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POLARIS
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LAWN CARE INDUSTRY

Nice guys sometimes finish first

J. Martin Erbaugh's work with PLCAA, willingness to share with industry make him our 1991 'Person of the Year.'

■ Need proof that not all nice guys finish last?

J. Martin "Marty" Erbaugh, president of Lawnmark, Div. of Erbaugh Corp., is *Lawn Care Industry's* 1991 "Person of the Year."

"He's one of the most respected people in lawn care," says Jerry Faulring, president of Hydro Lawn, Gaithersburg, Md.

"He's easy to know, makes friends easily, and he's never been afraid to share what he knows about the business of lawn care if he thinks it'll help the industry overall."

This openness and readiness to work beyond his own business interests figured heavily in our choice of Erbaugh.

After all, his Akron, Ohio-based company was only six months old—and almost two years away from turning a profit—when, in June 1979, he and 22 other people, most of them small business owners, agreed to start a professional lawn care association.

They were among the growing number of would-be entrepreneurs wanting to make a living, if not a very good living, in the lawn fertilizing business. ChemLawn had shown that this type of service could be made affordable for homeowners and profitable to providers. ChemLawn was—to one degree or another—their model. Or their target.

Erbaugh was among the group of energetic newcomers recognizing opportunity.

Not that the concept of lawn care was foreign to him. After studying religion at Denison University, Granville, Ohio, and law at Case Western Reserve University in Cleveland, he worked for a while at Davey Tree Co. in Akron. The family of his wife Lynne, whom he'd met at Denison, was involved in the company.

In fact, Erbaugh helped Davey Tree's entry into lawn care.

But there was no lawn care industry as such, not then.



Marty Erbaugh says Lawnmark will remain a player in residential lawn care market.

Nor was there a forum for lawn company owners to share ideas or remedy common concerns.

In fact, for months after these business people met at Fort Mitchell, Ky., and summarily formed the Professional Lawn Care Association of America (PLCAA), they weren't convinced if anybody, other than themselves, saw the lawn application people as capable of coalescing into a recognizable industry.

It wasn't until about 700 other LCOs showed up for PLCAA's first conference and show—and surprised suppliers with orders—that the word *industry* took on any meaning.

Erbaugh was a part of this.

"A lot of the people taking part in these initial meetings were young and entrepreneurial. They were independent. That's why they were in the business. They had egos," recalls Faulring.

"Marty was particularly good at listening to these discussions—there could be some shouting—and then bringing all the points together."

Erbaugh became PLCAA's second president in November 1981, succeeding Faulring.

It was a memorable year for Erbaugh in other respects as well.

Earlier that year, competition drove his Lawnmark from the Milwaukee market

Hindsight always being 20/20, Erbaugh said in a recent interview: "If I had it to do over again, I would be more careful in my assessment of the competitive situation."

He refocused Lawnmark in Akron, Ohio, and in Rochester, N.Y., and by 1983 Lawnmark had turned the corner, he knew. This year Lawnmark will exceed \$12 million in sales, just over half coming from operations in New York, a state with strict lawn care regulations.

But Erbaugh's a pragmatist, not a Don Quixote. Lawnmark adapts to regulations, he says. That's business. (Note: Lawnmark was one of 10 lawn care companies which contributed several thousand dollars this past spring to start a "Federal Issues Management" campaign under PLCAA's umbrella.)

Says Richard White, ServiceMaster LawnCare: "Whatever happens, Marty seems to have the attitude that, well, we'll just find a way to overcome the problem. He just never seems to be daunted."

White also credits Erbaugh with being one of the top lawn care marketers he's ever met. "He never looks around at what everybody else is doing. He comes up with fresh ideas, his own ideas," says White.

Bob Earley, group vp of Edgell Communications and former editor of *Lawn Care Industry* magazine, says Erbaugh realized early on that lawn care was something customers wanted and that he, Erbaugh, could build a company to deliver it and make a fair profit too.

"He seemed to say to all of us that, 'hey, this is a real business and we can make money at this, but we have to approach it as a business, take care of the financial aspects, promote it.'"

At 43, Erbaugh says Lawnmark will remain focused on residential lawn care. Lawnmark's goal is \$20 million in sales by 1995, he says.

Erbaugh is the eighth person to be named *Lawn Care Industry* "Person of the Year." The others have been: Faulring (1984), Richard Lee Duke (1985), Ron Giffen (1986), the late Bill Fischer (1987), the late Jim Marria (1988), James I. FitzGibbon (1989), and James Brooks

STATES WHICH REQUIRE COMMERCIAL FIRMS TO NOTIFY WHEN APPLYING LAWN CARE PRODUCTS TO RESIDENTIAL LAWNS

State	Direct Notification				Posting	Registry
	In advance		When applied			
	Customer	Neighbor	Customer	Neighbor		
Arizona			X			
Colorado			X		X	X
Connecticut	X	X			X	X
Delaware	X	X	X	X		
Florida	X		X		X	X
Illinois		X	X	X	X	
Indiana			X		X	
Iowa	X	X	X	X	X	
Kansas			X			
Kentucky	X	X	X	X	X	
Maine		X			X	
Maryland	X		X		X	X
Massachusetts	X		X		X	
Minnesota			X			
New Jersey	X	X			X	
New Mexico			X			
New York	X				X	
Ohio		X	X	X	X	
Pennsylvania		X				X
Rhode Island	X	X	X	X	X	
Vermont	X	X	X	X	X	
Wisconsin	X		X		X	

Source: General Accounting Office

Let the EPA do it, GAO tells Senate

■ The U.S. General Accounting Office (GAO) is playing Washington D.C.'s version of "pass it on, no returns."

