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Circle No. 182 on Reader Inquiry Card

LANDSCAPE MANAGEMENT



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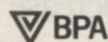
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To Bill
 Date 9/21 Time 8:42

WHILE YOU WERE OUT
 M. Susan Jones
 of 2087 Cowan Rd

Phone _____

Area Code	Number	Extension
TELEPHONED	<input checked="" type="checkbox"/>	PLEASE CALL
CALLED TO SEE YOU	<input type="checkbox"/>	WILL CALL AGAIN
WANTS TO SEE YOU	<input type="checkbox"/>	URGENT
RETURNED YOUR CALL <input type="checkbox"/>		

Message
Says insecticide
didn't work -

Beth
 Operator

Management Series™

To Bill
 Date 8/27 Time 3:14

WHILE YOU WERE OUT
 M. Mrs. Lingenfelter
 of 952 Macedonia

Phone _____

Area Code	Number	Extension
TELEPHONED	<input type="checkbox"/>	PLEASE CALL
CALLED TO SEE YOU	<input type="checkbox"/>	WILL CALL AGAIN
WANTS TO SEE YOU	<input checked="" type="checkbox"/>	URGENT
RETURNED YOUR CALL <input type="checkbox"/>		

Message
Insect damage. Wants
lawn re-seeded

Beth
 Operator

Management Series™

Triumph gets rid of the toughest

Constant callbacks and retreatments can drive even the best lawn care business right into the ground.

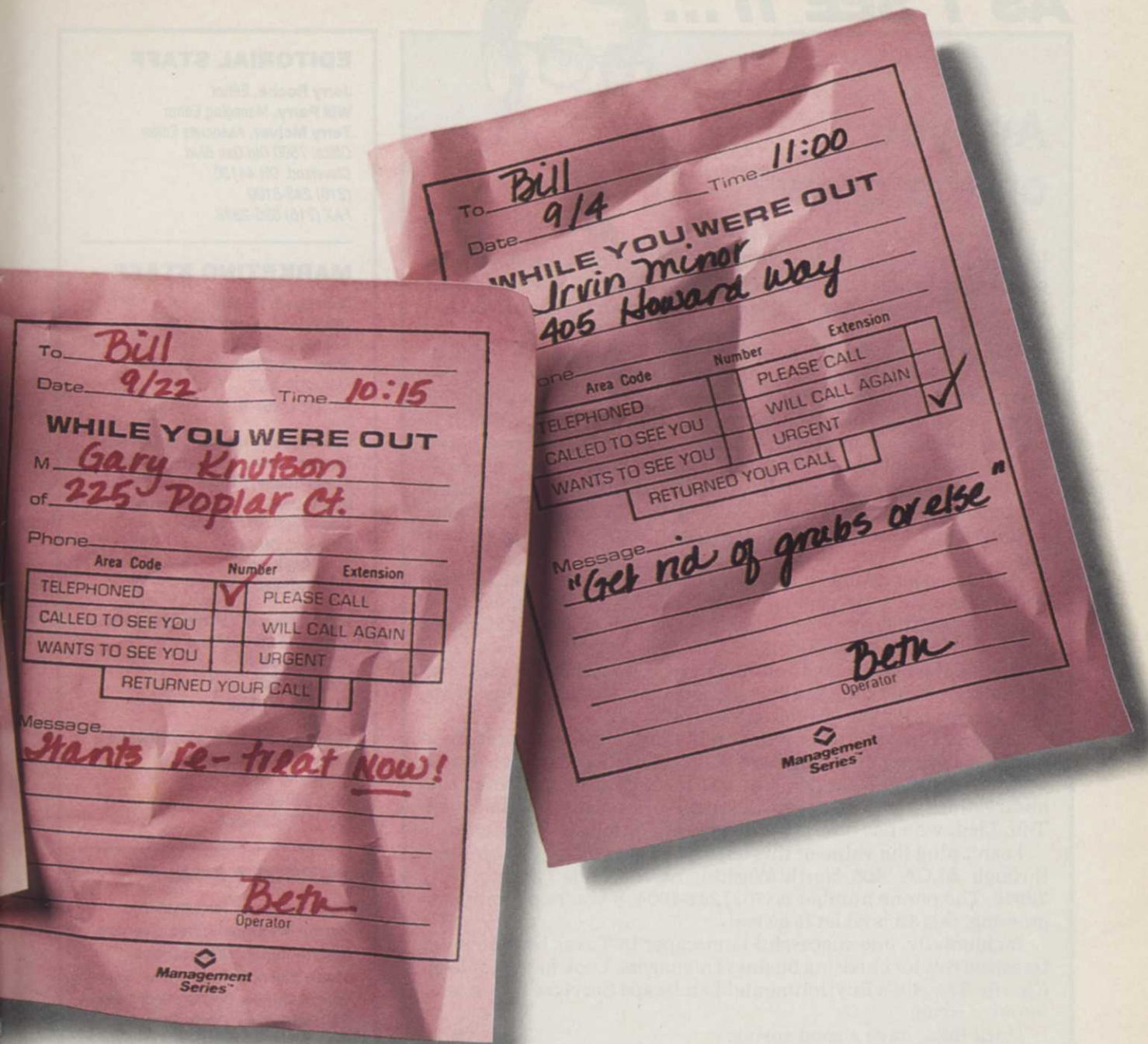
But you can reduce your callbacks —and increase

