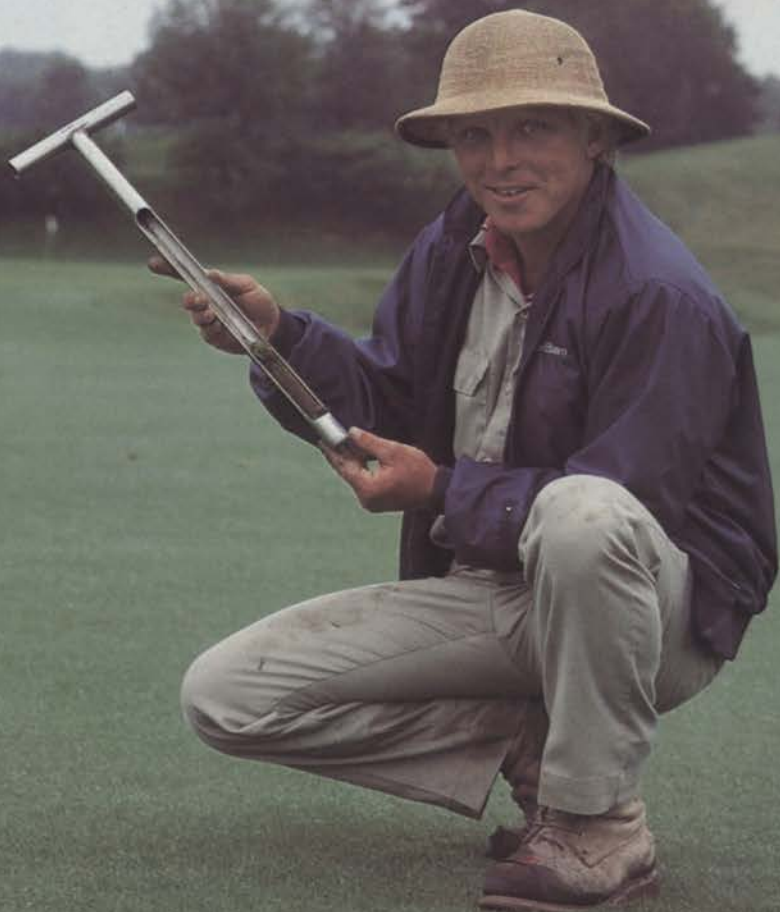


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LANDSCAPE MANAGEMENT®



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LANDSCAPE MANAGEMENT (ISSN 0894-1254) is published monthly by Edgell Communications, Inc. Corporate and Editorial offices: 7500 Old Oak Boulevard, Cleveland, Ohio 44130. Advertising Offices: 7500 Old Oak Boulevard, Cleveland, Ohio 44130, 233 North Michigan Avenue, 24th Floor, Chicago, Illinois 60601 and 3475 Lenox Road, N.E., Suite 665, Atlanta, Georgia 30326. Accounting, Advertising Production and Circulation offices: 1 East First Street, Duluth, Minnesota 55802. Subscription rates: \$25 per year in the United States; \$50 per year in Canada. All other countries: \$100 per year. Current issue single copies (pre-paid only): \$2.50 in the U.S.; \$5.00 in Canada; elsewhere \$10.00; add \$3.50 per order for shipping and handling. Back issues, if available, \$10; add \$3.50 per order for shipping and handling (pre-paid orders only). Office of publication: Edgell Communications, Inc., 1 East First Street, Duluth, Minnesota 55802. Second class postage paid at Duluth, Minnesota 55806 and additional mailing offices. Copyright© 1990 by Edgell Communications, Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical including photocopy, recording, or any information storage and retrieval system, without permission in writing from the publisher.

POSTMASTER: Send address changes to LANDSCAPE MANAGEMENT, P.O. Box 6198, Duluth, Minnesota 55806.





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Lawn care bashers get 'just dessert'

When last we visited, you might remember, I had just read an article in the hometown newspaper that raised the hackles on the back of my neck. In the bylined article, the professional lawn care industry took some unkind and undeserving hits from a self-styled "environmental activist."

Like a good industry steward, I responded via mail. The stamp was slapped on the letter with some vehemence.

Barely a week later, I received a call from the editorial department at the newspaper. A kindly voice asked my permission to print my letter, *en toto*, in the paper's "Forum" department, and I agreed.

Shortly thereafter, a "Letter to the Editor" signed by an old acquaintance, Gary Chamberlain, a regional agronomist for ChemLawn, appeared in the paper.

"I propose that we dismiss the demagogues of doom who hide under the banner of environmentalism and pay attention to the people who are doing something positive for our environment," Chamberlain wrote. "Too often, we let fear-feeding misinformation get by without challenge."