The GAO was asked last spring by Senator Harry M. Reid (D-Nev.) to determine the effectiveness of state pesticide notification laws. This fall, it reported back to Reid and said the job belongs with the U.S. Environmental Protection Agency (EPA).

The GAO added that the EPA should pass on what it finds to *all* states, "thus helping those states interested in modifying existing programs or those states about to begin notification programs."

Reid is co-sponsor, along with Senator Joseph Lieberman (D-Conn.), of Senate Bill 849 which calls for nationwide pesticide notification by commercial applicators. The proposed federal legislation figured prominently in hearings before the Senate Subcommittee on Toxic

Substances last May, but has received almost no publicity since.

The GAO report said none of the 23 states requiring commercial applicators to provide notification when applying lawn care pesticides has "formally assessed the effectiveness" of their laws. Also, seven states maintain registries of individuals wanting notification when commercial firms apply pesticides within certain distances of their homes.

"EPA officials told us they were aware of state notification programs but did not have sufficient information to reach any firm conclusion regarding whether such programs are effective," said the report.

The EPA will seek out regulatory officials, individuals on state registries and lawn care professionals to determine how effective these notification programs are, said the GAO report.

Missoula voters 'just say no' to posting law

■ An admittedly poorly-written ordinance requiring the posting of properties sprayed with pesticides was defeated by the voters of Missoula, Mont. on Nov. 6.

Final vote was 5,814 against, 4,352 for.

This particular issue was of immediate importance to the green industry, according to Responsible Industry for a Sound Environment (R.I.S.E.). Its loss signals to other communities that the voting public does not support over-regulation.

"R.I.S.E. cannot fight all local ordinances, but we have chosen Missoula because it...can be used as a precedent in other areas," R.I.S.E. executive director Allen James told LANDSCAPE MANAGEMENT last month.

Brad Selstad, a Missoula lawn care operator, told the *Missoulian* newspaper that the ordinance was defeated because it was poorly written and lacked public support. Due to pre-vote compromises between green industry interests and the Montana Public Interest Research Group (Mont P.I.R.G.), the burden of posting would have been placed on the homeowner, had the ordinance passed.

After the election, Mont P.I.R.G. was not ready to give up the fight. Executive director Brad Martin told the *Missoulian*, "I'm not sure that with a little more work, this community might rise up in strong support of an ordinance."

'Day on Hill' is scheduled for Feb., 1992

■ The 1992 Professional Lawn Care Association of America (PLCAA) "Legislative Day on the Hill" is Feb. 24-25.

PLCAA said DowElanco will provide speakers and some of the meals. There is no registration fee. Any lawn care company owner or manager can attend. PLCAA said it's making arrangements with a hotel close to the Capitol for attendees.

For more information, contact PLCAA at (404) 977-5222.

HOT TOPICS

Pesticide critic a hot item on winter turf programs

WASHINGTON—Jay Feldman says many professional pesticide users focus on profits and expediency, and disregard customer safety.

He also says the U.S. Environmental Protection Agency's pesticide registration mechanism is a hopeless failure. Hardly any of the pesticides being used on turf have been adequately tested for their long-term health affects, he claims.

Feldman is the keynote speaker at the Rocky Mountain Turf Conference in Denver on Wednesday, Dec. 4. On Friday, Feb. 14, 1992, he speaks about urban pesticide use at the International Golf Course Conference in New Orleans.

This is a far cry from when only the representatives of industry or industry trade groups pow-wowed (usually discreetly and to little purpose) with Feldman over his unending criticism of the pesticide industry.

Feldman is national director of the National Coalition Against the Misuse of Pesticides (NCAMP), an advocacy group that works out of modest offices in a residential neighborhood of Washington D.C. Since NCAMP's founding in 1981, Feldman has built himself into an outspoken and accessible—at least to the capital's media and politicians—critic of pesticide use.

This past spring, before a U.S. Senate subcommittee, Feldman ripped the specialty chemical industry, attacking everything from pesticide safety testing protocols to the U.S. EPA registration process, to the health hazards of actual applications.

Although Feldman's efforts in Washington D.C. reap him a surprisingly large soapbox, it's his and NCAMP's spiderweb of activist contacts in communities across the country, and the possibility that



Feldman: will his message be welcome?

they might become a spark for a rash of local regulatory brushfires, that most concerns industry.

Feldman, through these supporters, has been pushing for more local control over pesticide use laws. In light of a U.S. Supreme Court ruling this past June and some recent

"how-to" information from NCAMP, it's likely a lot of town councils will be debating the pros and cons of pesticide use this winter and spring.

