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# LANDSCAPE MANAGEMENT®



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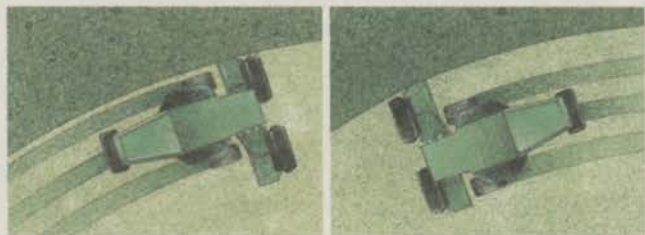
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## NRVMA learns how to play it safe



The National Roadside Vegetation Management Association isn't standing still when it comes to dealing with environmental and regulatory issues.

At its September annual meeting in Albuquerque, topics for discussion included:

- "Roadside Management During the Nineties;"
- "Environmental Issues that Affect Roadside Management Programs;"
- "Update on Pesticide Regulations."

Instead of taking a strictly defensive stance against herbicide and pesticide regulations, NRVMA is doing its best to tell its side of the story. It's keeping abreast of what's happening, and working for compromise with legislators.

Granted, many of the people against control products are misinformed, and in many cases operate on double standards. They cut their conscience to match the latest trendy concerns. One year it's Ice Age, the next year it's global warming. But the power of the bleeding hearts can't be denied. That's why NRVMA is taking action to inform lawmakers, citizens and the mass media about the safety of carefully researched and tested products.

Four years ago, only the Pacific Northwest had problems with environmental activists. Now it's everybody's problem.

"There's not a highway department that I know of in the U.S. that hasn't had to deal with environmental issues," says Tom Hoogheem, manager of environmental issues for Monsanto.

"It's time that we get smart," says Hoogheem. "Vegetation management in this country is under attack. We've got to get serious with the issues, we've got to know how to address the issues and we have to do it right now!"

The best example of NRVMA's concern is its applicator training program, being finalized by Dr. Harvey Holt and various associates. The program is being developed at Purdue University, but Holt is quick to mention that input for the program's content came from professionals across the country.

With the applicator training program, NRVMA hopes to eliminate what is a leading cause of activist zealotry: the mistake.

"I firmly believe, that where there has been environmental impact, 99.9 percent of it has been through misuse," suggests Hoogheem, who says applicators must "...do it right, or we'll lose the right to use the products."

The NRVMA applicator training program covers every base of applicator safety. It's a great step forward for NRVMA, and the association deserves credit for thinking ahead, and for taking appropriate action.

Terry McIver, associate editor

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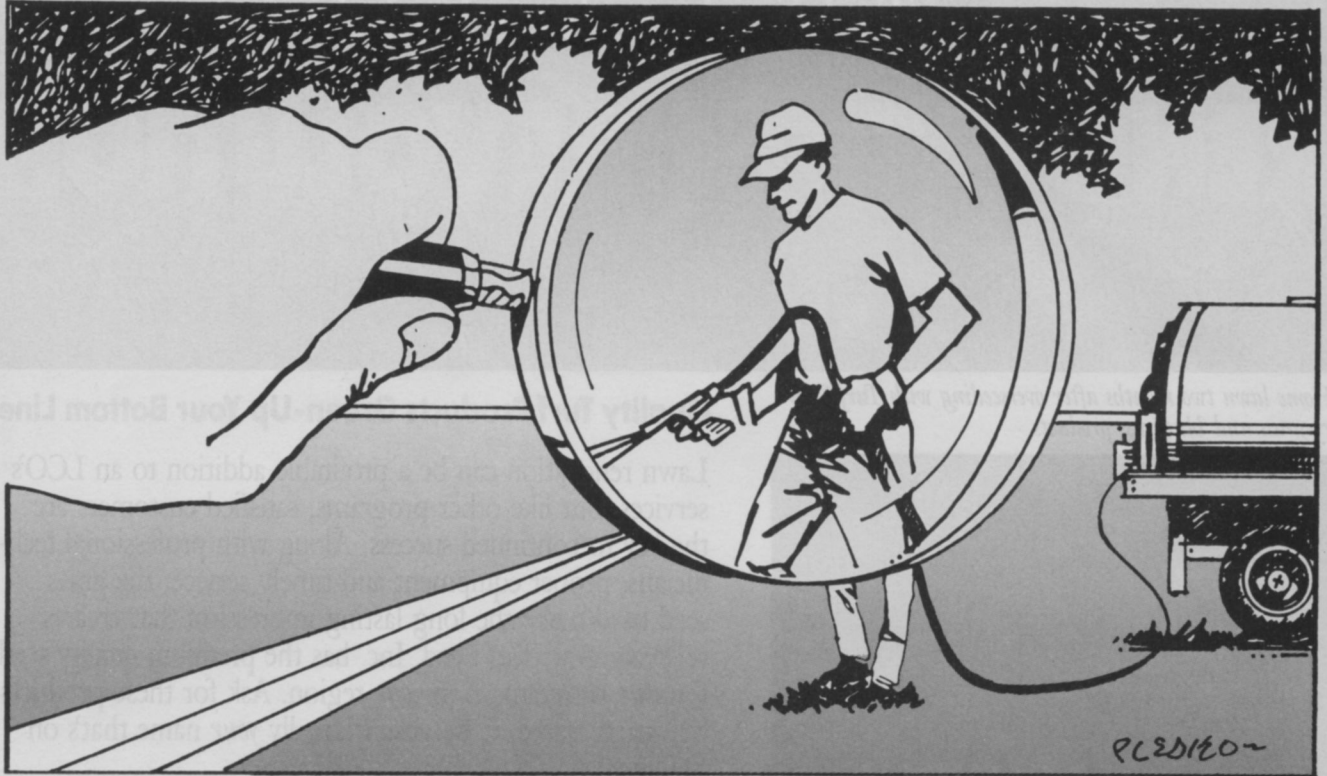
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# GREEN INDUSTRY NEWS

