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READ

...the fine print.

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ProTurf Fairway Fertilizer	32-3-10 649-8408
Guaranteed Analysis	
Total nitrogen (N)	32%
0.8% ammoniacal nitrogen	
24.5% urea-methylene diurea nitrogen	
6.7% water insoluble nitrogen	
Available phosphoric acid (P ₂ O ₅)	3%

Scott's ProTurf

GUARANTEED ANALYSIS	
Total nitrogen (N)	30%
5.0% Water Insoluble Nitrogen	
3.5% Urea Nitrogen	
Available Phosphoric Acid (P ₂ O ₅)	5%
Soluble Potash (K ₂ O)	9%
Magnesium (Mg)	10%
Sulfur (S)	8.0%
Iron (Fe)	10%
Manganese (Mn)	0.5%
Nutrient Sources: Urea, Methylene Urea, Ammonium Phosphate, Ammonium Sulfate, Ammoniated Superphosphate, Sulfate of Potash, Oxidized, Ferrrous Sulfate, Sulfate.	
Potential Acidity Equivalent 1300 lbs. Calcium Carbonate per Ton.	

Lebanon Country Club

GUARANTEED ANALYSIS	
TOTAL NITROGEN (N)	24.0%
1.6% Ammoniacal Nitrogen	
11.6% Urea Nitrogen	
10.8% Water Insoluble Nitrogen	
AVAILABLE PHOSPHORIC ACID (P ₂ O ₅)	4.0%
SOLUBLE POTASH (K ₂ O)	12.0%
Magnesium (Mg)	0.7%
Sulfur (S)	5.0%
Iron (Fe)	0.4%
Derived from ammonium phosphate, isobutylidene diurea, urea, sulfate of potash, sulfate of potash-magnesia and iron sulfate. Potential Acidity 1000 lbs. Calcium Carbonate Equivalent per ton.	
Manufactured by Vigoro Industries, Inc., Fairview Heights, Illinois 62205.	

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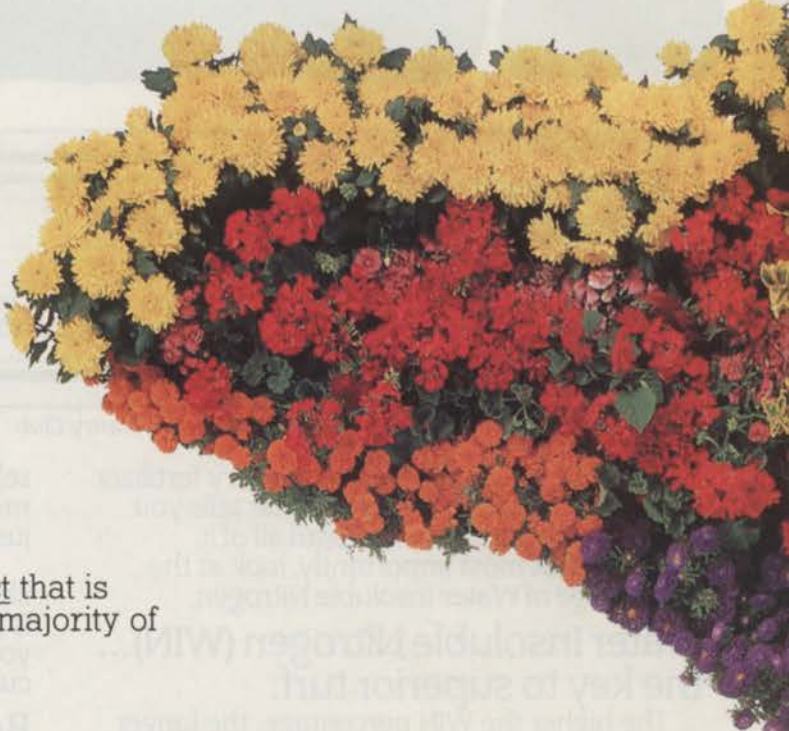
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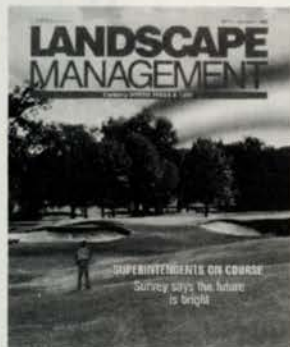
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LANDSCAPE MANAGEMENT

Formerly WEEDS TREES & TURF



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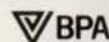
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Applying the 'pixie dust'

The Disney Company has been accused of doing a lot of things to keep its employees happy. The most notable is sprinkling employees with pixie dust every morning.

This is not the case, according to Franki Turner, Walt Disney World's manager of marketing and seminar production operations. But what the company *does* do to keep employees happy also applies to the green industry.

"Our corporate management knows that image is very important to preserve," Turner says. "Every person at Disney realizes that. A ticket-taker sees 20,000 more guests a week than (WDW president) Dick Nunis. That person is one of the key marketing tools we have."