your profits— simply by replacing whatever insecticide you've been using with Triumph®.

Because no other insecticide is proven more effective

at controlling problem turf pests, including white grubs and mole crickets.

For example, in 10 years of university testing, Triumph has been shown to deliver



st turf pests, including these.

90 percent control of white grubs within just 2-3 days of application.

And, unlike other insecticides, Triumph consistently provides lasting control

for a full 8-10 weeks. So one late summer or early fall application is all you need for effective turf protection.

Which doesn't mean you won't still collect notes from

your clients.

Just that they'll more often be the green, negotiable variety.



sale to and use only by certified applicators or persons under their direct supervision, and only for those uses covered by the applicator certification.



Are you on the grow?

Last month, we featured an article about the 50 largest landscape contractors in the country. Since our magazine reaches more than 12,000 landscape contractors, we'd bet that your company was not on the list.

Which means you're in a perfect mode to grow and be added to the list next year. But, according to the Associated Landscape Contractors of America (ALCA), most mid-sized landscapers have been historically bad at choosing management teams. When it comes to building production teams, it says, landscapers have done a reasonably good job. Why? Because most landscape contractors have been schooled in the horticultural sciences and not the business sciences. So when it comes to growing, the first place to grow is by choosing and organizing a top-flight management crew.

ALCA has just issued a new booklet titled "Crystal Ball Report VIII: Building a Management Team." And if your business bills between \$500,000 and \$2 million a year and you want it to grow, this booklet is an absolute must.

The booklet is divided into four major sections, the most informative being "Building the Management Teams." One of its subsections is called "Potential Pitfalls."

Some of the material covered in the brochure is covered on a monthly basis by our "Business Management" columnists Rudd McGary and Ed Wandtke. But the bulk of it comes from the observations of successful businessmen like committee chairman Tom Lied, who has one of the biggest operations in Wisconsin.

I can't plug the value of this booklet enough. It can be ordered through ALCA, 405 North Washington St., Falls Church, VA, 22046. The phone number is (703) 241-4004. If you're planning on growing, this \$3 booklet is a steal.

Incidentally, one successful landscaper in Texas has some interesting tips for choosing business managers. Look for a profile of Charlie Racusin's Environmental Landscape Services Inc. in this month's issue.

Until then, have a good spring...

Jerry Roche, editor

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A close-up photograph of a person's hand gently touching a lush green lawn. The grass is vibrant and well-maintained.

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Home lawn two months after overseeding with Turf-Seed ryegrass and bluegrass products.



Quality Turf Products Green-Up Your Bottom Line

Lawn renovation can be a profitable addition to an LCO's services, but like other programs, satisfied customers are the key to continued success. Along with professional technicians, proper equipment and timely service, the grass seed used make the long lasting impression that creates referrals. And Turf-Seed, Inc. has the premium quality seed for *your* program ... in *your* region. Ask for these products by variety name ... because it's really *your* name that's on the line.

