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Larry Miller

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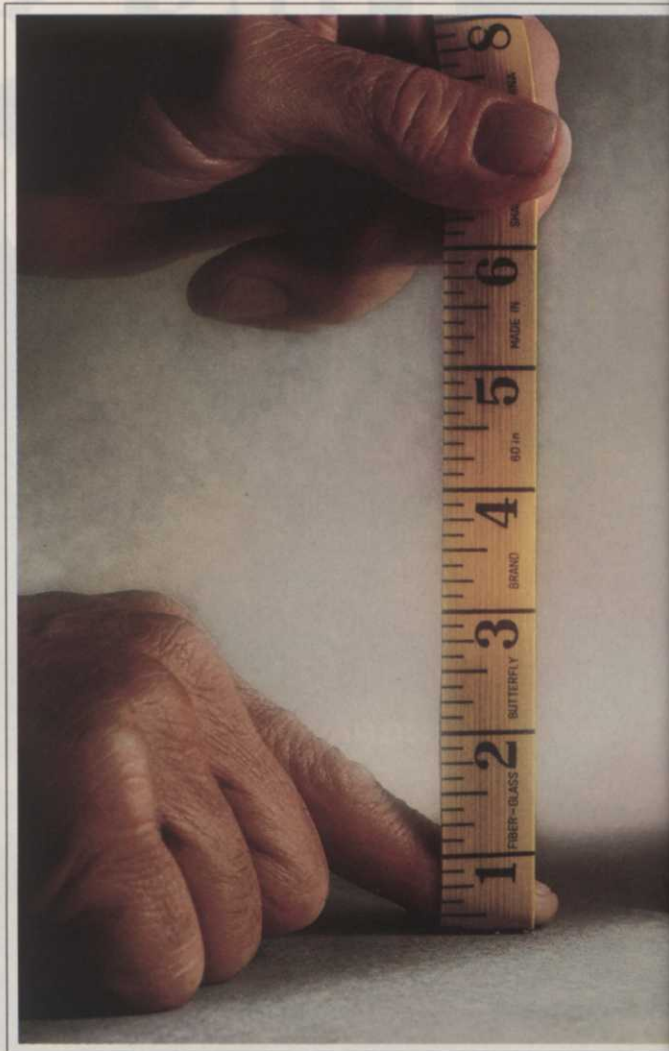
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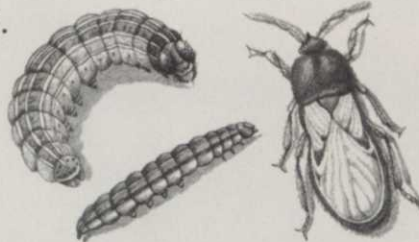
Weigh the alternatives. New TEMPO uses approximately 80% less active ingredient than the leading insecticide. Which means there's approximately 80% less chemical for you to carry around. And 80% less chemical to impact the environment.



How To Size Up

Measure the effectiveness. TEMPO is a broad-spectrum, advanced-generation pyrethroid.

In simple terms, TEMPO effectively controls the surface-feeding insects attacking your customers' lawns. Plus, TEMPO controls the toughest ornamental pests. So using TEMPO eliminates the need to stock several different insecticides.

