

**Serving Your
Total Business
Information &
Marketing
Needs**

BOOKS
CLASSIFIEDS
LISTS
REPRINTS
POSTCARD DECKS
RESEARCH
DIRECTORIES
FILM/FICHE
DATA SEARCHES
PERMISSIONS

**In Highly
Targeted
Markets**

Analytical Sciences
Art
Graphic Communications
Beauty
Communications
Automatic Data Capture & Processing
Interactive Technologies & Multimedia
Advanced Computer Technologies
Construction/Stone Products
Environmental Management
Food Processing
Health Care
Hospitality
Landscape/Pest Control Services
Merchandising/Retailing
Pharmaceuticals/Cosmetics
Plastics
Power Sports
Paper



ADVANSTAR

MARKETING SERVICES

A Division of Advanstar Communications Inc.

***Answering the business information needs
of specific niche markets with a variety of
information products and services to supplement
your sales and marketing programs.***

Customized Reprints

Produced on high-gloss paper, reprints of editorial articles, news items and advertisements can be customized with company logos for use as valuable communications pieces. Customized reprints are ideal for presenting information at industry conferences and seminars, developing direct-mail campaigns, providing literature to users of products or services, training and educating key personnel and gaining prolonged exposure and impact.

Mailing Lists

To help guarantee success for direct marketing programs, subscriber lists, corporate lists and show attendee lists ensure precise and accurate selection of responsive, qualified individuals in niche market segments. Selectable by industry, job function, title and other qualifications, mailing lists are useful for generating sales leads, creating direct mail campaigns, introducing new products and product enhancements and promoting trade show programs.

Classified Advertising

Providing high visibility and a high return on investment, classified advertising allows you to deliver special announcements to thousands of industry professionals. Flexible display options provide a choice of ad sizes to fit any message and budget, and specific product category headings make it easy for busy professionals to find your message.

Books & Data

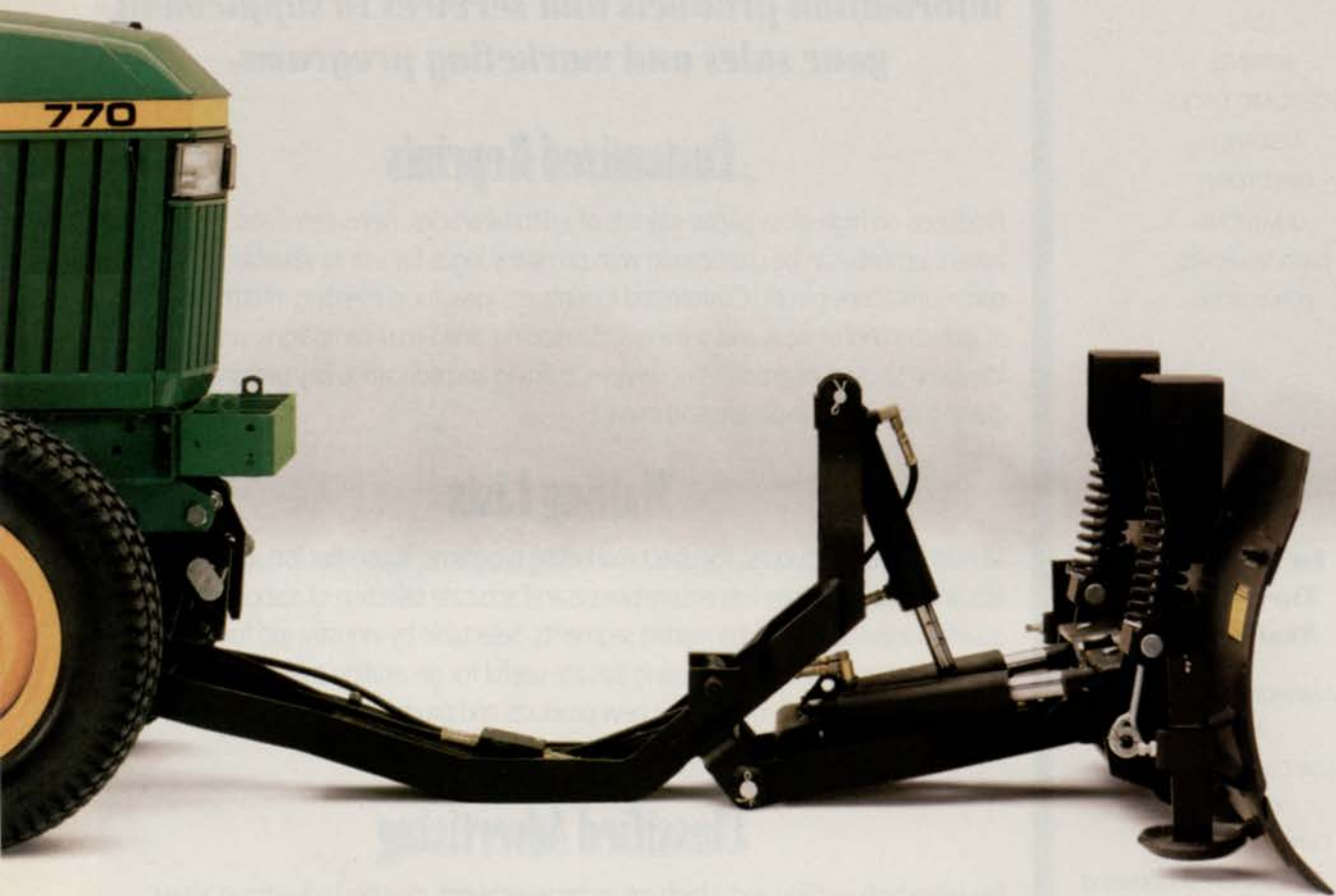
Essential market data on specialized businesses and industries are available through a variety of products, including: books, directories, video/audio tapes and other reference materials, as well as through searches of editorial databases.

