



Why not lighten up?

Reduce Your Clippings

and the costs of mowing, edging, trimming & clean-up

Whether your goal is to mow every week without getting bogged down or delayed, or whether you would like to skip every other mowing, the benefits of Embark® PGR are the same . . . big savings of time and labor.



Everett Mealman, Chairman and Chief Executive Officer PBI/Gordon Corporation

In light of today's economy and environmental constraints, you *must* reduce these costs. We can help you:

An application of Embark Lite can slow down the growth of cool season turf grass for 3 or 4 weeks to such a degree that mowers will virtually glide over the turf. Clippings will be reduced by 50% or more, reducing or eliminating the need for double-mowing, raking, blowing, etc. You'll be able to stay on schedule and budget during the peak growing season, even when there is foul weather or other problems that may interfere with mowing. Your cost: Only about \$18 per acre.

A tank mix of Embark Lite and Limit® PGR can slow down the growth of cool season turf grasses for up to six weeks during the major growth period, and reduce the number of mowings by over 50%. The chemical cost of approximately \$45 per acre is appreciably less than the cost of a mowing when everything is considered.

A tank-mix of Embark 2.S and Ferramec® Liquid Iron can reduce the mowing of warm season grasses like centipede and St. Augustine by more than 50% for six to seven weeks for only \$45 per acre. (Of course, bermuda costs more, but mowing it also costs more.)

There is nothing on the scene today that more efficiently slows down the growth of turf, thus reducing mowing time, than Embark (mefluidide). How timely, given the current landfill situation. Turf quality needn't be compromised, thanks to a new fine-turf formulation, tank-mixtures, and specific directions for ornamental turf use.

Embark is foliarly absorbed and directs the life energy of the plant away from the development of seedheads and stem elongation, which means that the plant's root mass is not used up in support of excessive topgrowth. Interestingly, when untreated grasses may begin to show the effects of excessive heat and drought, Embark-treated grass actually enjoys a rebound of life for a couple of weeks from the energy that was stored up in the roots.

Embark Lite is the mefluidide formulation especially designed for fine turf. Limit is amidochlor, a root-absorbed PGR which is also a PBI/Gordon product. When tank-mixed with Embark Lite, the Limit helps deliver the maximum duration of growth suppression.

There is almost no end to the creative things you can do with the various formulations of Embark and tank mixes that are available.

Many of these uses are detailed in our PGR Applicator Guide, which we want to send you. It is a road map to efficiency in the management of ornamental turf that can help you meet today's challenge when 85% of the commercial property owners and managers report that they will be seeking competitive bids on their landscape management contracts this season.

It also contains many management suggestions for using Embark, such as:

- How to guard against discoloration in PGR-treated turf
- How to be compensated for *not* mowing the grass
- Recommended mowing practices for beauty enhancement of PGR-treated turf
- How to use Embark to hasten overseeding establishment or to coax the dominance of one grass species over another
- How to use Embark to dramatically reduce the need for trimming and/or edging
- How to use Embark to suppress seedhead development of *Poa annua*

FREE Applicator Guide

This 24-page PGR Applicator Guide is your road map to efficiency in the mowing and management of ornamental turf. Write to us for your complimentary copy.



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754-1291

N.J. pesticide bill withheld from vote

WAYNE, N.J.—After eight years of debate, argument and compromise, New Jersey Senate Bill #3079 never made it to the floor for a vote in the N.J. Assembly, Jan. 13.

The bill is authored by the New Jersey Environmental Federation and sponsored by Senator Raymond Lesniak.

"The bill was an evolution of eight years of negotiations, public hearings and controversy," said Iona Gray, executive director of the Alliance for Environmental Concerns, based in Wayne, N.J.

"It contained some aspects that would make pesticide application difficult and in some circumstances would have banned them completely," said Gray.

One of the proposed bill's provisions called for a \$100 increase—to \$300—in the registration fee for each of the 10,307 pesticides currently used in New Jersey.

According to Gray, if the bill is reintroduced, it will have a tough time getting passed. Republicans—historically in favor of existing pesticide laws—won both assembly and senate majorities in last

November's elections

Ray Ferrarin, assistant director of The Pesticide Program didn't have a clue why the bill never made it to a vote. "We had most if not all groups, regulatory agencies lined up to support (the bill)," said Ferrarin, who thinks the bill will return.

The Pesticide Control Program is a watchdog group charged with making sure regulations state-wide are consistent and obeyed.