Although some industry spokespeople question Feldman's appropriateness as a "keynote speaker" at a turf conference, even a regional one, they concede that he's somebody they'd now better, at least, pay attention to.

USGA looks at guidelines for sand analysis

FAR HILLS, N.J.—The United States Golf Association's Green Section is considering guidelines that include organic analysis of sand for golf course greens construction.

"We're investigating that right now," says Green Section executive director Jim Snow. "Dr. Norm Hummel from Cornell University is on sabbatical, working with us to standardize lab procedures.

"We all agree that it's something that needs to be addressed. But it's not that easy to address."

Mark Altman of Altman & Altman Consulting, Marshall, Minn., says he's seen real problems on greens which arise from the organic analysis of their sand content.

"The sand makes a lot of difference in



Mark Altman



Jim Snow

the green's performance," he says. "Carbon-to-nitrogen ratio is the most important thing in evaluating organic matter."

Altman, whose company specializes in golf course and athletic turf management,

says the sand's organic content affects turf health via percolation rate, cation exchange and water-holding capacity.

"I'd like the Green Section to take the science of greens management one step further," Altman says. "The USGA doesn't have to endorse a product, just give superintendents guidelines so they can make an intelligent decision."

Snow says there is "no doubt" the Green Section will come up with guidelines for superintendents. "We might try to rank—in general terms—the sorts of organic amendments," he says. "We'll have a certain set of parameters to put in our specifications for greens construction."

ELSEWHERE

Revised seed chart, page 36

NFL Famer at GCSAA, page 38

Defining the word quality, page 38



OPPORTUNITY KNOCKS TWICE

Last year Slick 50 took America by storm. Consumers bought all we could make. And retailers who stocked it found they had the hottest new product on the chemical aisle. One that delivered unheard-of turns and profits at equally unheard-of price points.

Now, building on that success, Slick 50 introduces new 2-Cycle Engine Formula. Designed to reduce wear and extend the life of lawn and garden equipment in even the dirtiest environments. And offering you increased return traffic and highly profitable sell-ups.

Two major selling seasons

With Slick 50 2-Cycle Formula, engines start easier and run smoother. So it's perfect for spring tune-ups.

And as a winter treatment, Slick 50 thoroughly lubricates engines to protect them from rust and corrosion during long periods of storage.

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Slick 50 Engine Formula. Now the same great lubrication and protection is available for 2-cycle and 4-cycle lawn and garden equipment.

SLICK[®]
The Engine Wear
Protector. 50

Seed availability for 1992 is re-examined

CLEVELAND—Because of a production error, incorrect seed charts appeared in the October issue of *LANDSCAPE MANAGEMENT*.

On this and the next two pages appear complete, updated charts. The magazine apologizes for any inconveniences.

SEED AVAILABILITY ESTIMATES, 1991-92

The following information is based on surveys conducted in July-August, 1991. Supply and price estimates may have changed since publication.
(A=Surplus/B=Adequate/C=Limited)

BENTGRASS

Variety	Marketer	Supply	Price
Carmen	Vanderhave	B	Stable
Cobra	International Seeds	A	Stable
Dominant blend**	Seed Research	B	Stable
Emerald	International Seeds	A	Stable
Exeter (colonial)	Pickseed West	C	Stable
National	Pickseed West	B	Stable
Penncross	Lesco/Northrup King/ Tee-2-Green/Roberts Seed	B/A/B/B	Stable
Penneagle	Lesco/Northrup King/ Tee-2-Green	B/A/B	Stable
Pennlinks	Lesco/Northrup King/ Tee-2-Green	B/A/B	Stable
Pennway	Lesco/Tee-2-Green	B/B	Stable
Prominent	Seed Research	C	Stable
Providence	Seed Research	B	Stable
Putter	Jacklin Seed Co.	B	Lower
Reston (red top)	Pickseed West	B	Lower
SR 1020	Seed Research	B	Stable
Southshore**	Lofts Seed, Inc.	C	Stable
Tracenta	Vanderhave	B	Stable
V.I.P. blend	Turf Merchants	B	Stable to Lower