*Whatever your business information needs,
Advanstar Marketing Services has the answers.*

For immediate assistance contact:

ADVANSTAR MARKETING SERVICES • 1-800-225-4569 • 7500 Old Oak Blvd. • Cleveland, OH 44130

Watch closely.



We're about to
show you how easy
it is to hook up
a John Deere.

Too late... you missed it.



Heard enough fast talk about implement hookup that really isn't fast? Then you've come to the right place.

Because John Deere 70 Series Tractors have the quickest connecting times in the business.

Case in point, the 770 and front blade. A true "drive into the implement" system. With a total hookup time of less than one minute.

But it's not just our blades that mate so quickly. Every implement you see here can

be hooked up without tools in 5 minutes or less.

See your dealer and get attached to a 70 Series in record time. Or for more information, call 1-800-544-2122.



**NOTHING RUNS
LIKE A DEERE®**



Circle No. 115 on Reader Inquiry Card

Community relations rescue sinking maintenance budgets

Your publicly-funded landscape management budget can be spared the wrath of state and city number-crunchers.

by Bob Milano
University of California, Davis

■ Many public sector services throughout this country have felt the impact of a wild and unpredictable budget axe swinging in all directions.

In response, we've had to focus on strategies to deal with the damage. But have we focused on the correct strategies and made the right choices?

We've adapted quickly to the budget reductions by decreasing service levels, cutting capital programs, deferring hiring, scaling back equipment replacement and eliminating administrative overhead. In our haste to meet the pressing, operational demands to care for the landscape, did we many times fail to consider our responsibilities to our customer, the community?

Now is the most important time to keep in touch with customers. We have a responsibility

- to increase awareness about the importance of the resources we manage;
- to expand our efforts to educate, inform and reach out to our communities; and
- to provide accurate information about the service we provide and the resources we manage.

If we do our job well, I believe our budget levels can be maintained—even expanded—through vocal public support and recognition for our programs.

The big picture—As we all evaluate our priorities for the demands of each day, we should strive to remain aware of the critical, yet rarely pressing, requirements of good community relations.

In most public sector facilities, budgeting is determined by an elected board or appointed committee that is

held accountable by the community at large. With this in mind, you easily can see why community relations are an important and critical element of any public sector landscape program.

In most instances, I would suggest that those of us managing public facilities have three broad areas of responsibility:

- maintenance;
- capital improvements; and
- community relations.

All three are extremely important. But are enough resources being allocated toward the community relations component in your program?

Community relations include all of the daily interactions between maintenance workers and facility users as well as more formal events such as new park dedications with the city council.

The performance of your organization can be relayed effectively to your governing body through staff reports and briefings. But input from your customers and the community in general, good or bad, is frequently regarded most highly by the decision makers.

Before venturing out with any new public relations programs, you should clearly explain to your staff why community relations are important and why it is necessary to allocate resources toward the effort. Encourage everyone to interact with the

community and answer questions about the work they are doing or projects under way.

Personnel must understand that they are a vital part of the community relations program, and that the type of one-to-one grassroots public relations they can provide can be the most effective and long lasting.

Reaching out—The next step includes reaching out to the community that you serve. You might break your customers into three groups and target specific outreach and education efforts toward each.