—Terry McIver

Water quality site-specific, study finds

WASHINGTON, D.C.—Results of the Environmental Protection Agency (EPA) Phase II report for its National Water Well Survey adds to evidence that water quality problems are based on numerous site-specific factors, according to the Fertilizer Institute.

The Institute believes local experts should be charged with finding solutions,

rather than instituting a federal cure-all.

"The report concluded that no single set of factors can be used to determine the incidence of water quality problems across the country. Rather, each particular problem site was the result of a combination of different factors," reports the Institute.

Gary D. Myers, president of the Fertilizer Institute, insists that the study

has disproven two widely-held fallacies.

"It is clear there is no national water quality problem, and a simple reduction in fertilizer use will have little if any effect on reducing water pollution," says Myers.

The data should serve as a guide to the EPA as it decides on coastal zone management plans, according to Myers.

California groups pen water charter

SACRAMENTO, Calif.—The California Landscape Contractors Association (CLCA) has joined other interest groups and water suppliers to enact a "historic" statewide urban water conservation plan designed to save an estimated one million acre/feet of water per year.

The Urban Water Conservation Charter, developed by the state water conservation coalition and the California Department of Water Resources, contains a variety of "Best Management Practices," meant to conserve water use at residential, commercial and industrial sites. Landscape water conservation requirements for new and existing commercial, industrial, institutional, governmental and multi-family developments, and new and existing single family homes, will be implemented at the end of 1995. Large landscape water audits will be required at the end of 1994.

Landscape water conservation ordinances are one of many plans called for.

Pat Marion, chairman of CLCA's Water Management Committee, calls the charter

a "pioneering effort" toward better water conservation.

"We have an unusual opportunity to help sustain California's natural resources



Marion: Charter a 'pioneering effort.'

and ensure the wise use of water by supporting the implementation of these conservation practices," says Marion.

Xeriscaping is not referred to in the charter, and Marion says the bill should not be construed as either pro- or anti-xeriscaping.

Representatives from the Metropolitan Water district of Southern California, the San Francisco Water Department, the League of Women Voters of California and the Sierra Club were among 120 organizations which supported the charter.

A.B. 325, a statewide water ordinance, is expected to be made into law in April or May.

Coming next month:

- The cost of insurance
- Hiring seasonal help
- Practical insect control
 - cold-season grasses
 - warm-season grasses
 - ornamentals

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Circle No. 147 on Reader Inquiry Card

\$3.4 billion spent on maintaining golf courses

LAWRENCE, Kan.—Caring for the nation's almost 13,000 golf courses is big, big business—about \$3.4 billion in 1991, says the Center for Golf Course Management (CGCM).

CGCM is the research subsidiary of the Golf Course Superintendents Association of America (GCSAA). The CGCM arrived at the \$3.4 billion figure by studying the maintenance

expenditures—including labor but excluding capital expenses—at 1,164 courses.

Stephen G. Cadenelli, president of the GCSAA, says, "the golf course maintenance industry is a major industry in the United States and has a major impact on the nation's economy."

For more information about the study, contact CGCM at (913) 841-2240.



Cadenelli: Golf impacts economy.

Average company owns six walk-behinds

DES PLAINES, Ill.—A recent survey of the outdoor power equipment market has found that the average grass-cutting service uses 6.6 walk-behind mowers, 1.2 front-mounted deck design riding mowers, 0.3 rear-engine riders and 1.2 tractors.

The survey by Irwin Broh & Associates, Inc., consisted of telephone interviews conducted in September of 1991 with representatives of 900 green industry companies. Questions dealt with

company buying habits relative to gasoline string trimmers, portable yard blowers, walk-behind mowers, riding mower tractors and gasoline hedge trimmers.

Each equipment category study is available from Irwin Broh & Associates, 1011 E. Touhy Ave., Des Plaines, IL 60018; (708) 297-7515.

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HOT STUFF

Duich retires to be consultant

STATE COLLEGE, Pa.—Dr. Joseph M. Duich has retired from Penn State University to become a technical advisor and consultant for the Tee-2-Green Corp., Hubbard, Ore.

Duich was professor of turfgrass science at Penn State for more than 36 years. While there, he assisted Professor H.B. Musser in developing Penncross creeping bentgrass.

Dr. Duich will address golf course superintendents' questions and management practice inquiries concerning the company's bentgrasses. He will continue to reside here.

Green industry market revealed

WASHINGTON—According to one report, the gardening and landscape industries in the U.S. will "virtually re-invent" themselves in the 1990s.