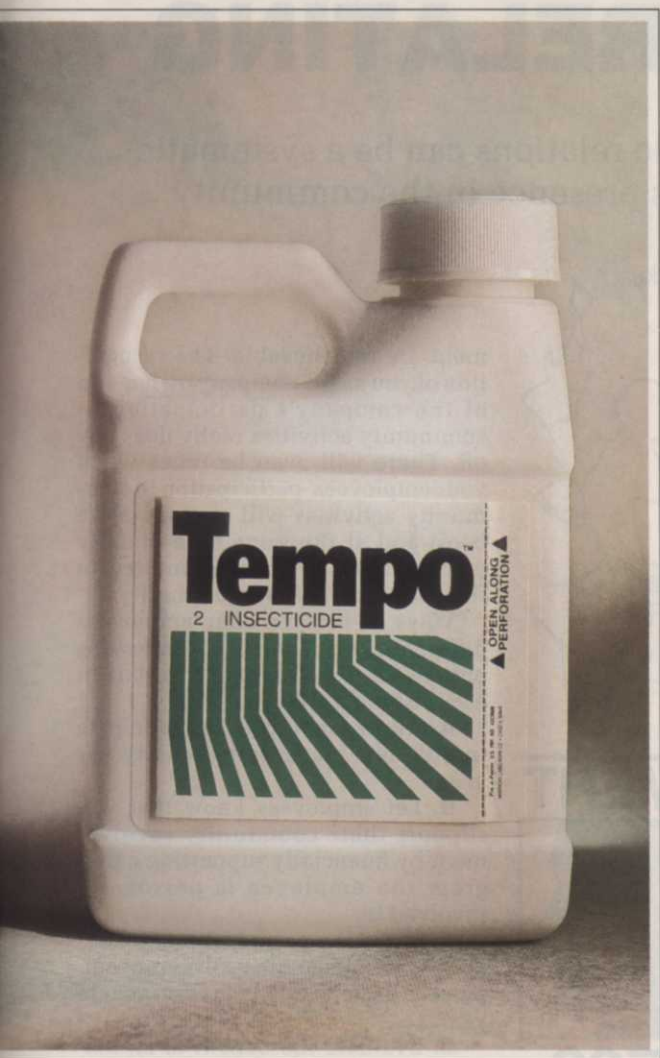


TEMPO effectively controls surface-feeding pests like cutworms, armyworms, chinch bugs, and sod webworms.

Here's another good reason to put TEMPO in your tank. More and more of your customers have a growing concern about Lyme disease. TEMPO effectively controls the deer tick which carries

the Lyme disease virus.

Calculate the cost. TEMPO is the first affordable pyrethroid labeled for use on home lawns. Better yet, it's competi-



And 80% less chemical means fewer handling, mixing, and disposal hassles. In addition, TEMPO tank mixes with most fungicides and fertilizers.

Analyze the safety. TEMPO has a very low mammalian toxicity. So TEMPO offers maximum safety for your customers and your employees.

TEMPO is not a cholinesterase inhibitor like other insecticides. So you don't have the chore of constantly monitoring your applicators. And you don't have the applicator downtime caused by cholinesterase depression.

Add it all up. Effective broad-spectrum control on both lawns and ornamentals. Reduced handling, storing, and disposal. Reduced potential for exposure to your customers,



TEMPO reduces exposure to your customers, your employees, and the environment.

Your Insecticide.

tively priced with what you probably use right now. So with TEMPO, you get the latest advancements in insect control for the same price of the older insecticides.



TEMPO uses 80% less active ingredient than the leading insecticide.

Gauge the work involved. TEMPO uses 80% less active ingredient than the leading insecticide. So, TEMPO takes up 80% less storage space, both on and off the truck.

your employees, and the environment. Plus, TEMPO has virtually no odor. And it's competitively priced.

Now contact your Mobay distributor or Mobay representative. Then compare insecticides. We think you'll find that new TEMPO has some sizeable advantages.

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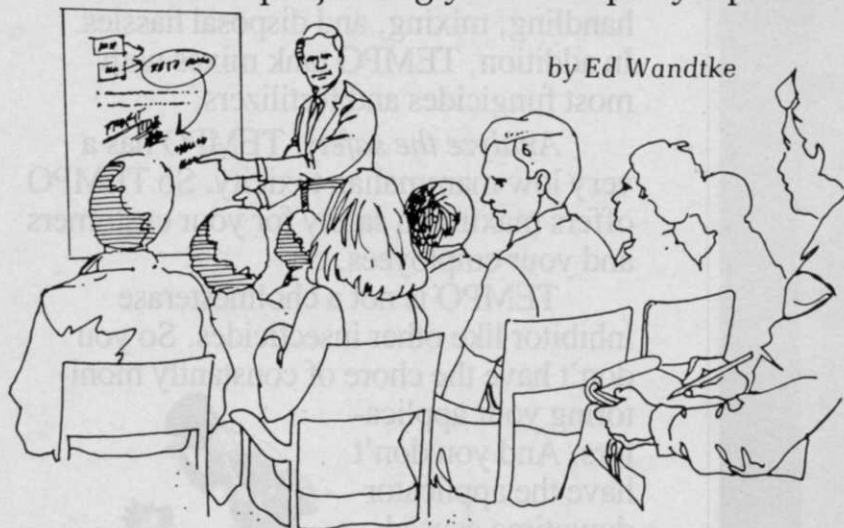
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THE ART OF RELATING

It's more than just free publicity. Public relations can be a systematic method of projecting your company's presence in the community.



by Ed Wandtke

Most companies in the landscape/lawn care industries secure new customers by advertising. This results in an expenditure of money to obtain customers.