1) Direct facility users such as organized soccer, baseball and softball leagues, swim teams and garden clubs have a high stake in your operation and should be targeted first. You might meet with the leaders of these groups on a regular basis to discuss service needs and educate them about various issues.

Let them know that you care about their needs and are willing to work with them to accomplish their goals. Solicit their support. Welcome their volunteer efforts and contributions and their willingness to marshal support for the facilities.

2) Affiliated parties, such as those that may live next to a busy park, or parents whose children go to school at your facility, could be targeted. Outreach and education about your services and programs could be included as part of larger newsletters or articles in the local newspaper, for example.

Get involved. Here, a representative from UC Davis and nearby communities plant trees in a cooperative effort.



3) The general community should be targeted with well publicized programs, events and accomplishments. Local papers, posters in visible locations and mailers could be used to distribute educational and outreach information. Not only will these efforts reach the entire community, but they will lend recognition and credibility to your program in the eyes of the budgetary decision makers.

An effective, broad-range outreach program also will validate the importance of your services and increase the enthusiasm of both the staff involved in the programs and of your key supporters.

Act now!—Start today with a new attitude and commitment toward community relations. Encourage interaction with the public. Promote volunteerism and help coordinate volunteer activities to accomplish clearly-defined goals. Involve facility users in decisions.

Be visible, with speeches at local schools and

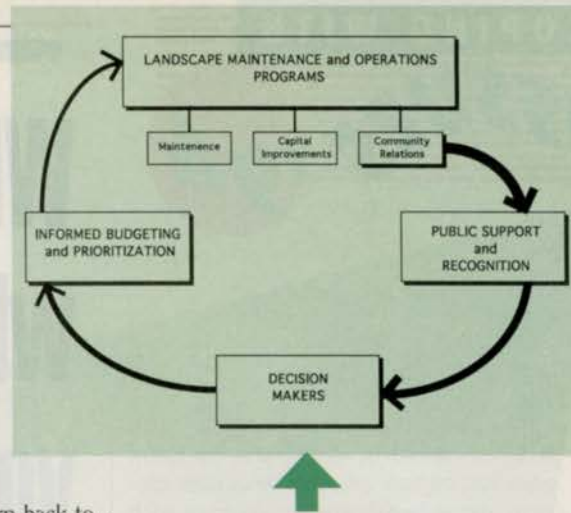
community service clubs, or sponsor tree plantings.

Keep news of your company out there, with a calendar of events and progress reports on special projects. Publicize your successes through local newspapers, radio and TV stations.

If we believe in the work we do, we need to come out of the woods and into the clearing to educate and inform our clients so they can then make informed decisions.

If we are successful, we can turn back to the community and ask for their assistance by putting down the budget axe.

—The author is grounds operations manager for the University of California, Davis, physical plant, and a past board member of the National Sports Turf Managers Association.



When community relations works, you get support from the public decision makers. Explain the need for continued landscape management programs.

Beware public perceptions



by James E. Guyette

How pesticide applications are perceived by the public is an issue that should be addressed daily, says Dr. Bill Pound, turfgrass research associate at Ohio State University.

Fears can be abated and clients better served by taking more care in avoiding high drift situations, Pound says.

"As we get into lower-volume applications, drift becomes more of a concern," reports Pound, who conducted a seminar sponsored by the Associated Green Industries of Northeastern Ohio.

When smaller chemical tanks are carried onto properties, there's a tendency to increase the sprayer pressure to compensate, notes Pound. This sends out smaller droplets that are oh-so-eager to blow into unwanted areas. A 2 gal./1000 sq.ft. mixing ratio that includes larger droplet sizes will help reduce the risks.

In addition to needlessly alarming and offending your customers' neighbors in a rift over drift, haphazard spray patterns will invite horticultural problems down the road that may remain hard to detect.

"Drift injury is not always described as death to the plants," Pound explains. A once-viable shrub or flower that presents puzzling aspects of illness can in reality be a

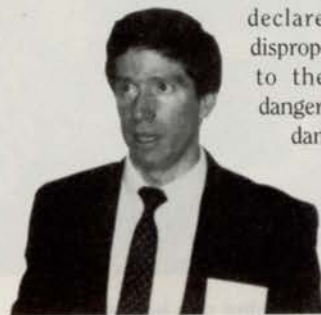
victim of a previous encounter with just a slight amount of drift.

"This is injury without actually hitting the plants," says Pound. The problem is aggravated when turf managers treat during hot weather or high winds. Always check droplet size. If a drift dilemma develops, stop treatment that day.