NOVEMBER 1990, VOLUME 29, NUMBER 11

## LANDSCAPE MANAGEMENT



### LAWN CARE

## Lawn care ad claims are ripped by angry lowans

IOWA CITY, Iowa — Advertising for lawn care services is again under scrutiny, this time from an anti-pesticide group here.

Environmental Advocates, Inc. recently filed a complaint against three lawn care companies for publishing what it believes are misleading statements.

The companies are All-American Turf Beauty, ChemLawn Services Corp., and Spring Green Lawn Care.

According to Daryle Johnson of All-American, in one of the complaints, his company was singled out

for claiming that, "For your convenience, All-American Turf Beauty will post a small sign on your lawn to indicate when a pesticide application has been made."

Johnson says the company was also criticized because its literature says that products, "once properly diluted and applied according to label directions, pose no unreasonable health or safety risk to people, pets or the environment."

Ron Vogel, a member of the anti-pesticide contingent, told LANDSCAPE MANAGEMENT he believes

the attorney general would decide in the group's favor.

But Steve Moline of the Iowa attorney general's office says the issue is not about chemical safety.

"We're going to focus on the information given to the consumers of that product," says Moline, "and whether or not it's accurate or misleading. As to whether the chemical should or shouldn't be used, that's not part of our determination."

Environmental Advocates believes a recent settlement in New York state over lawn service advertis-

ing gives it a leg up in the matter. In the New York suit, ChemLawn agreed not to imply that the pesticides it uses are "safe" or "non-toxic," even though it had never made such statements prior to the suit.

When asked about what he had in mind to replace chemical maintenance, Vogel said, "We have to remember that these (control products) have only been in existence for 30 to 40 years, and certainly humans existed perfectly all right without them before. It's not like it's a necessity."

—Terry McIver □

# Bermuda is well-adapted to California

RIVERSIDE, Calif. — Hybrid bermudagrass is well-adapted to much of the state of California, according to research findings from the University of California cooperative extension.

A three-year study by Dr. Victor Gibault revealed that bermuda has the necessary deep root systems, low water use rates, good foot traffic tolerance during warm months and low pest susceptibility.

In another study, this by Dr. Stephen T. Cockerham, the quality of common bermudagrass overseeded with different cool-season grasses was found to vary significantly, depending on subsequent foot traffic.

Gibault says his study was done "to compare the winter color of different lines and to identify the environmental factors most responsible for their dor-



Gibault

mancy."

One reported drawback is that not all the hybrids showed good winter color, and winter dormancy remains a problem.

Gibault reports that the least dormancy among commercially available grasses was found in Santa Ana, Tifway II and Tifway.

"In contrast," adds Gibault, "Tifgreen and Tifgreen II were dormant for a long time."

Little differences in dor-



Cockerham

mancy were noted among the common bermudagrasses Sahara and Arizona common. "They showed more dormancy than the good performing hybrids, but less than Tifgreen or Guymon," says Gibault.

Soil temperature was most closely associated with dormancy. "Once soil temperatures dropped below 50°F for one to two weeks," says Gibault, "all bermudagrasses lost all of

their color."

In the Cockerham study, turf plots were overseeded with six cool-season grasses. Control plots were left free of simulated sports-cleat traffic. The others were subjected to simulated traffic equivalent to two-thirds of a football game, for one day a week beginning in February, 1987. The highest quality overseeded bermudagrass turf without traffic was produced by the two perennial ryegrasses followed closely by three fescues. Rough-stalk bluegrass and annual ryegrass were acceptable, but their quality was significantly lower in the traffic plots. Annual ryegrass and two fine fescues performed slightly better.

Two perennial ryegrass overseedings performed "remarkably well" under traffic through a wide range of temperatures. □

## PESTICIDES

### Consumers reveal desire for strict pesticide regs, says Waste Management

OAK BROOK, Ill. — Consumers would sharply increase the level that professional pest control companies are state and federally regulated, according to a new national survey of Americans.