But customers can be attracted through other methods. And public relations gets your message to the public in a cheaper and often more effective means than advertising.

Public relations is one of the most inexpensive ways to attract customers. The general public usually is very skeptical of advertising, but feels more comfortable and will do business with companies they hear about through public relations channels.

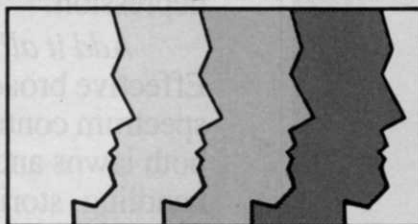
Public relations can benefit your company in the following ways:

1. Increase business through the most effective selling method of sales today: word-of-mouth or one-on-one communicating.
2. Create a positive image for your company.
3. Boost employee morale by generating goodwill that is often perceived as covering a larger geographical area than just the market area currently served.
4. Attract better employees—especially with current problems facing the lawn/landscape industry because of the shrinking workforce.

What, then, is the message of an effective public relations program for a company in this business?

Many owners are not aware of the fact that their company has a public image. They read in the newspapers about chemical spills, etc., and are elated that a similar problem has not

MANAGEMENT



IN BUSINESS

occurred at their company. Yet, through an effective public relations campaign, a company's image can be improved.

A good image will attract customers. But it will *not* take the place of quality services. If the public perceives you as having a favorable image and you then provide superior quality services, it can make the difference between just being a successful company rather than a booming, growing company.

The key element in mapping an effective public relations campaign is to develop a program to take your message to the public. This can be achieved through a combination of the following methods: community involvement, public speaking, printed materials, media and the office environment.

Let's look at what can be done in each of the above areas to achieve an effective public relations program.

Networking opportunities achieved from community involve-

ment are unbelievable. The recognition of you as the company owner and of the company's participation in community activities really does pay off. There will even be times when your employees' participation in community activities will give morale a boost and at the same time identify your company as one committed to the betterment of the community.

Ways to involve your employees differ, but you may find the following options an excellent place to start in establishing a policy:

A. Allow employees to participate in only one community activity per year.

B. Let employees know that you support their community involvement by financially supporting a program the employee is personally involved in.

C. Share the participation in community involvement; let different employees become involved from year to year.

D. Evaluate the benefit to an employee both personally and professionally from their community involvement.

E. If an individual has been doing community work in one organization for an extended period of time, check to see if the individual's interest and participation level are waning.

Public speaking

Many people freeze up when they are asked to speak before an audience. To prepare to become a competent speaker, the key is to initially speak only on extremely familiar topics. Learn everything you can about your audience before you speak to them. At first, speak before audiences that you are familiar with. When preparing the speech, dedicate 15 percent to the introduction, 75 percent to the topic and 10 percent to the conclusion.

The objective in any speech is to market the company and to cover the topic competently. To affect this objective, prepare a brief introduction of yourself and the company that the moderator can easily read.

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materials to potential customers is an effective technique to secure company recognition.

The people that you target with printed materials would be:

- suppliers;
- individuals whom you know from community involvement; and
- customers and influential people in the community.

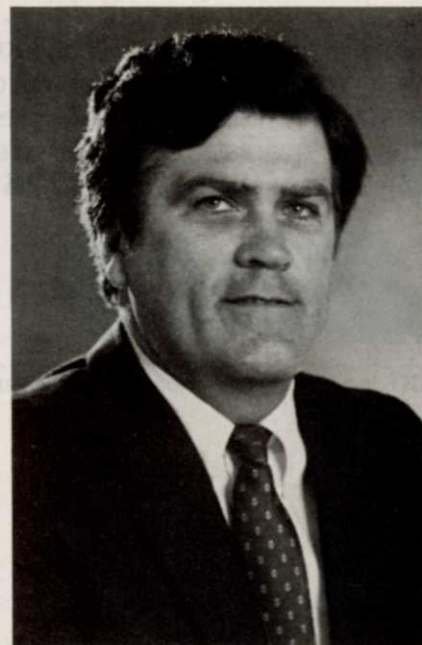
The newsletter is the key item that you should be mailing to the aforementioned list. Thus, you should develop a mailing list capability on your computer to make this system easy to execute.

