



Control grubs before they damage your turf while minimizing the impact on the environment.

If you think that sounds good, then call for our free audio tape and brochure.



Each tells you about this pre-damage strategy and how to implement it. From scouting for signs of grubs to timing your applications.

Also, they show you how well DYLOX Insecticide fits in a pre-damage program. DYLOX works fast to control all species of white grubs. Plus, DYLOX goes away quickly, reducing the long-term risk to the environment.

For your free tape and brochure, call 1-800-842-8020. Or write Miles Inc., Specialty Products, Box 4913, Kansas City, MO 64120.

The call is free. The tape and brochure are free. All we ask is that you lend us an ear.



Circle No. 118 on Reader Inquiry Card



CUSTOMER SERVICE TIPS

Using customer surveys

By E.T. Wandtke

■ Survey customers to find out how they perceive your service, and to get feedback and input on areas that may need improvement.

Many lawn care/landscape companies

conduct a regular customer survey, but they often forget to survey the employees to determine how they rate the quality of service.

Goals of a survey should be:

1. to determine from customers what service level is expected; and
2. to improve the employee's perception that they are professional service personnel.

Creating a survey form requires the insights of a professional who has developed similar surveys in the past. How questions are asked, the sequence of the questions, and the response method may all influence the reliability of your final results. Use a professional surveying firm to develop the questionnaire, and the validity of the results of your survey will be more beneficial.

It's important to take surveys in different months, to take out the predictability of the survey and to prevent your employees from performing special services only the month before the survey is distributed.

Many companies have found that sharing the results of a survey with their customers and employees is very beneficial. It is an opportunity to identify what has been improved since the previous survey. Specific issues which need to be improved can be defined and the type of corrective action identified. This is the time to demonstrate to both your customers and employees how committed you are to customer service.

Sam Walton achieved this recognition in the highly competitive low margin department store business (Wal-Mart). He believes customers need to perceive that you are providing better service than the competition, and he continues to push his employees to higher and higher customer service awareness.

Walton's goal is not to be perceived as an average department store but one that offers the best service.

If you do not have a customer survey program in place, start now. Improved customer service will follow.

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or
Jeanne Bartkus

Circle No. 188 on Reader Inquiry Card

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...ment. Send complete resume Attn: Roy Cope
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GREEN INDUSTRY EVENTS

APRIL

13-14: Southeastern Turfgrass Conference, Tifton, Ga. Contact: Dr. Glenn W. Burton, Coastal Plain Station, P.O. Box 748, Tifton, GA 31793; (912) 386-3353.

MAY

3-5: Menninger Sunbelt Conference, Orlando, Fla. Contact: Florida Nursery-men's & Growers Assn. (FNGA), 5401 Kirkman Rd., Suite 650, Orlando, FL 32819; (407) 345-8137.

6-9: National Club Assn. Leadership Conference, The Broadmoor, Colorado Springs, Colo. Contact: NCA, Washington Harbour, 3050 K St., NW, Washington, DC 20007; (202) 625-2080.

8-21: Target Specialty Products Field Days, Tempe, Ariz., Fresno, San Jose, Ventura, Los Angeles, Brea, Calif. Contact: Mick Danskin, Target Specialty Products, Marketing Communications, 17710 Studebaker Rd., Cerritos, CA 90701; (800) 352-3870.

13-15: Golf Course Asia, Queen Sirikit National Convention Centre, Bangkok, Thailand. Contact: Ellen MacGillavry, Expoconsult, P.O. Box 200, 3600AE, Maarsse, The Netherlands; phone: ++3465-737 77.

Circle No. 136 on Reader Inquiry Card

It's only a matter of time

You know that good turf deserves the best forms of nitrogen. That's why you need slow-release NITROFORM® and controlled-release NUTRALENE™, two superior formulations that cater to your specific nitrogen needs.



With NITROFORM®, nitrogen is released slowly throughout the growing season and remains available to roots for one year or longer—when other nitrogen sources

have been used up. Ideal for sandy soils where low micro-organism levels and leaching are often a problem. It also works well in clay soils since it stimulates micro-organisms that decompose thatch. Available in both dry and liquid formulations and applied at recommended rates with conventional equipment, NITROFORM won't burn top-growth or roots. So treated turf is subjected to less stress. As a result, it grows stronger and needs fewer pesticide applications.