Only 29 percent of U.S. households feel that current state and federal regulations concerning professional pest control companies are adequate. Almost 55 percent feel that such regulations need either "substantial" or "some" improvement. This concern is balanced by strong feelings regarding the important benefits of professional pest control services in public places.

The survey, was commissioned by WMI Urban Services, Inc., a subsidiary of Waste Management, Inc.. Among its other key findings were:

● More than 86 percent of respondents felt that implementa-

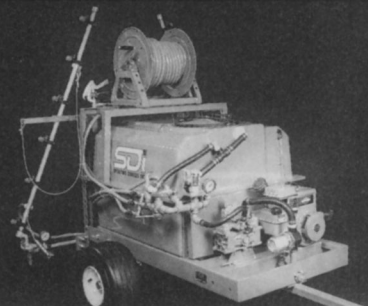
tion of more rigid testing and licensing procedures for pest control technicians was either "extremely" or "very" important.

● More than 78 percent of those surveyed indicated that chemicals and other materials used by professional pest control technicians should be restricted to their use and should not be available to the public through retail stores.

● Almost nine out of ten respondents (88 percent) feel that it is "very important" that public places use professional pest control services to protect the health of all who visit those places.

"This research indicates that the general public strongly supports increased state and federal regulation of the professional pest control industry," said Dave Quarterson, WMI Urban Services vice president. □

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## Three cheers...

To the editor:

Three cheers for LANDSCAPE MANAGEMENT!

I read your editorial in the August issue. If we can extract 10 percent of the quality companies in the landscape contracting field (if they will give us a try), I know through the quality programs that our association has, we well retain 50 percent of them on a second-year basis.

The Associated Landscape Contractors of America (ALCA) is one of the best-kept secrets in the green industry. There is a lot more than meets the eye.

Thank you for your recent comment. We really appreciate it.

**Robert M. Maronde Jr.**  
ALCA president  
Falls Church, Va.

## ...And a boo

To the editor:

As a professional in the landscape management field, I highly regard your publication. I have never been offended by any of your ads before, as many can easily be geared toward the male readers.

I was, however, taken aback by the advertisement on page 49 of your August issue. I am sure I speak for many of my female colleagues when I say, "Wake up, the times have changed!"

Professional publications are no place for sexist ads, especially in a field where women represent a growing force. Granted, the advertiser is to blame for implementing antiquated advertising schemes, but it seems your editing department would do a better job

of selecting what goes into your magazine.

**K. Squares**

Golf course horticulturist  
Richmond, Va.

## Late-season N

To the editor:

I read with interest the August article about late-season fertilization. Its importance has not been emphasized enough as a way to promote shoot, rhizome and stolon growth on cool-season grasses.

The article discussed several nitrogen sources for late-season applications, including quick-release inorganics, slow-release synthetic organics and natural organics such as Ringer's high-protein meal-based fertilizers. The article stated that using a product such as Ringer's which relies on microbial activity for N release would be the equivalent of a dormant fertilization.

Research conducted by Dr. Tony Koski at Ohio State and Colorado indicates that using Ringer in a late-season fertilization program enhances turf color and quality later into the season than other N carriers tested. The turf greened up faster in the spring as well.

It appears from Dr. Koski's work that Ringer's natural organic product is an effective late-season fertilizer despite dependence on microbial activity.

I look forward to reading more about natural organic management of turf and ornamentals.

**P.J. McGinnity, Ph.D.**

Ringer Corp.  
Minneapolis, Minn.  
(Dr. Koski likes Ringer's fertilizer. "It yields a nice even nitrogen release curve, good color response and residual activity," he says. "At Ohio State, it worked much better than we anticipated as a late-season fertilizer" with tendencies toward enhanced water infiltration rates and higher soil carbohydrate levels.—ED.)

## LAWN CARE

### PLCAA urges small LCOs to join up

MARIETTA, Ga. — The Professional Lawn Care Association of America (PLCAA) says it remains firmly committed to all segments of the lawn care industry, and hopes to see smaller companies in attendance at its annual meeting in Nashville this month.

"PLCAA has an enthusiastic and professional staff who are being creative and who are looking for new ways to help this industry meet the challenges ahead," says Bob Andrews, a PLCAA board member, and president of The Greenskeepers of Carmel, Ind.

The theme for the Nashville meeting, "One Day's Drive," is meant to encourage smaller lawn care companies to take the time to make it to the show.

*continued on page 11*



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**Paul Garris**



## PEOPLE

### Landscape Mgt. adds to staff

CLEVELAND — Paul N. Garris has been added to the marketing staff of LANDSCAPE MANAGEMENT magazine, according to associate publisher Jon Mid-ucki.

Garris will serve as North Central States sales manager with responsibilities from Ohio to the upper Great Lakes region. He brings seven years of newspaper advertising experience with him.

Look for LM's entire marketing staff at the Green Industry Expo's Early Bird Reception, which the magazine is co-sponsoring Nov. 12 in Nashville, Tenn. □