The study, done by Forecasting International, Inc., gives an extensive overview of dominant trends in American lifestyles that will impact the two professions.

"Although the study predicts that the aging baby-boomers will generate a substantial market for landscaping, it also concludes that landscape contractors will find it difficult to prosper as a result of this trend," a press release notes. "In support of this conclusion, it cites several factors: a continuing poor labor pool, under-capitalization and price cutting."

According to the study, future bright spots will be in high-end residential design/buld, maintenance (including lawn care) and irrigation.

For more information on the 258-page book "The Gardening of America," contact Dickson Felix Inc., 1441 Que St. NW, Washington, DC 20009; (202) 328-1540.

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CUSTOMER SERVICE TIPS

Training tips

by E.T. Wandtke

■ Training your employees is difficult. If you are the owner of the lawn service or landscape company, you often are perceived as not really understanding what your employees go through each day.

When you look at your employees as you start the training, do you see just blank stares? Do you have trouble getting your employees into the training session? Here are some tips which will help you have more exciting customer service training sessions.

1) Start each training session by asking your employees questions which you will provide the answers to during the session. Getting your employees to focus on what you are saying can be accomplished by using an electronic speaker system. Some trainers have found that by speaking softly, employees will quiet down quickly.

2) Present a paragraph summary of what you will be covering in the training. Everyone is eager to know what will be covered. Don't keep them in the dark.

3) When presenting ideas or suggestions, concentrate on the present and the future. These are the times when your audience will be applying your sugges-

tions. Avoid references to the past, whether they be good or bad. Training is a forward directed development of your employees.

4) Visual aids keep employees attention and can serve to emphasize a specific point. Using a story to emphasize a specific point is an additional method of improving employee retention of the idea which you are making.

5) Keep the training session under one hour. The mind begins to wander if you stay too long on one topic. It's better to have two training sessions of one hour each twice a week rather than one two-hour session once a week.

INFO CENTER

Useful literature and videos offered to LM readers

ON THE ECONOMY... "Preparing for, and Responding to a Down Economy," a 148-page textbook/workbook, is available from Smith Huston Inc. for \$49.00. Written by James R. Huston, the text includes chapters on strategic planning, field production, computers and budgeting. Its last chapter is titled "A Quick-Reference Checklist and Survival Kit." To order the soft-cover edition, send check to Smith Huston Inc., P.O. Box 4433, Oceanside, CA 92052. For more information, call (619) 726-2112.

BEING WATER WISE... A new consumer brochure that can be handed to customers is available from the California Association of Nurserymen. Specifically designed to offer California residents helpful advice and sound strategies for saving landscape water, the brochure features fun illustrations and 15 Water Wise tips. For a free copy, visit a participating C.A.N.-member nursery or send a self-addressed stamped envelope to C.A.N., 4620 Northgate Blvd., Suite 155, Sacramento, CA 95834.

SPRAY GUIDE... Hypro Corp. offers "Hypro Pumps Spraying Guide and Master Catalog" that includes information

on environmental considerations: pump types and drives, calculating pump flow and pressure requirements, hand-held spray gun performance, sprayer calibration, etc. For a copy of this catalog (Form 2500AG), write Hypro at 375 Fifth Ave. NW, New Brighton, MN 55112 or phone (612) 633-9300.

TREE VALUES... The Council of Tree & Landscape Appraisers has available three brochures that cost 30 cents each. They are titled "Tree Values," "The Tree Casualty Puzzle" and "When a Tree is Damaged or Destroyed." The first is a homeowner's guide; the second discusses steps taken in appraisal, including tax/insurance ramifications; the third is a guide for real estate, insurance, tax and legal professions. To order, send check to CTLA, 1250 I Street, NW, Suite 500, Washington, DC 20005; or phone (202) 789-2421 for more info.

COURTING SMALL CLAIMS... Did you know that you can have your day in a Small Claims Court and get monetary judgments against a defendant without paying a lawyer to defend you? A compact new guide points out the differing procedures, forms, claim limits and service fees

for local courts across the country. It covers the rights of plaintiffs, how to present evidence and how to collect judgments. It also includes a sample copy of a typical claim form. Send \$3.50 to Reymont Associates, P.O. Box 114, Cooper Station, New York, NY 10276.

CHEMICALS REFERENCE... The 1992 Farm Chemical Handbook is now available for \$69.00 from Meister Publishing Company. Sections include pesticide dictionary, fertilizer dictionary, sine index, regulatory file, safety/application and bio-controls dictionary. To order, send your check to Farm Chemicals Handbook '92, 37733 Euclid Ave., Willoughby, OH 44094.