NITROFORM®

- Consistent 38% nitrogen
- Sustained, predictable nitrogen release by soil bacteria when most needed by roots and vegetation
- Keeps providing nitrogen for a year or longer (12 to 16 months)
- Some nitrogen remains in the soil for the next growing season
- Non-burning, low-salt index
- Low leaching and volatilization
- Reduced thatch build-up

IMPORTANT: Please remember always to read and follow carefully all label directions when applying any chemical.
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With dual-action NUTRALENE™, you can count on quick grass greenup in spring plus sustained release

throughout one growing season. Unlike other controlled-release nitrogens, NUTRALENE is not solely dependent upon soil temperatures, moisture, coating or particle size for its optimum release pattern. Applied in chip or granular form, the dual release of NUTRALENE encourages outstanding growth response—even in early spring or late fall. In hot weather, its reduced leaching characteristics enable uniform, sustained feeding to continue.

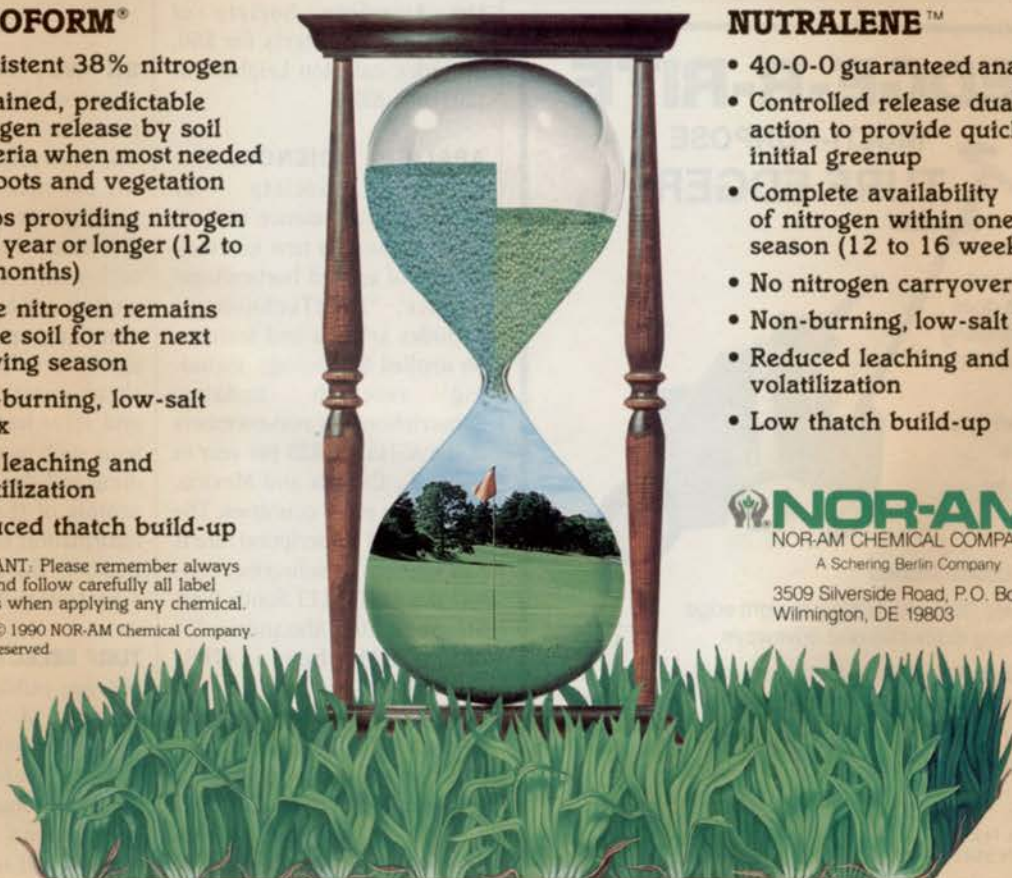
NUTRALENE™

- 40-0-0 guaranteed analysis
- Controlled release dual action to provide quick initial greenup
- Complete availability of nitrogen within one season (12 to 16 weeks)
- No nitrogen carryover
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- Reduced leaching and volatilization
- Low thatch build-up



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Now's the time to rely on NITROFORM® and NUTRALENE™ for high quality Nitrogen.