KENTUCKY BLUEGRASS

Abbey	O.M. Scott	A	Stable
Adelphi	J&L Adikes/Northrup King/ Jacklin Seed Co.	B/A/B	Stable
Alpine	Pickseed West	n/a	n/a
American	Pickseed West	C	Higher
Amazon	Jacklin Seed Co.	C	Stable
Argyle	Roberts Seed Co.	B	Stable
Aspen	Northrup King	A	Stable
Aquila	Northrup King	C	Stable
Banff	Pickseed West	B	Stable
Baron	Lofts Seed Inc.	B	Lower
Blacksburg	Turf Seed, Inc.	C	Higher
Bristol	O.M. Scott	C	Stable
Bronco	Pickseed West	B	Stable
Challenger	Turf Seed, Inc.	B	Stable
Chateau	Fine Lawn Research, Inc.	B	Lower
Classic	Jacklin/Peterson	B	Lower
Crest**	Pickseed West	B	Stable
Columbia	Turf Seed, Inc.	B	Stable
Coventry	O.M. Scott	C	Stable
Dawn	Lesco	B	Stable
Eclipse	Jacklin Peterson Zajac	B B C	Stable Lower Lower
Emerald	International Seeds, Inc.	A	Stable
Estate	Roberts Seed Co.	B	Stable
Freedom	Northrup King	A	Stable
4 Aces**	Turf Seed, Inc.	C	Stable
Fylking	Jacklin Seed Co.	B	Stable
Georgetown	Lofts Seed, Inc.	B	Lower
Glade	Jacklin Seed Co.	B	Stable
Haga	Burlingham	C	Stable
Harmony	Seed Research	C	Lower
Huntsville	Jacklin Seed Co.	B	Stable
Indigo**	Pickseed West	C	Higher
ISI 1034**	International Seeds, Inc.	C	Stable
Julia	Lesco	B	Stable
Kelly	Northrup King	A	Stable
Kenblue	Jacklin Seed Co.	B	Stable
Liberty	Zajac	B	Lower
Marquis	Roberts Seed Co	B	Stable

KENTUCKY BLUEGRASS (cont.)

Variety	Marketer	Supply	Price
Merion	Jacklin Seed Co.	B	Stable
Mystic	Lofts Seed, Inc.	C	Stable
Nassau	Lofts/Jacklin	B	Lower
Newport	Jacklin Seed Co.	B	Stable
Nugget	Pickseed West	n/a	n/a
Nu Star**	Jacklin Seed Co.	C	n/a
Park	Jacklin Seed Co.	B	Stable
Princeton 104	Lofts Seed Inc.	C	Stable
Ram 1	Lofts/Jacklin	C/B	Stable
Rugby	Northrup King Roberts Seed Co.	B/B	Stable
S-21	Jacklin Seed Co.	B	Stable
SR 2000**	Seed Research	C	Stable
SR 2100**	Seed Research	C	Stable
1757	Lofts Seed, Inc.	C	Stable
Shamrock**	Lesco	C	Stable
Suffolk	Lofts/Jacklin	B	Stable
Touchdown	Pickseed West	B	Stable
Trenton	Northrup King	A	Stable
Victa	O.M. Scott	B	Stable
Welcome	Seed Research	B	Lower

TURF-TYPE TALL FESCUE

Advent**	Jacklin Seed Co.	B	Stable
All*Star	Jacklin Seed Co.	B	Lower
Amigo	Northrup King	B	Lower
Arid	Jacklin/Northrup King	B/B	Lower
APM**	Jacklin Seed Co.	C	n/a
Apache	Turf Seed, Inc.	A	Lower
Aquara	O.M. Scott	B	Lower
Arriba**	Northrup King	B	Lower
Bonanza	Proprietary Seeds	A	Lower
Bonzai (dwarf)	Turf Merchants	B	Lower
Brahma	Roberts Seed Co.	B	Lower
Chesapeake	O.M. Scott	A	Lower
Chieftain	Roberts Seed Co.	B	Lower
Cimarron	Lesco	B	Stable
Confederate**	Turf Seed, Inc.	C	Stable
Crew-Cut (dwarf)	Proprietary Seeds	B	Lower
Crossfire	Pickseed West	B	Lower
Eldorado	Turf Seed, Inc.	B	Lower
Emperor	Zajac	B	Lower
Era**	International Seeds, Inc.	A	Stable
Falcon	Burlingham	B	Lower
Finelawn SGL	Fine Lawn Research	B	Lower
Finelawn 1	Fine Lawn Research	B	Lower
Finelawn Petite**	Fine Lawn Research	C	Stable
Gala**	International Seeds, Inc.	A	Stable
Galway	Northrup King	B	Lower
Guardian	Roberts Seed Co.	B	Lower
Hounddog	International Seeds, Inc.	A	Stable
Jaguar	Zajac	B	Lower
Jaguar II	Zajac	B	Lower
Lancer**	Lesco	B	Stable
Leprechaun**	Roberts Seed Co.	C	Lower
Maverick II	Pickseed West	B	Lower
Maverick blend	Roberts Seed Co.	B	Lower
Mesa	Jacklin Seed Co.	B	Stable
Micro**	Turf Merchants	B	Lower
Mini-Mustang	Pickseed West	B	Lower
Monarch	Turf Seed, Inc.	B	Lower
Mow-Less**	Turf Seed, Inc.	C	Stable
Murietta	Turf Seed, Inc.	B	Lower
Mustang	Pickseed West	B	Lower
MX-86	Jacklin Seed Co.	C	Higher
Olympic	Turf Seed, Inc.	B	Lower
Olympic II	Turf Seed, Inc.	B	Lower
Pacer	International Seeds, Inc.	A	Stable
Pixie**	Jacklin Seed Co.	C	n/a
Rebel	Lofts Seed, Inc.	C	Lower
Rebel II	Lofts Seed, Inc.	B	Lower
Rebel Jr.	Lofts Seed, Inc.	B	Lower
Rebel 3D**	Lofts Seed, Inc.	C	n/a
Recycler**	Turf Merchants	C	Lower
SR 8200**	Seed Research	C	Lower
SR 8300**	Seed Research	C	Lower
Safari**	Turf Seed, Inc.	C	Lower
Sapphire**	Vanderhave	A	n/a
Shenandoah**	Willamette	B	Lower
Shortstop	Pickseed West	B	Lower
Silverado	Turf Seed, Inc.	B	Lower
Sundance (dwarf)	Turf Merchants	C	Lower
Survivor blend*	Seed Research	B	Lower
Taurus (dwarf)**	Turf Merchants	C	Lower
Thoroughbred	Pickseed West	B	Lower
Thunderbird**	Burlingham	C	Lower
Titan*	Seed Research	B	Lower
Tomahawk	Turf Seed, Inc.	C	Lower
Trailblazer II**	Lesco	B	Stable
Tribute	Lofts Seed, Inc.	B	Lower
Trident*	Seed Research	B	Lower
Triathalawn	Turf Seed, Inc.	B	Lower