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2HH 'Charger'

Kentucky Bluegrass
Midnight • Challenger •
Columbia • Galaxy Blend

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• Silverado • Eldorado •
Triathalawn Blend

Perennial Ryegrasses
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CBS II Blend • 246 • 2DD •
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Circle No. 189 on Reader Inquiry Card

How to reduce the cost of weed control today, tomorrow and beyond:

George Toma, Kansas City's own world-class groundskeeper, insists that most of us already know everything it takes not only to reduce the cost of herbicide but at the same time to improve the overall quality of the turf-grass. He contends that we simply need to keep reminding

ourselves of those things we already know. In this edited version of a recent visit with him, he reviews those basic reminders.

Everett Mealman, President
PBI/Gordon Corporation

Mealman: George, we hear reports from time to time that you say the best way to reduce the cost of weed control is to stop using herbicide.

Toma: Yes, I've said that. But it's like the duffer who, after a bad round, said he was going to quit playing golf

— not immediately, of course, but gradually over the next 20 years.

Mealman: You think a groundskeeper can gradually break the habit of using a herbicide to control weeds?

Toma: Yes, providing he can also break his turfgrass from the habit of associating with weeds.

Mealman: In other words, a herbicide program that is so good it eventually kicks out all the weeds, and a grass-growing program so good that the weeds can't get back in.

Toma: You've got it! At the Truman Sports Complex we're almost doing that right now. Today, we use no broadcast pre-emerge or post-emerge on the ornamental turf and landscaped islands around either stadium. All we use is some TRIMEC® Plus to spot treat for an occasional broadleaf or grassy weed.

Mealman: But, George, is this a realistic goal for a commercial lawn and landscape management company?

Toma: Absolutely! Of course, irrigation is a must, and you have to be involved in the sodding and seeding and fertilizing.

Mealman: What is the program?

Toma: Program isn't the right word. It's following through on the three

The Super TRIMEC treated turf on the perimeters of Arrowhead Stadium at the Truman Sports Complex is so immaculate that many visitors actually get down and feel it to find out for sure if it's real. George Toma tells Everett Mealman that the day he doesn't get a charge out of running his fingers through immaculate turf will be the day he hangs it up as a groundskeeper.



Super

basic fundamentals of cleaning up; keeping up; and building up.

Mealman: Can you enlarge on that?

Toma: Early spring is an excellent time to clean up . . . to clean out every weed, down to the very last root hair, so the turfgrass has a chance to thicken up. Whenever I am cleaning up some turf, I use Super TRIMEC® turf herbicide. I've never found a herbicide that does such a thorough job and yet requires such a small amount.

A big part of keeping up involves the green color you want in the spring and summer, and I always caution against using nitrogen during the growing season. Too much nitrogen in the spring and summer will result in too much top growth that weakens the roots and invites disease. To get color in the late spring and summer, I use Ferromec® Liquid Iron. Every year when they televise the Super Bowl, the announcers always rave about the beautiful color . . . that's no accident . . . that's Ferromec!

The time to build up is in the fall. That's when I pour on the fertilizer — and, if I reseed, I spray on Bov-A-Mura® (Natural Organic Activator). It does an excellent job of helping new seeds build strong roots . . . and I always use it whenever I lay new sod.

Facts turf pros should know about Super TRIMEC

Super TRIMEC is a remarkable breakthrough in herbicide chemistry. To make it, we combine several esters with dicamba in a synergistic and homogeneous complex in which every droplet is an exact mirror image of the total. No one except PBI/Gordon has ever been able to do this.

The esters have unparalleled penetrating power, which enables the complex to get through the cuticle and into the circulatory system of even the toughest weeds far more rapidly than other types of formulations. And once Super TRIMEC gets into a weed . . . that weed is terminal . . . period!

But please note: The dicamba in Super TRIMEC is in acid form and is virtually insoluble in water. Therefore it is less likely to migrate in soil and endanger off-target ornamentals.