INFO CENTER

Useful literature and videos offered to LM readers

BORERS ILLUSTRATED...

Available through Michigan State University is a 32-page booklet titled "A Guide to the Clearwing Borers (*Sesiidae*) of the North Central United States." The publication contains color plates, tables and line drawings relating to clearwing borers found in the north central, eastern and southern parts of the country. To order a copy, send your request for N.C. Regional Pub. 394 along with a check for \$7.50 to: Publications Office, c/o The Cooperative Extension Service, Room 10B, Agriculture Hall, M.S.U., East Lansing, MI 48824-1039.

WEED GUIDE..."The Leaf Surface of Major Weeds" can be purchased from the Weed Science Society of America. It is

a technical journal published as a public service by Sandoz Agro Ltd. Besides extensive color photography, the book contains a brief description of 30 world-class weeds, leaf surface pH measurements, droplet contact angle measurements and gas chromatographic analyses of epicuticular waxes. The publication is available for \$58 through the Weed Science Society of America, 309 West Clark St., Champaign, IL 61820; phone is (217) 356-3182.

MONOGRAPH..."Turfgrass Agronomy Monograph 32" updates some of the topics from the first turf monograph published in 1969. It is being published by the American Society of Agronomy, Crop Science Society of America and Soil

Science Society of America. The monograph is divided into five primary sections, including turf physiology, soils and amendments, energy conservation, etc. Co-editors are Drs. Don Waddington, Bob Carrow and Bob Shearman. The 828-page book costs \$42.00 in the U.S., \$62.00 elsewhere. Send your order to: ASA/CSSA/SSSA, Book Order Dept., 677 South Segoe Rd., Madison, WI 53711-1086.

LANDSCAPE STUDY..."The Gardening of America" is a study commissioned by Dixon Felix Inc. that takes a comprehensive look at environmental issues, service trends, and other factors affecting the lawn/landscape, nursery and landscape architecture industries. The study results is available from the American Society of Landscape Architects for \$50. To order, call Ron Leighton at (202) 686-8326.

APPLIED SCIENCE...The American Society for Horticultural Science (ASHS) has introduced a new quarterly journal of applied horticultural science. "HortTechnology" includes articles and features on applied technology, including research updates. Subscriptions for non-members of the ASHS are \$25 per year in the U.S., Canada and Mexico, and \$35 to other countries. The institutional subscription rate is \$15 higher. To subscribe, contact the ASHS, 113 South West St., Suite 400, Alexandria, VA 22314-2824; phone is (703) 836-4606.

GROUND RULES...Landscape Structures Inc. has published a four-page brochure that describes the impact the Americans with Disabilities Act (ADA) will have on playgrounds. The new "Equal Access, Equal Play" brochure is written in an interview format, with Steve

King (founder of Landscape Structures) providing answers to common questions. King is also chairman of the ASTM task group addressing this new federal statute. To receive your free copy of "Equal Access, Equal Play," contact Landscape Structures, 601 Seventh St. S, Delano, MN 55328; phone is (800) 328-0035.

MOWING SAFETY...Briggs & Stratton Corp. and the American Red Cross offer their "Knowing Mowing" program. The 90-minute course includes mowing safety, basic first aid, general maintenance and yard waste recycling. To order the video, contact Katy Koch, at Briggs & Stratton, 606 East Wisconsin Ave., Milwaukee, WI; (414) 223-7520.

ON WETTING AGENTS...Aquatrols has a pocket-sized, two-color brochure designed to help lawn care professionals sell the benefits of AquaGro soil wetting agents to customers. The brochure contains a non-technical explanation of the purpose and benefits of having a company apply soil wetting agents to reduce lawn, tree and shrub watering requirements and solve water-related problems such as compaction, puddling and dry spots. For a free sample of the brochure, and information on the company's Business Builder Program, call Aqua-trols at (800) 257-7797.