TURF-TYPE TALL FESCUE (cont.)

Variety	Marketer	Supply	Price
Trophy blend*	Seed Research	B	Lower
Turf Gem	Turf Merchants	B	Lower
Turf Gem Jr.	Turf Merchants	B	Lower
Twilight (dwarf)	Turf Merchants	B	Lower
Willamette	Willamette	A	Lower
Winchester**	Burlingham	B	Lower
Wrangler	Jacklin/Lesco/TMI	B/B/B	L/S/L

FINE FESCUE

Variety	Marketer	Supply	Price
Azay (sheep)	Pickseed West	C	Stable
Cindy	International Seeds, Inc.	A	Stable
Dawson	Northrup King/ Vanderhave	B/B	Stable
Estacada	Turf Merchants	C	Stable
Flyer	Fine Lawn Research	B	Lower
Fortress cr'ping**	Tee-2-Green	C	Stable
Hector**	Vanderhave	B	Stable
Herald	International Seeds, Inc.	A	Stable
Revere creeping**	Northrup King	B	Stable
Ruby creeping	Northrup King	A	Lower
Shademaster	Lesco	B	Stable
Silvestor	Vanderhave	C	Stable
Virtus	Turf Merchants	B	Stable
Vista creeping**	Zajac	B	Stable

CHEWINGS FESCUE

Variety	Marketer	Supply	Price
Agram	Pickseed West	B	Stable
Atlanta	Vander Have	A	Stable
Banner	O.M.Scott	B	Stable
Camaro**	Fine Lawn Research	C	Stable
Center	Turf Merchants	B	Stable
Dover**	Northrup King	B	Stable
Enjoy	International Seeds, Inc.	A	Stable
Jamestown	Lofts Seed, Inc.	B	Lower
Jamestown II **	Lofts Seed Inc.	B	n/a
Koket	Burlingham	B	Stable
Longfellow	International Seeds, Inc.	A	Stable
Mary	Vanderhave	B	Stable
Molinda	Vanderhave	A	Stable
SR 5000*	Seed Research	B	Stable
SR 5100* **	Seed Research	C	Stable
Shadow	Lesco	B	Stable
Victory	Pickseed West	B	Stable
Waldorf	Vanderhave	A	Stable
Wilma	Burlingham	B	Stable

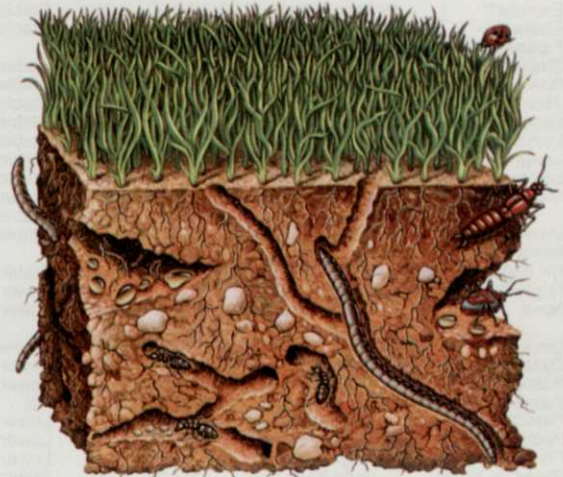
HARD FESCUE

Variety	Marketer	Supply	Price
Attila	Turf Merchants	C	Stable
Aurora	Turf Seed, Inc.	B	Stable
Aurora* **	Turf Seed, Inc.	C	Stable
Biljart	Vanderhave	C	Stable
Eureka**	Fine Lawn/Int. Seeds	C/A	Stable
HF 9032**	Northrup King	C	Stable
Reliant* **	Lofts Seed, Inc.	B	Stable
Scaldis	Vanderhave	C	Stable
Silvana	Vanderhave	A	Stable
SR 3000*	Seed Research	B	Stable
SR 3100* **	Seed Research	C	Stable
Scaldis	Northrup King	B	Stable
Spartan	Lesco/Pickseed	B/C	Stable
Tournament	Pickseed West	C	Stable
Valda	International Seeds, Inc.	A	Stable
Waldina	Vanderhave	C	Stable