Turner said new employees are imbued with what she calls "corporate culture." She defines that as (1) tradition of the past, (2) operations of the present and (3) visions of the future. "They make up the culture of almost every organization. And we try to keep it simple and clean so it's understandable by all 23,000 employees."

After the company's culture has been defined, Turner says that three additional follow-ups keep employees loyal and happy.

No. 1 is training. One full day is set aside to show new employees how to go through the cafeteria line, how to make out time cards, where lockers are, etc. On-the-job training lasts anywhere from three days to two weeks, depending on the job.

No. 2 is communication, one of Disney's strong suits. The company uses bulletin boards, clever videos, newsletters and—most of all—



Franki Turner

personal contact (managers being what is called "out-in-the-area").

No. 3 is care. Disney shows it cares for its employees. The company holds annual picnics and chooses one date a year on which employees and their families can get in the park for free. Disney even goes so far as to help find temporary and permanent housing, and—very important—promotes heavily from within.

Teamwork is of utmost importance. "No one ever says 'it's not my job,'" notes an employee in the standard Disney training video.

Finally, Turner notes, "Cast members (employees) are treated as we expect them to treat the guests."

These ideas, clearly, don't only work for the entertainment industry. They are also applicable to the green industry and others.

Use your imagination. Sprinkle some pixie dust on your employees!

Jerry Roche, editor

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Phone survey emphasizes possible lawn care clients

A wealth of potential customers among current do-it-yourselfers believe professional lawn care is overpriced.

This fact from results of a Monsanto telephone survey, revealed by David Duncan, Ph.D., director of the company's product development. He gave a presentation during the PLCAA's national convention in New Orleans.

The survey compares the do-it-yourselfer (DIY) to the professional lawn care user in three categories:

1. Frequency of use

Forty-nine percent of the respondents used professional lawn care in the 12 months prior to the survey. However, 87 percent supplemented that care with their own.

Twenty-four percent of those surveyed had what they termed "a tendency toward lawn care," but like it to be done for them. Of that 24 percent, half had indeed purchased lawn care in the past year.

By projecting the figures nationally, Monsanto believes 16 million Americans have that "tendency" to purchase services, yet only 7.8 million follow through.

"A significant amount of the population is inclined toward lawn care, and they can be brought back," says Duncan. "That is a heck of an opportunity if people get out there and talk to these customers."

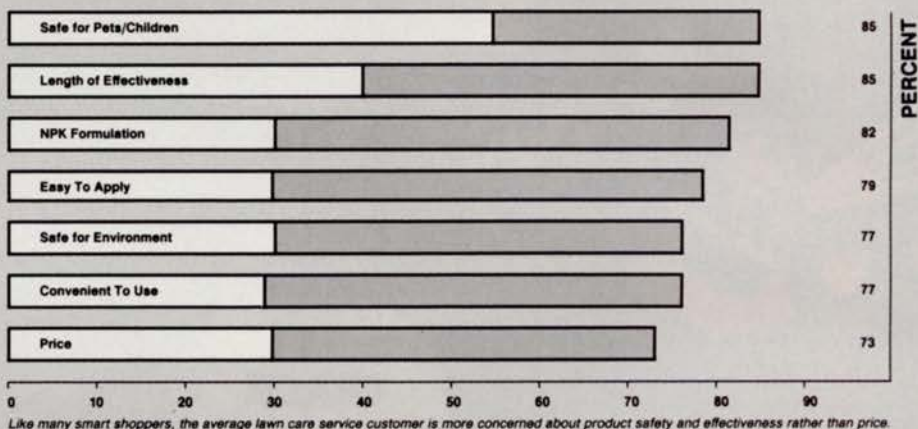
2. Demographics

Of great significance to *continued on page 14*

Importance Of Product Attitudes

LAWN CARE CUSTOMERS

Extremely Important Very Important



LEGISLATION

Green industry group battles overzealous N.Y. legislators

A group of lawn care and pest control organizations has filed suit in the U.S. District Court against the state of New York. If they win, the state would have to stop the implementation of pre-notification laws. The regulations were devised by the New York Department of Environmental Conservation (DEC).

At stake is whether lawn chemical and pesticide applicators must follow stricter pre-notification rules. The applicator organizations believe the regulations are unfair and redundant intrusions on the industry's business sector. They further believe the laws are preempted by

the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA).

Industry groups acting as plaintiffs in the case are the New York State Pesticide Coalition, Professional Lawn Care Association of America, Pesticide Public Policy Foundation, National Pest Control Association and National Arborists Association. Leaders are Elizabeth Seme, executive director of both the New York State Turfgrass Association and the Green Council, and Walter Schroeder, business owner and president of the New York State Professional Applicators Coalition.

"The concept of what they (state DEC) have done is outrageous," says Schroeder. "They have no consideration for the economics or lack of practicality involved. It's strictly an agenda set forth by powerful environmental lobbyists."

"The new regulations are extremely complicated and cumbersome," says Dave Sek, vice president of Monroe Tree and Lawn Tender, Rochester, N.Y. He believes the regulations would make it difficult for companies to schedule applications, especially for multiple dwelling units and business complexes.

cont. on page 14