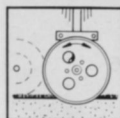
TURF SELECTION...Lofts Seed, Inc. has published the second edition of its "Guide to Turfgrass Selection for Golf Course Professionals." The guide is arranged by region, and suggests turf species, current varieties and seeding rates best-suited to each area of the country. Contact Lofts Seed Inc., Chimney Rock Rd., Bound Brook, NJ; (908) 560-1590.

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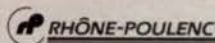
Of course, you still get the same dependable control of 25 broadleaf and grassy weeds—including goosegrass, crabgrass and Poa Annua—that you've come to expect from CHIPCO® RONSTAR® G. And you get this proven control all season long from just one pre-emergence application; without the leaching and root pruning associated with some herbicides. You can even use it on a wide variety of ornamentals to keep more of your course weed-free with each application. • For more

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Circle No. 130 on Reader Inquiry Card

JOB TALK

Maintenance account includes 35 acres of turf, bedding plants

Caring for the award winning Oregon Graduate Center keeps Teufel Commercial Landscape on its toes.

■ Just thinking about the work required on this project is enough to tire you out.

The Oregon Graduate Center, maintained by Teufel Commercial Landscape of Portland, Ore. is featured on this month's cover.

Teufel's accomplishments at the site won it an Environmental Improvement Award from the Associated Landscape Contractors of America (ALCA) in 1991.

Caring for the Center is a massive responsibility. The 35-acre landscape maintenance project consists of 1,270,000 square feet of irrigated finish turf area, 147,000 square feet of shrub beds planted with 800 trees and 18,000 shrubs and groundcover.

More than 3000 annual bedding plants are planted at seven building entrances. These include marigolds, petunias and fibrous begonias.

The bedding plants are rotated up to five times a year.

Areas the company is especially proud of include 22 acres of dedicated common area, water management of a two-acre re-circulating pond system, four holes of a par three golf course, a regulation soccer field and 2.3 miles of groomed jogging trail.

Pat Enstrom, landscape management supervisor for Teufel, says the company won the account four years ago.

"The management company had five contractors at one time," says Enstrom, and it finally decided to give the maintenance account to one company.



Teufel's responsibilities at The Oregon Graduate Center include management of a two-acre recirculating pond system. Photo by Demoulin/Waddell, Inc.

The decision paid off in the first year alone, as Enstrom says Teufel was able to save the Center \$20,000 in water bills.

In addition to the savings that resulted with only one company controlling the irrigation schedule, Enstrom says proper feeding and lime applications helped reduce water use as well.

The landscape is managed by three full-time employees and one part-timer. The 23 acres of turf are mowed in one day. A 5-gang reel mower, two 70-inch reel mowers, a tractor-mounted fairway mower and a couple of walk-behinds help get the job done.

Yearly fertilization, pruning and verti-mulching are part of the integrated pest management program. *Bacillus thuringiensis* (Bt) is used to control leaf rollers. Insecticidal soaps are used for aphid control.

Dormant winter spray helps control fungus. Dursban is used to control crane flies, whenever the pest is spotted.

—Terry McIver



The two-acre pond system is kept free of weeds by utilizing special maintenance techniques such as shading dyes and aeration. Photo by Demoulin/Waddell, Inc.

Wanna'
be
good
in
beds



Full instructions next month.



CYANAMID

American Cyanamid Company
Agricultural Division
Vegetation and Pest Control
Wayne, NJ 07470

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Circle No. 144 on Reader Inquiry Card

GREEN INDUSTRY SHOWCASE

Latest fertilizer technology allows for 180-day residual

POLY-S technology is O.M. Scott & Sons' newest breakthrough in controlled release fertilizer production.

POLY-S uses a two-tier coating process that produces highly efficient and cost-effective controlled release fertilizer products.

The core of each particle consists of a high quality nutrient substrate. The first layer is a coating of sulfur that covers the core and acts as the first stage in regulating nutrient release. The second layer consists of a proprietary polymer that further protects the nutrients and, in combination with the sulfur layer, determines the release rate.

Why polymers?—Polymers are compounds made of very large molecules. The POLY-S polymer was developed for its properties as a film to control water penetration into the fertilizer particle. Nutrient release is controlled by diffusion.

"We were looking for a polymer that regulates and controls the movement of water across that barrier," explains Dr. Dean Mosdell, manager of product development for Scotts' research and development department.