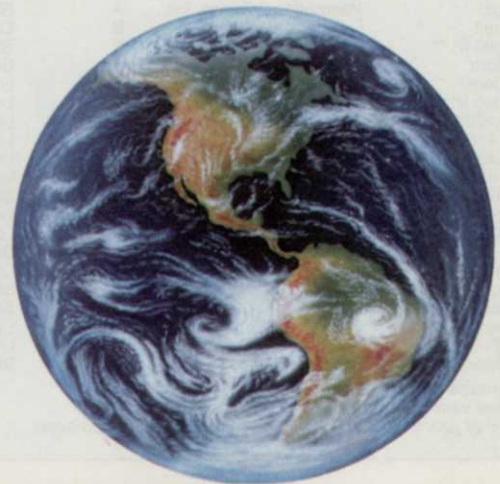
PERENNIAL RYEGRASS

Variety	Marketer	Supply	Price
Accolade	O.M. Scott	C	Lower
Allaire**	Turf Merchants	B	Stable
Alliance blend	Turf Seed, Inc.	B	Lower
All*Star	J&L Adikes/ Northrup King	B	Lower
Aquarius	Turf Merchants	C	Stable
Assure	Lesco	B	Stable
Birdie II	Turf Seed, Inc.	C	Lower
Blazer II	Pickseed West	B	Stable
Brenda	Vanderhave	A	Lower
CBS blend	Turf Seed, Inc.	B	Lower
Caddie	Northrup King	C	Stable
Caliente	Willamette	A	Lower
Calypso	Roberts Seed Co.	B	Stable
Caravelle	O.M. Scott	B	Stable
Champion*	Seed Research	B	Lower
Charger	Turf Seed, Inc.	B	Lower
Citation II	Turf Seed, Inc.	A	Lower
Competitor**	Burlingham	B	Lower
Cowboy	Lofts Seed Inc.	B	Lower
Cutless**	International Seeds, Inc.	B	Stable
Dandy	Northrup King	B	Stable

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PERENNIAL RYEGRASS (cont.)

Variety	Marketer	Supply	Price
Derby	International Seeds, Inc.	A	Stable
Derby Supreme**	International Seeds, Inc.	A	Stable
Dimension	Vanderhave	A	Lower
Edge**	Pickseed West	C	Stable
Envy**	Zajac	B	Stable
Express**	Pickseed West	C	Stable
Fiesta II	Pickseed West	B	Stable
F.puccinellia	Northrup King	B	
StableGator	International Seeds, Inc.	A	Stable
Goalie	Northrup King	B	Stable
Jazz	Pickseed West	B	Stable
Legacy**	Lesco	B	Stable
Lindsay	International Seeds, Inc.	B	Stable
Lowgrow	Pickseed West	C	Stable
Loretta	O.M. Scott	B	Stable
Manhattan II	Turf Seed, Inc./TMI.	B/C	Lower/ Stable
Manhattan II* **	Turf Seed, Inc./TMI	C/B	Stable
Mondial	Vanderhave		
NK 89001**	Northrup King	C	Stable
Nomad**	Turf Merchants	C	Lower
Nova	Seed Research/ Vanderhave	B/A	Lower
Omega II	Zajac	B	Stable
Ovation	O.M. Scott	C	Lower
Palmer	Lofts Seed, Inc.	B	Lower
Palmer II* **	Lofts Seed, Inc.	C	n/a
Patriot II**	Turf Merchants	C	Lower
Pebble Beach*	Fine Lawn Research	B	Lower
Pennant	Burlingham	B	Lower
Playmate blend	Roberts Seed Co.	B	Stable
Prelude	Lofts Seed, Inc.	B	Lower
Prelude II* **	Lofts Seed, Inc.	C	n/a
Quickstart**	Turf Seed, Inc.	B	Lower
Ranger	Vanderhave	A	Lower
Regal	International Seeds, Inc.	A	Stable
Repell	Lofts Seed, Inc.	B	Lower
Repell II* **	Lofts Seed, Inc.	C	Stable
Riviera	Roberts Seed Co.	B	Stable
Rodeo**	Turf Merchants	B	Lower
Rodeo II**	Turf Merchants	C	Lower
SR 4000*	Seed Research	B	Lower
SR 4100*	Seed Research	B	Lower
SR 4200*	Seed Research	B	Lower
SR 4300*	Seed Research	C	Lower
Satum	Zajac	B	Stable
Seville	Willamette	B	Lower
Stallion *	Fine Lawn Research/ TMI	B	Lower/ Stable
Sunrye 246	Turf Seed, Inc.	B	Lower
Target	Northrup King	B	Stable
Troubadour	International Seeds, Inc.	B	Stable
Vantage	Proprietary Seeds	B	Lower
V.I.P. blend	Turf Merchants	B	Lower
Yorktown III* **	Lofts Seed, Inc.	C	Stable

*Contains endophytes

**New variety

***Final year of production. To be replaced by Shademaster.

Rogers, Bradshaw to highlight annual GCSAA extravaganza

LAWRENCE, Kans.—Record-breaking attendance is expected at the 63rd International Golf Course Conference and Trade Show, Feb. 10-17 in New Orleans, La.