Two days later, when the paper used my piece, it was—surprisingly—virtually exactly as I had written it. The headline exclaimed, in large type, "Lawns won't bite." I submit to you its conclusion:

"To put everything in perspective—and this is what the landscape and lawn care industries have believed all along—the risks associated with lawn pesticides are so minor as to be negligible if used according to label directions.

"It may be the (newspaper's) mission to uphold free speech principles for misplaced doomsayers. But it should also be its mission to see that the public is truthfully informed in a complete and impartial manner."

I have yet to receive a phone call from the author of the original article. I don't suspect that I will. For he knew when he was writing the article, and knows today, that he was twisting the truth, playing on the public's emotions, and—most despicably—not telling the whole story.

There is a moral here. The mass media are indeed searching for real truths. They are neither our friends nor our enemies. They listen. But they need someone to listen to; and that's where we come in—if we are brave enough and intelligent enough to tell our side of the story.

So the next time the lawn care bashers show their faces in your community, be brave and be intelligent. Don't let them get away with their half-truths and emotional appeals. If you don't defend yourself, no one else will.

A handwritten signature in cursive script that reads "Jerry Roche".

Jerry Roche, executive editor

EDITORIAL STAFF

Jerry Roche, Executive Editor
Will Perry, Managing Editor
Terry McIver, Associate Editor
*Office: 7500 Old Oak Blvd.
Cleveland, OH 44130
(216) 243-8100
FAX (216) 826-2832*

MARKETING STAFF

Jon Miducki, Associate Publisher
Ann Langhenry, Midwest Sales Manager
Paul Garris, North Central Sales Manager
Bob Earley, Group Vice President
*Office: 7500 Old Oak Blvd.
Cleveland, OH 44130
(216) 243-8100
FAX (216) 826-2832*

Dick Gore, E. Coast Representative
*Office: 3475 Lenox Rd. N.E.
Suite 665
Atlanta, GA 30326
(404) 233-1817
FAX (404) 261-7022*

Robert Mierow, W. Coast Representative
*Office: 1515 NW 51st Street
Seattle, WA 98107
(206) 783-0549
FAX (206) 784-5545*

Tom Greney, Senior Vice-President
*Office: 233 North Michigan Avenue 24th Floor
Chicago, IL 60601
(312) 938-2328
FAX (312) 938-4850*

SUPPORT STAFF

Carol Peterson, Production Mgr.
Connie Freeland, Prod. Supervisor
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Jackie Eisenmann, Circulation Super.
Bonnie DeFoe, Directory Coordinator
Gail Parenteau, Reader Service Mgr.
*Office: 120 West Second St.
Duluth, MN 55802
(218) 723-9200
FAX (218) 723-9223*

David Komitau, Graphics Coordinator
Ted Matthews, Promotion Director
*Office: 7500 Old Oak Blvd.
Cleveland, OH 44130
(216) 243-8100*