"By using both sulfur and polymer,

there is low coating cost and we have excellent control of the nutrient release mechanism—or 'diffusion control process,'" says Mosdell.

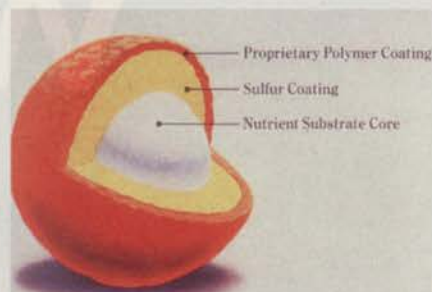
"Water has to diffuse across that barrier so the soluble fertilizer can be released. We can control the release rate by increasing the polymer coating. We can get residuals up to 180 days, and we feel we can get very good agronomic efficiency."

POLY-S technology was the invention of the Advance Technology Group at Scotts, directed by research scientist Harvey M. Goertz.

By molecular composition and particle coating weight, the release rate can be programmed anywhere from two to six months, depending on the application.

Traditional sulfur-coated fertilizers are relatively inexpensive to produce. However, nutrient release is not totally controllable, and lock-off (incomplete N release) is prevalent. In addition, many sulfur-coated ureas are coated with wax to prevent sulfur breakage.

According to O.M. Scott, POLY-S combines the best qualities of sulfur- and polymer-coated fertilizers. The primary coat of



The POLY-S coatings control the rate of nutrient release.

sulfur is wrapped around the fertilizer/nutrient particle, creating limited access for water penetration.

Being a low-cost material, sulfur is very economically effective.

"By combining the sulfur and polymer, we find we're getting excellent value for the end user," says Mosdell.

"Sulfur is an inexpensive coating material, and the process of applying it to urea is very simple. However, sulfur-coated ureas have a number of disadvantages.

"If we put on too little sulfur, we get a very rapid release of the fertilizer," explains Mosdell. "If we put on too much sulfur, we get 'lock-off,' or inefficient release of urea from sulfur coating."

POLY-S fertilizers offer excellent control of nutrient release, varied residual and no lock-off. The release is affected by coating weights of the sulfur and polymer, the polymer composition, and the proprietary coating techniques.

Other advantages of POLY-S are:

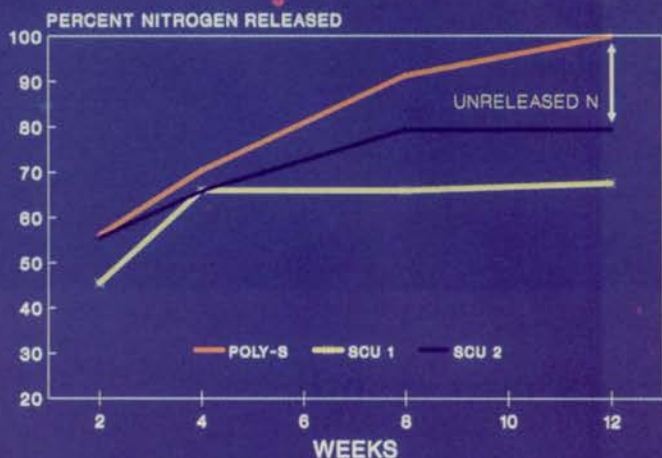
- abrasion resistance; no dust;
- increased slow-release claim, resistance to environmental stress;
- uniform nutrient release, adjustable release rates, reduced surge growth; and
- decreased temperature sensitivity;

Scott reports that the effectiveness of the POLY-S coating process requires less total coating than is normally needed with sulfur-coated urea products, providing higher nitrogen analysis.

Environmentally, with POLY-S there is minimal potential for leaching, run-off and volatilization, according to Scott. The efficiency of release results in a significant reduction in clippings associated with surge growth, thereby addressing concerns about waste disposal and landfill use.

Circle No. 191 on Reader Inquiry Card

NITROGEN EFFICIENCY



B3-91-123-1 - BASED ON RECOVERY FERTILIZER PARTICLES APPLIED TO TURF

Nitrogen release efficiency graph, as reported by O.M. Scott & Sons, shows POLY-S to be effective after 12 weeks.