According to the Golf Course Superintendents Association of America (GCSAA), last year's conference and show in Las Vegas drew more than 16,400 people, including many foreign visitors.

Features of the 1992 show are 60 educational sessions and seminars, a three-day trade show, a gala banquet with a

performance by country musician Kenny Rogers, and a keynote speech by National Football League Hall-of-Famer Terry Bradshaw.

Nearly 600 manufacturers and distributors of products, supplies and services are expected to exhibit at the trade show Feb. 15-17 in the New Orleans Convention Center.

For more information on attending or exhibiting, write the GCSAA at 1421 Research Park Drive, Lawrence, KS 66049; or phone (913) 841-2240.

Quality is defined as 'process' to an end—not the end

SUSSEX, Wisc.—"Quality" is not the end result of a landscaping job, but rather a process that ultimately reflects a quality end result.

This definition comes from the most recent meeting of the Associated Landscape Contractors of America's Crystal Ball Committee.

Fifteen of the landscape industry's movers and shakers met here to issue this definition of quality:

"The process of continuous improvement of a product, service or organization that meets the requirements of the customer and ultimately exceeds their expectations."

Thus, quality, according to the committee, was defined not as "curb appeal," but as a business philosophy that is carried out in every aspect of a company. The highest quality companies, the committee decided, have a customer-focused management whereby they careful-

ly guard and improve each step of meeting a client's wishes.

"You not only deliver a quality product, but each step of the way within your company, as you produce the product or service, is quality. You carefully control each of the processes that lead to the end result," says committee chairman Tom Lied. "You are improving a bit at a time in each step of the process and always focusing on the customer. So that as soon as you create a new plateau of effectiveness in a particular process, you immediately begin to look for another way to do it a little bit better."

Two Crystal Ball Committee reports on quality are available this month from the ALCA office. Both reports will also be discussed in depth at ALCA's Executive Forum in Naples, Fla. Jan. 26-29, 1992.

For more information, phone ALCA at (703) 241-4004.

Irrigation tubing analysis is free to green industry

DANBURY, Conn.—Union Carbide Chemicals and Plastics Co. invites landscapers and golf superintendents to get a free irrigation tubing analysis.

Landscape professionals can send a two-foot sample of the irrigation tubing they are using to verify the tubing's quality and components.

Until now, the green industry could not be certain that the irrigation tubing they purchased was manufactured from high-quality resins, Union Carbide points out.

The company's Fingerprint

Program has introduced a trace element into its mixing bins which identifies top-quality resins in its products.

The Fingerprint Program analysis provides a quality check that identifies ingredients and tells whether the tubing's carbon black is spread uniformly to prevent leaks and premature aging.

Landscapers and superintendents should contact: Union Carbide, Dept. QA, Bldg. 561, P.O. Box 186, Port Lavaca, TX 77979. There is no charge for this service.

INFO CENTER

TO LIGHT THE NIGHT...From Intermatic Professional Landscape Lighting comes a handy, two-color guide called "Light the Night." The 20-page guide is divided into six sections focusing on selling, designing, installing and servicing low-voltage landscape lighting. For a copy, send a check or money order for \$1.75 to cover postage and handling to: "Light the Night," Intermatic Professional Landscape Lighting, Intermatic Plaza, Spring Grove, IL 60081-9698.

LANDSCAPE ESTIMATING FACTS..."Landscape Cost Data 1992" is now available through the R.S. Means Co. for \$74.95. The fifth annual publication helps take the guesswork out of estimating with up-to-date, accurate prices on: walkways, earthwork, site lighting, shrubs, trees, fencing, walls, masonry, pipe, equipment, labor, seed, sod and paving. The publication contains 380 pages with illustrations. To reserve a copy, call (800) 334-3509 or fax your request to (617) 585-7466.

SELLING LANDSCAPING...Landscape contractors can enhance the value of their service, create awareness for their industry and make new sales with a new "Value of Landscaping" brochure created by the Associated Landscape Contractors of America. The brochure can be used in promotional mailings to homeowners, clients and real estate offices. To order copies, write ALCA at 405 N. Washington St., Suite 104, Falls Church, VA 22046 or phone (703) 241-4004.

ON COMPOSTING..."A Guide to Small Scale Food and Yard Waste Composting" is a 48-page publication featuring easy-to-read charts and guidelines available from the Publications Distribution Center, College of Agriculture,

112 Ag Administration Bldg., University Park, PA 16802. Cost is \$4. For more information, call (814) 865-6713.

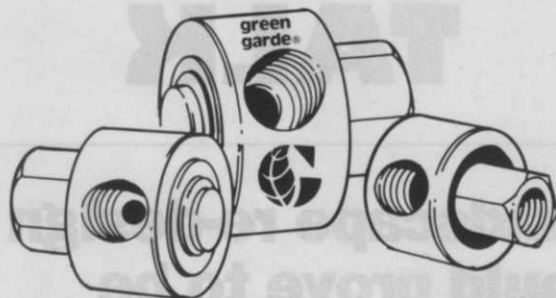
INSTALLING PAVING...Pave Tech Inc. offers landscapers a new "Installation Guide to Patios and Walkways," a simple-to-understand brochure. It offers tips on excavation, base preparation, sand setting bed, cutting and laying the pavers and placement of edge restraint systems. To get a copy, write Pave Tech Inc., P.O. Box 31126, Bloomington, MN 55431 or call (800) 728-3832.