Company environment

One area that I have seen skimmed on is the office. While this area does not have to be glamorous, it should be well-maintained and be a location your employees are proud to work in. Keep it painted and well-maintained in addition to introducing live plants as a method of improving appearance and projecting to any visitor a care for personnel.

Maintain an awards showcase in the reception area for show-off purposes.

Public relations is more than free publicity. It is a systematic method of projecting the company's presence in the community. Do not let it be a crisis action undertaken only when the company is having problems. Developing an effective public relations campaign takes effort, but can be systematically taken on. **LM**



Ed Wandtke is a senior consultant with All-Green Management Associates, in Columbus, Ohio. He focuses on operations and financial questions.

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Putting yourself in the customer's place

When bidding for a job, always put yourself in the customer's shoes. And be sure you know what they really want before you jump to a conclusion. "Don't assume—find out."

That's the advice of consultant Eric P. McCarty, president of Management Concepts, Inc. He has worked with a number of lawn care and landscape companies.

While McCarty's tip may sound simple, many landscape professionals fail to execute that crucial part of a sales presentation.

It takes some careful inquiries to determine what the customer wants. "We call them open-ended questions," McCarty reports. One example: "What are some of the things you're thinking about?"

"They'll tell you things and then you have to pin down what's most important," McCarty says. You can do that by asking, "What do you think is most important to you?"

Then it can be narrowed down by use of a closed-ended question: "Is the entry way the thing we have to concentrate on?"

"You get their needs and what their priorities are," McCarty explains. He cautions contractors against listing all that they offer—let the customer say what is wanted, and then describe what you can do to meet their needs.

McCarty uses the words "features" and "benefits" to illustrate the point. A feature might be that three inches of mulch is put on each bed. The benefit is that unsightly weeds won't compete with the colorful spring flowers and shrubs.

You could tell a customer that the lawn will be mowed or sprayed at certain times, and the customer's response may be, "So what?"

You can say to the prospect words to the effect that "you're going to see a lovely lawn with this backdrop and your neighbor's going to enjoy it, too."

Creating "word pictures" is a good way to describe benefits. An offer of mowing service can include a statement about how the customer can sit back and relax in the shade while a trained professional does all that hot work. And think of the extra leisure

time you're getting.

McCarty urges contractors to use picture books when selling their services. And the pictures should include happy people in them. "That's what we sell in our business."

A firm that installs Jacuzzis has a picture book with several color photographs.

One picture is of a happy couple with drinks enjoying the tub.

Another shot is of a happy mother and baby in the tub.

The third photo is of a happy older man relaxing with a cigar and drink.

The photos depict how people with different needs can enjoy the facility.

When talking about the cost, refer to it as an "investment" rather than using words like "price" or "spending."

Avoid asking, "How much do you want to spend?" McCarty says a good method is to say, "We can really do these things, but it would help me to find out how much you plan to invest."

"That tells them why you are asking the question," McCarty explains.

Try not to back down too soon on price, McCarty advises. "It's been our experience that landscape sales people tend to assume that people won't spend as much as they will."

Defend your prices by noting that property improvements don't depreciate like cars and boats—and that a beautiful yard can be enjoyed every day.

Above all, try to put yourself in the customer's shoes. To illustrate the point, McCarty, 61, tells of when he sought to have a Jacuzzi whirlpool constructed in his backyard deck. He says the reaction of the salesperson seemed to imply: "You want a Jacuzzi at your age?"

Needless to say, that salesperson did not make the best impression. He also did not get the job.

"He jumped to a conclusion about what I wanted or didn't want," McCarty recalls.

"When you're talking to people you want to address where they're coming from," says McCarty. "It always has to tie in to what they perceive."

In the Jacuzzi episode, McCarty sought a place to relax after a hard day's work. The salesperson was thinking about "yuppies and swingers" enjoying the tubs and he determined that "people my age don't do that," McCarty remembers. "Don't go prejudging it," he advises.

"You're trying to tell me something about where I'm coming from—and you don't know."

—James E. Guyette □



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**Over-the-top
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Stopping these bugs can be a 'chinch'

They're called "surface insects," but they're much more elusive than that. They're the pests that live within the leaf and stem zone or sometimes hide out in thatch. They burrow by day and feed by night. Among the most troublesome are chinch bugs, white grubs and sod web worms.