LANDSCAPE STANDARDS... "California Landscape Standards: Guidelines for the California Landscape Industry" is now available from the California Landscape Contractors Association, 2021 N Street, Suite 300, Sacramento, CA 95814. Sections deal with general requirements, site preparation, hardscapes, irrigation, lighting, planting, maintenance and interiorscaping. The 180-page book can be purchased for \$49.95 per copy.

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GREEN INDUSTRY EVENTS

MARCH

11: Metropolitan Detroit Landscape Association trade show and convention, Novi Expo Center, Detroit, Mich. Contact: (800) 354-6352 (Michigan only); (313) 646-4992.

12-13: New Hampshire Landscape Expo, Holiday Inn, Manchester, NH. Contact: New Hampshire Landscape Association, (603) 439-5189.

14-22: The New England Spring Flower Show, Bayside Exposition Center, Boston, Mass. Contact: The Massachusetts

Horticultural Society, Horticultural Hall, 300 Massachusetts Ave. Boston, MA 02115; (617) 536-9280.

14-22: The New York Flower Show, Pier 92, 55th St. and the Hudson River, New York City. Contact: The New York Flower Show, 128 West 58th St., New York, NY 10019; (212) 757-0915.

15-17: National Golf Foundation, symposium: "Obstacles Overcome by Successful Golf Course Operators," Marriott at Sawgrass Resort, Ponte Vedra Beach, Fla. Contact: Roger Yaffe, NGF, 1150 South U.S. Highway One, Jupiter, FL 33477; (407) 744-6006.

16-17: Golf Course Superintendents Association of America Regional Seminar, Minneapolis, Minn. Contact: GCSAA, 1421 Research Park Dr., Lawrence, KS 66049-3859; (913) 832-4444.

17-20: The National Forum on Public Golf Management, Hyatt Regency-DFW Hotel, Dallas. Contact: The Public Golf Management Association, 8030 Cedar Ave., Suite 228, Minneapolis, MN 55425; (612) 854-7272.

19-20: CalScape Expo'92, San Francisco Airport Hilton. Contact: California Interior Plantscape Association Council, 3857 Birch St., Suite 270, Newport Beach, CA 92660; (619) 770-9696.

19-20: National Institute on Park and Grounds Management, athletic turf management seminar, Roanoke, Va.. Contact: NIP&GM, P.O. Box 1936, Appleton, WI 54913-2936; (414) 733-2301.

20-21: Associated Landscape Contractors of Colorado, Western Chapter, Xeriscape West Conference and Trade Show, Hilton Hotel, Grand Junction, Colo. Contact: Rich Edwards, (303) 241-0297.

20-21: Xeriscape West '92, Grand Junction, Colo. Contact: Associated Landscapers of Colorado Western Chapter, 3072 East 1/2 Rd., Grand Junction, CO 81504; (303) 434-1163.

22-24: ALCA Student Field Days, University of Kentucky, Lexington. Contact: Dr. Robert McNeil, Dept. of Horticulture and Landscape Architecture, N-318 Ag Sci North, University of Kentucky, Lexington, KY 40546-0091.

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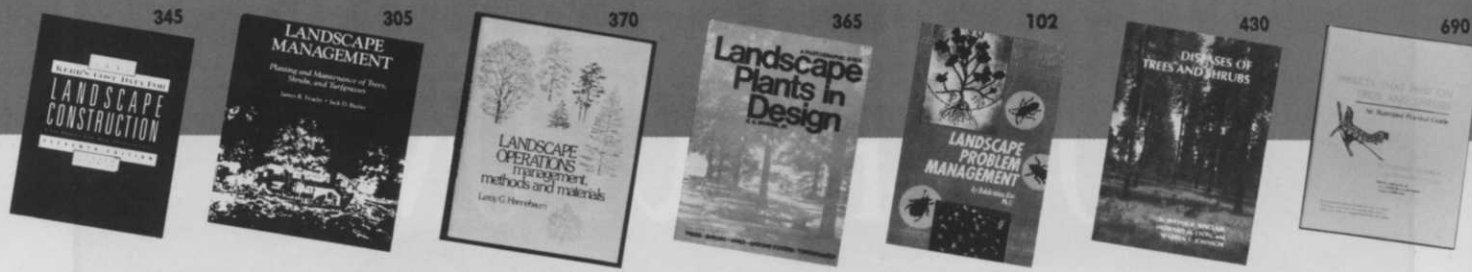
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