MARKETING WORKBOOK...To make life a bit easier for business owners, Adrienne Zoble has created a 75-page looseleaf workbook entitled "The Do-Able Marketing Plan." It is a step-by-step guide to marketing. To order, send your name, address (no P.O. boxes) and check for \$49.70 to Zoble Associates, 4 E. Cliff St., Somerville, NJ 08876. Or call (908) 968-7771 to request an order form.

EFFLUENT IRRIGATION...Dr. Ali Harivandi and the University of California Cooperative Extension service are offering a 12-page booklet entitled "Effluent Water for Turfgrass Irrigation," Leaflet 21500. Please order by title and publication number. Make a check or money order for \$2 per copy out to "UC Regents." (Discounts are available for orders of 10 or more.) To order or to obtain more information, write ANR Publications, 6701 San Pablo Ave., Oakland, CA 94608-1239 or phone (415) 642-2431.

CRF WORKSHOP...The proceedings from a National Fertilizer and Environmental Research Center workshop on controlled release fertilizer is now available. To order, send \$25 to Harper Dance, TVA Technical Library, NFE 1E, Muscle Shoals, AL 35660-1010.

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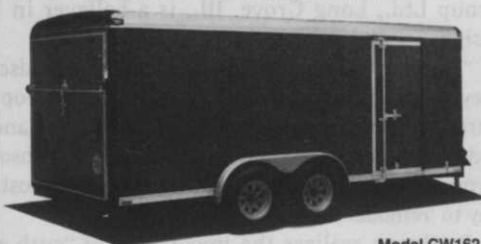
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JOB TALK

Landscape re-design could prove to be 'recession fighter'

Tell developers that they have to do whatever they can to attract and retain tenants.

■ The current economic climate is having varied effects on commercial property owners and homeowners alike. For many, the downturn and uncertainty are prompting careful planning and austere budgeting to control costs, and landscapers are feeling the pinch.

Updating the landscape—whether in the office courtyard or the home's front yard—may be the tonic that keeps tenants happy and revitalizes the buyers' interests.

Steve Brickman, regional vice president of The Brickman Group Ltd., Long Grove, Ill., is a believer in landscape re-designs.

"Popular fashions gradually change in landscaping, just as they do in architecture," says Brickman. "People don't often think about the last time they updated their landscape design, and their present plan may be getting old and obsolete. In simple terms, a new landscape design may be the most cost-effective way to 'remodel' a property."

Brickman realizes the importance of "curb appeal" to the success of the housing market. In the commercial market, says Brickman, "you have to do whatever you can to attract tenants to your development and retain the ones you have. Landscaping may be the first detail that sets you apart from the rest."

According to Brickman, the company has recently seen a surge of contracts from the residential market for landscape renovations and upgrades. While some owners do it just for a new look, many see it as a chance to make the property more attractive to prospective buyers.

"Homeowners may already be savvy to the benefits of improved landscaping," says Brickman. "The Associated Landscape Contractors of America (ALCA) recently polled home appraisers, and 95 percent of those surveyed said attractive landscaping not only enhances the home's sales potential, but adds significantly to its value as well."

A study by the Institute of Urban Studies at the University of Texas at Arlington in 1989 reveals a similar perception in the office market. A poll of brokers and other market professionals noted that landscape design had the strongest affect on occupancy, leading a list of 30 design variables.



The Scott Paper Co., 'before-and-after.' The Brickman Group transformed a simple asphalt square into a parkway, enhancing visual impact.

"Pedestrian amenities," such as walkways, outdoor seating areas and other features usually incorporated in the landscape design came in third. "Public amenities" such as sculpture, fountains and courtyards, ranked fifth.

"An office site with the proper landscaping will attract a better quality of client, will attract them faster, and will keep them longer," says Brickman. "This not only reduces turnover costs—which makes the development a better investment—but keeps the cash flow healthy, which can be quite a feat in these times."

The Scott Paper Co. recently commissioned a Brickman re-design at its headquarters in Tinnicum Township. The facility is 50 percent staff-occupied and 50 percent leased.

"Our leased-space facility—in fact, all of the campus—is more than 20 years old and competing with a couple of new office buildings in the area," says Jack Schink, Scott's corporate real estate leasing manager.

The Brickman team told Scott Paper that a re-design was the best way to go.

"Besides dramatically improving the aesthetic appeal of Scott Plaza, our project demonstrates that we are willing to invest capital to maintain the quality of our facilities," Schink says.

In addition to an array of visual enhancements, some long-term problems were solved. For example, an unusually high water table was lowered, thus eliminating crawl space flooding in the buildings.

"An updated landscape design is a billboard that declares, 'this is a superior and contemporary product,'" says Mark Culichia, a Brickman branch manager, and a registered landscape architect.

"After all," insists Culichia, "you only get one chance to make a good first impression."