Because Super TRIMEC is so powerful, one gallon will cover four acres. And



Dr. Jan Van Diepen shows a printout of a radioisotope tracer study to Everett Mealman and George Toma. The purpose of such studies is to determine the smallest possible amount of the strongest

possible chemical formulation that can translocate to the root system of a weed and result in total control. Toma says, "We constantly test herbicides, and nothing is as efficient as Super TRIMEC."

yet the spectrum is so broad that it controls even such tough species as ground ivy, oxalis and spurge.

The benefits of Super TRIMEC

- 1) You can start earlier in the season:** Super TRIMEC gets into the weed so quickly that neither a sudden rain nor a quick freeze is a threat. This allows you to start earlier in the year.
- 2) Dramatically reduces the need for retreatments:** Super TRIMEC does it right the first time. Saves time and labor.
- 3) Reduces herbicide costs:** You use less herbicide per acre and you spray

fewer times per year. Both your weed control and your profits are better.

4) Friendly to the environment: Super TRIMEC uses less chemical. One gallon will treat four acres.

Yes, Super TRIMEC is a low-volatile ester. Yes, Super TRIMEC is labeled for professional use only. But you *are* a professional. Utilize your professionalism to increase your profits.

If you have any questions about Super TRIMEC, please call us.

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LANDSCAPE MANAGEMENT

Landscaping giants merge

CALABASAS, Calif. — Oyler Brothers Company, Florida's largest landscape maintenance firm, has merged with Environmental Care, Inc. (EC), the biggest such firm in the nation. Details of the financial transaction involved remain undisclosed.

Oyler Bros. Company was ranked fifth last year on *Lawn Care Industry* magazine's Million Dollar Mower list with annual revenues of more than \$4.7 million. It has offices in Orlando, Jacksonville, Miami and Tampa. It will henceforth be known as Oyler Brothers Environmental Care, Inc.

Environmental Care, a subsidiary of Environmental Industries, Inc., has 1,000 employees at 15 branches in California and an annual revenue of \$135 to \$140 million, according to spokesperson Bob Scofield. This is the company's second acquisition outside California, its first in Florida.

"Our desire to consummate this arrangement with Oyler stems from the fact that it's a good, sound company that does quality work in a good marketplace," says Scofield.

Tom Oyler will remain at the helm of the Florida company, adds Scofield. Joining him will be EC's Gary Tungate, who will become branch manager in Orlando. No other management changes are anticipated. Says Scofield, "There is an excellent operation in place there (at



Merger principals, left to right: Bruce Wilson of EC, Tom Oyler, Burton Sperber of EC and David Rose of Environmental Industries.

Oyler) so there is no need to make wholesale changes," he says.

The merger effectively puts Environmental Care east of the Mississippi River for the first time. Its influence on the landscape market will now be felt from coast to coast.

Asked about future plans for expansion in Florida, Scofield says "Environmental Care is a growth company. Obviously we're not going in there in order to remain the same size. Our hope is that the combination of these companies will enable those people who were developing Oyler Bros. to expand even more because we're bringing the strength of Environmental Care on board." □

STATES

Federal judge upholds New York legislation

NEW YORK — Federal Judge Neal McCurn has ruled in support of New York State's right to require warning signs and other printed material for pesticide applications. The ruling was in response to a suit by the New York State Pesticide Applicators Coalition (NYSPAC).

The coalition claimed that the New York Department of Environmental Conservation's pesticide regulations were in violation of federal laws governing pesticide labeling.

Judge McCurn ruled that the DEC's notification requirements are a "complimentary adjunct" to federal law, to prevent unreasonable injury to man and his environment.

Options for NYSPAC in-

clude filing an appeal in either federal court or state court, or both, according to Walter D. Schroeder of the organization. "We have suffered many losses over the past six years," Schroeder wrote to NYSPAC members, "but we still continue to fight. If we did not fight, I have no doubt that they (the DEC) would have run over us by now. Even our losses have been victories because we slow them down."

Notification requirements under the state statute include 24-hour sign posting and signed customer contracts.

Other regulations that are not specifically spelled out in the statute, however, are on hold, pending a ruling by a state court. □