

Last year NLA members predicted a 13.9 percent increase in business and enjoyed actual expansion of 13.7 percent. This year they are looking to grow by as much as 14.3 percent.

The table at right illustrates regional variations as well as overall averages from the NLA survey. □

LAWN CARE

PLCAA says it will add to staff

MARIETTA, Ga. — The Professional Lawn Care Association of America (PLCAA) is moving ahead with plans to hire a communications specialist and a director of state government affairs. The goal is better relations between PLCAA, its members and state

NLA December 1988 Business Survey

The accompanying tables show regional variations, as well as the overall averages from the current survey.

Region	1988			%Change Reported-88/87	1989			%Change Expected-89/88
	% Up	Reporting Same	Down		% Up	Reporting Same	Down	
NEW RESIDENTIAL LANDSCAPING								
Northeast	86	4	10	+11.9	88	7	5	+15.8
Southeast	64	18	18	+9.9	73	21	6	+9.1
Great Lakes	78	7	15	+11.9	90	10	0	+13.3
Great Plains	67	12	21	+5.4	86	10	4	+8.9
Survey Avg.	74%	9%	17%	+10.1%	84%	12%	4%	+12.2%
NEW COMMERCIAL LANDSCAPING								
Northeast	58	19	23	+12.5	65	19	16	+11.1
Southeast	56	25	19	+7.8	71	23	6	+11.1
Great Lakes	71	18	11	+10.2	78	15	7	+10.5
Great Plains	50	12	38	+2.3	59	18	23	+1.6
Survey Avg.	60%	19%	21%	+9.2	70%	18%	12%	+9.0
RESIDENTIAL RENOVATION								
Northeast	73	17	10	+11.6	78	22	0	+12.1
Southeast	67	23	10	+10.7	73	27	0	+11.4
Great Lakes	70	23	7	+11.3	85	15	0	+10.8
Great Plains	72	17	11	+7.8	88	12	0	+11.2
Survey Avg.	69%	21%	10%	+10.7%	78%	21%	1%	+11.0%
COMMERCIAL RENOVATION								
Northeast	28	64	8	+2.5	53	43	4	+6.8
Southeast	36	50	14	+4.8	45	55	0	+7.1
Great Lakes	45	49	6	+4.7	52	45	3	+5.4
Great Plains	20	30	50	-3.0	60	40	0	+5.5
Survey Avg.	36%	50%	14%	+3.2%	50%	47%	3%	+5.8%
RESIDENTIAL LANDSCAPE MAINTENANCE								
Northeast	68	24	8	+12.2	59	29	12	+9.7
Southeast	50	46	4	+16.7	45	45	10	+7.0
Great Lakes	61	32	7	+7.2	70	30	0	+6.1
Great Plains	83	17	0	+9.1	80	10	10	+7.5
Survey Avg.	63%	31%	6%	+11.8%	61%	32%	7%	+7.9%
COMMERCIAL LANDSCAPE MAINTENANCE								
Northeast	48	48	4	+11.4	62	38	0	+17.8
Southeast	71	17	12	+12.5	80	20	0	+16.2
Great Lakes	56	41	3	+6.6	61	36	3	+5.5
Great Plains	50	40	10	+5.0	60	30	10	+4.5
Survey Avg.	56%	36%	8%	+10.2%	65%	31%	4%	+11.5%

Source: NLA