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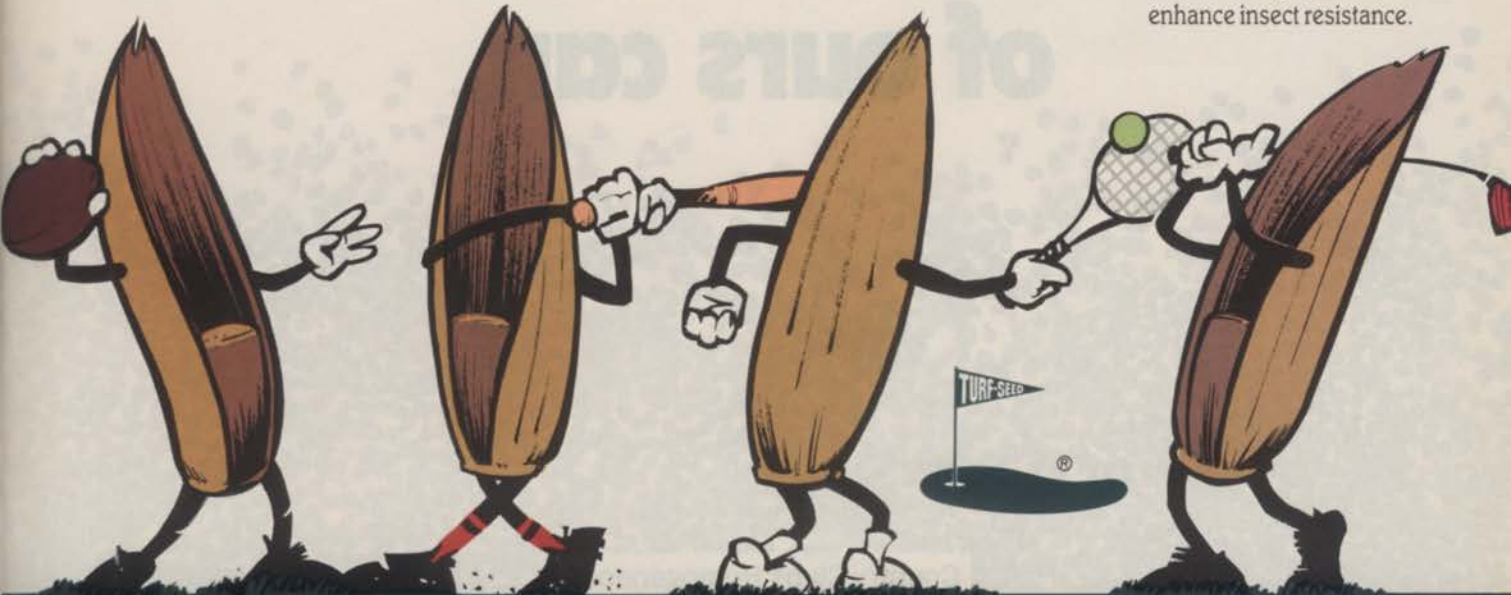
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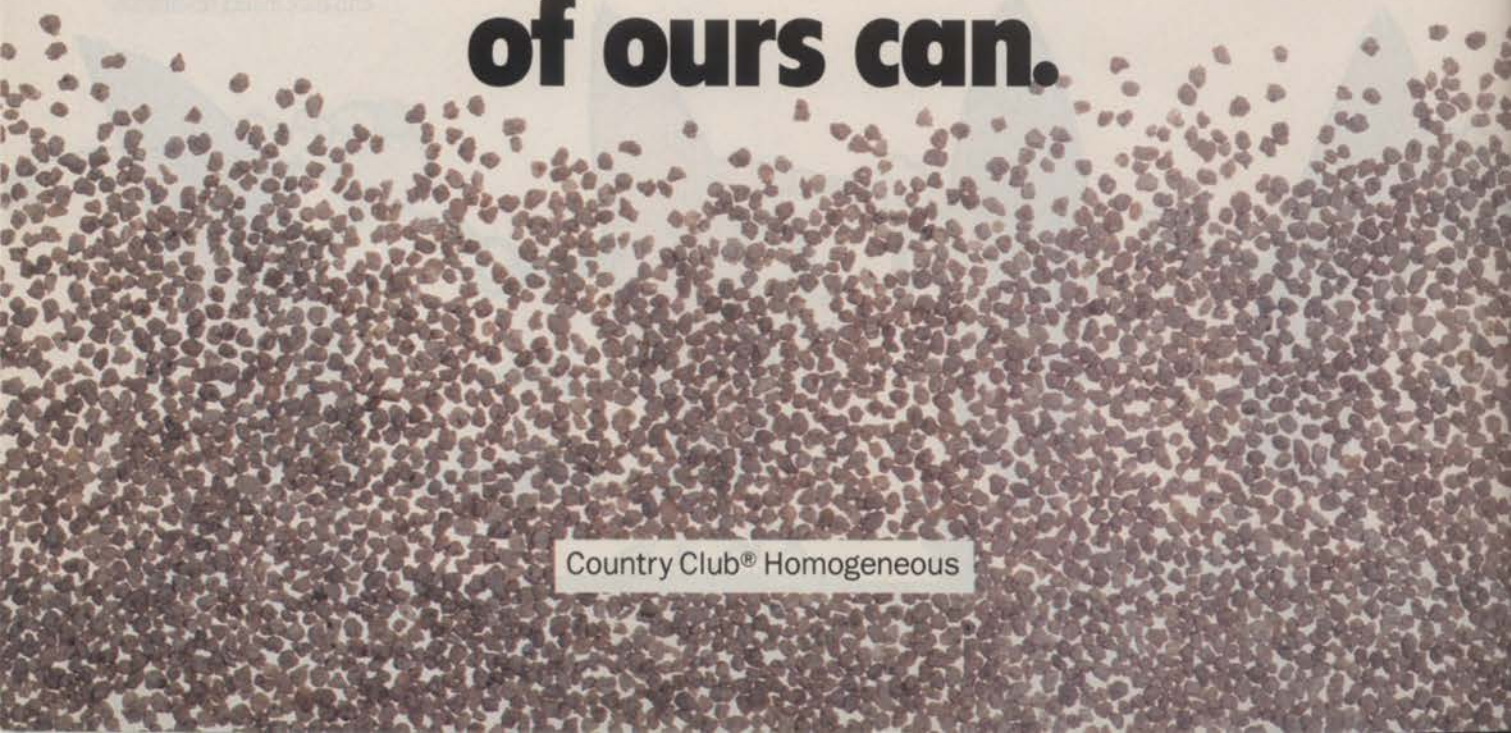




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**It takes at least four
of theirs**