But every problem has a solution, and Dr. Louis Vasvary of Rutgers believes the solution to this annual surface insect problem begins with inspection. "One of the major considerations to keep in mind," he begins, "is the fact that with many of our insect problems, the injury is similar. The grass could be turning brown due to an environmental condition such as drought, or it could be caused by a host of other things."

Vasvary says inspection must be thorough, and include all grass areas, not just those that are injured. Get a good cross section of what type of insects are present, identify them, and include the relative numbers involved.

In most instances where grass shows signs of stress, a decision to select the appropriate insecticide is required.

"Make sure that application takes into account the habits of the insect: where it lives, how it lives and where it feeds. That is the key to successful control of surface insects."

Bluegrass, fescue diet

Chinch bugs feed on Kentucky bluegrass and fescues. Golf course superintendents occasionally find them in bentgrass and perennial rye.

"Chinch bug injury looks a good deal like other types of injury that will occur on grass. However, in most instances, you'll find chinch bugs in the open where it's sunny and warm. Those are the conditions they most enjoy. Cool, wet situations are not satisfactory for chinch bugs."

Chinch bugs can be difficult to see; they grow to a mere 1/5-inch as adults. "As far as development," explains Vasvary, "the cell stages look pretty much the same. The immature stages pretty much resemble the adult except the adult has full wings."

For New Jersey-based companies, Vasvary says a good portion of that states chinch bug populace are short-winged even in the adult stage. In its initial stage of growth, the bug is reddish in color, and sports a white band.

Chinch bugs will usually take up residence in more protected areas: un-

der large clumps of grass, near sidewalk edges, under railroad ties in landscaping. During winter, they will often crawl up under aluminum siding.

Know the life cycle

Vasvary says an important part of the chinch bug control strategy is to know its life cycle.

The overwintering stage is during March and April. Very often, these populations can be low. "If we have an open winter, a cold winter

In most instances, you'll find chinch bugs out in the open areas, where it's sunny and warm.



Much of New Jersey's adult chinch bug population sport short wings. Photo courtesy Dr. Vasvary

without snow, that will reduce the population. Snow cover acts as a blanket and will help maintain the population."

The first hatching occurs in spring. This is followed by a nymphal stage, and finally, in July, the adult stage. Another set of eggs will begin to develop in late August and early September.

Vasvary says one chemical control scheme that works well was suggested by Dr. Harry Niemczyk of Ohio State. It involves applications in April, when adult populations are quite low.

"This works exceptionally well in areas that have chinch bug populations year after year," Vasvary concurs. "In areas where grass type is correct and thatch exists, there is a good amount of survival. By applying

control measures in the spring during April, it further suppresses that overwintering population, to a degree that it never has a chance to build up during the rest of the year."

Don't forget to water

Vasvary says to accompany chemical applications with enough water "If the area has not been irrigated beforehand, and the area has not received rainfall seven to 10 days before treatment," he says. "It's best to charge that area with water."

"If the thatch is practically nonexistent, a quarter-inch of water is satisfactory. If thatch is thick, a half-inch of irrigation would be better as far as control is concerned."

Water charges the thatch layer so that the insecticide has a chance to penetrate.

"So in this particular case, without rainfall and with dry thatch areas, rather than making the treatment and then watering afterwards, charge the thatch with water first, make the treatment with insecticide and water again. That has made the difference between success and failure."

Products you can use

Vasvary says Dursban has a good track record for chinch bug control. Another is diazinon, which also works well against other surface feeders.

Tempo is a third-generation pyrethroid, which Vasvary says is somewhat expensive, but very often the pyrethroids do get a little more movement out of insects.

Mavrik is another pyrethroid. "Those who work with shade trees or woody ornamentals are familiar with Mavrik, which became available a few years back. It too, is labeled for chinch bug control," Vasvary says.

Control for second generation infestations of mid-August corresponds to the appropriate timing for control of white grubs, when they're small and close to the surface. You have an opportunity here to use a material that's labelled for chinch bugs and white grubs. Vasvary says to use the same watering technique.

Chemicals labelled for chinch bugs and white grubs include Triumph, Dicarb, Turcam and Mocap. Keep the last three for treatment in the fall or late summer, rather than use them continuously throughout the year.

Alternating chemicals might be required from time to time due to the insects' chemical tolerance.

—Terry McIver □