**to do what one
of ours can.**



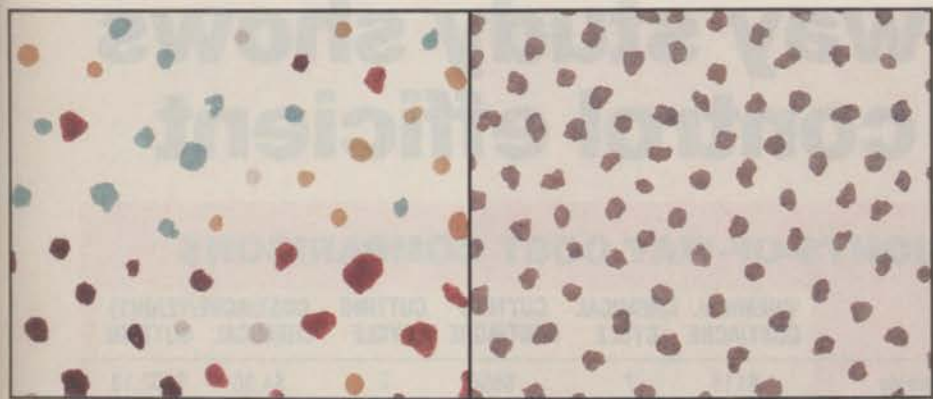
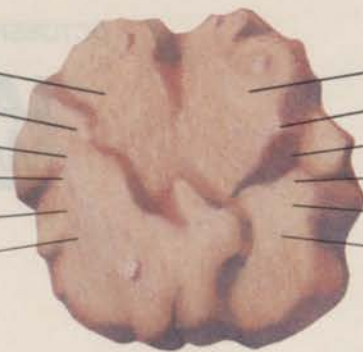
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LANDSCAPE MANAGEMENT

RIGHTS-OF-WAY

Rights-of-way study shows chemical control efficient

MADISON, Wisc. — A recent analysis by the Wisconsin Forestry/Rights-of-Way/Turf Coalition shows that hundreds of dollars per acre can be saved along U.S. Forestry rights-of-way by using chemical control products.

Stem densities are also shown to be significantly higher after cutting than they would be if control products were used.

The study (see chart) was conducted in response to a decision by the Forestry Service to defer herbicide use in seven national forests and right-of-way areas in Michigan, Minnesota and Wisconsin.

According to Terri Ambroz, state coordinator with the Minnesota Pesticide Information and Education Organization, the Forest Service is now managing only small hardwood plantations, which can be managed without herbicides.

"They extended their decision to all the permittees," explains Ambroz, "saying the permittees must each prepare environmental impact statements before using herbicides, which the Forest Service may or may not accept."

As one of the survey's most glaring examples of waste, chemical use in St. Louis County near Duluth, MN, costs \$115 per acre dur-

	CHEMICAL COST/ACRE	CHEMICAL CYCLE	CUTTING COST/ACRE	CUTTING CYCLE	COST/ACRE/YEAR(1) CHEMICAL	CUTTING
St. Louis County	\$115	7	\$650	2	\$4.36	\$102.13
Central Illinois Public Service	\$137	6	\$1,200	3	\$6.26	\$121.76
Minnesota Power (2)	\$130	7	\$400	4	\$4.93	\$28.13
NSP Wisconsin	\$175	7	\$360	3	\$6.64	\$36.50
Enron	\$160	7	\$310	5	\$6.07	\$16.66
Wisconsin Electric (3)	\$130	5	\$170	5	\$6.94	\$9.12

(1) Assumes 4% escalation rate and 11% cost of capital.
(2) Cutting costs to increase as densities increase.
(3) Cutting costs to increase as densities increase and cutting cycle will increase.

Source: Wisconsin Forestry & ROW Coalition.

ing the seventh chemical use cycle. The cost of cutting the same land in the second cutting cycle rockets to \$650 per acre.

Russ Weisensel, the coalition's executive director, says the survey's harsh realities have had no effect on the government.

"I don't think there's any argument with these guys that herbicides cost less than mechanical control," Weisensel says. "They would have to add that to the cost of what it takes to prepare environmental impact statements; plus, they'd immediately be forced with lawsuits and tie

up valuable foresters in red tape."

"We're looking at the public interest," says Ambroz. "It would make more sense," explains Ambroz, "for the Forest Service to produce one Environmental Impact Statement for the entire region than it would for us to be preparing hundreds of impact statements."

Weisensel believes the government is working against itself with the decision.

"President Bush wants to plant one billion trees in the next 10 years," marvels Weisensel, "and Wiscon-

sin's Governor Thompson wants to plant 110 million trees in our state during the same time span, yet our U.S. forests in this region do not feel they need to manage for fiber production."

"The irony," exclaims Weisensel, "is that (the decision) comes at a time when the use of paper products is being suggested to replace many plastics and when we will need to increase forest productivity."

Weisensel urges foresters and rights-of-way professionals to write or call their senators and congressmen in support of herbicide use. □