"If we get into any media hype for 1994, it will be related to exposure," he says. A prime target could be phenoxies, especially 2,4-D. "Phenoxies are phenoxies to people who don't know better. The president will come after something to appease the environmentalists—and everyone's heard of 2,4-D."

Pound remembers the Alar alarm. "They were tough on apples, and they can be tough on us," Pound warns. The core of the concerns was later

declared to be disproportionate to the actual danger, but the damage was done.



Pound: 2,4-D a potential community relations problem.

"It's a sitting duck," Pound says of 2,4-D. "At this point the research is inconclusive and the homeowner doesn't know what to think," he notes.

While research points out that 2,4-D is not an especially persistent material in turf, the issue of long-term exposure lingers. "That's what they're trying to decipher right now," Pound reports.

Another potential perception problem can be brought about by the use of glyphosate when spot treating for weeds. Television commercials have been targeted at homeowners, and they are encouraged to get out on the lawn and start squirting away.

"It will control that broadleaf weed, but you will have a brown spot," he cautions. "We don't need Roundup to spot treat for broadleaf weeds—we have the phenoxies for that," Pound points out.

And for all the public concerns over pesticides, Pound ponders, there's still an ongoing consumer reluctance to opt exclusively for organics. "Usually they're priced a lot more expensively," he observes. "The organic fertilizers are still on peoples' minds," he notes, but "they try the organic program and they get broadleaf weeds."

—James E. Guyette was managing editor of *Lawn Care Industry magazine*. He is now a freelance writer based in South Euclid, Ohio.

What to tell customers when they ask, 'Are your pesticides safe?'

■ When customers, who observe our use of pesticides on their property, voice their concern about environmental damage with questions like these, be prepared with reassuring answers:

Customer: Are your pesticides safe? Have they been tested against hazards to humans?

You: Yes and yes. All pesticides used in and around the home must comply with the testing requirements of the U.S. Environmental Protection Agency, and the EPA constantly checks new products. You should also know that most lawn care pesticides are used extensively on food crops.

Customer: Do the pesticides you use contain cancer-causing chemicals?

You: The EPA has no data proving that any currently-used lawn care pesticide is a human carcinogen. All such chemicals are evaluated in life-time feeding studies of rats and mice. They are fed the maximum toler-

ated dose which often equates to millions of times greater exposure than any human would experience in a lifetime.

Customer: My children and pets play on the lawn you are treating. Is this safe?

You: Absolutely, because

1) There is no scientific evidence that adverse effects occur with occasional exposure to residues of dilute applications of any pesticide I use. This is less than one percent.

2) Most lawns require only three applications of pesticides yearly, at the very maximum.

3) But to be absolutely safe, be sure that all treated areas are dry before you allow children, or anyone else, to use them.

Customer: In addition to controlling insects, are there any advantages to using pesticides on my lawn?

You: Definitely. Turf care chemicals improve the beauty of the landscape, control soil erosion, keep mud and dirt out of buildings, absorb noise and air pollutants, and cool the neighborhood. They also provide a safer playing surface for children.

Customer: Do you rely solely on chemicals to protect lawns?

You: No. The primary component of lawn care is proper fertilization. This helps the turf resist weeds, insects and diseases. Any chemicals I use are selected for special problems, and I usually prefer spot treatments.

Training pesticide workers

A quality pesticide safety program will probably represent a significant expense for your company.

■ A veritable plethora of laws and regulations control the purchase, transportation, storage, application and disposal of pesticides.

Sometimes it seems as though new requirements are imposed almost daily. In addition, sweeping changes in EPA worker safety standards and in applicator certification laws are on the horizon.

As an employer, you have several good reasons to teach your employees how to handle pesticides properly:

1) It helps develop work habits that will result in a safer work environment. Reducing work-related illness, injuries and



In-house training can help ensure compliance with legal mandates and company policy.

accidents will probably increase productivity and possibly lower insurance rates.

2) It helps prevent the waste of costly pesticides and can even reduce the amount of time required to apply them. Properly applied pesticides are less apt to cause unwanted damage. Correct rates and application techniques also improve pesticide effectiveness.

3) It helps avoid pesticide injury and damage lawsuits resulting from accidents, misapplications or carelessness—lawsuits that often result in huge monetary settlements.

4) It helps protect the environment. When pesticides drift off target or are acci-

continued on page 18

Some of the nation's most exclusive clubs use LESCO accessories...



*Fred Klauk, CGCS
TPC Sawgrass • Jacksonville, Florida*

Exclusively.

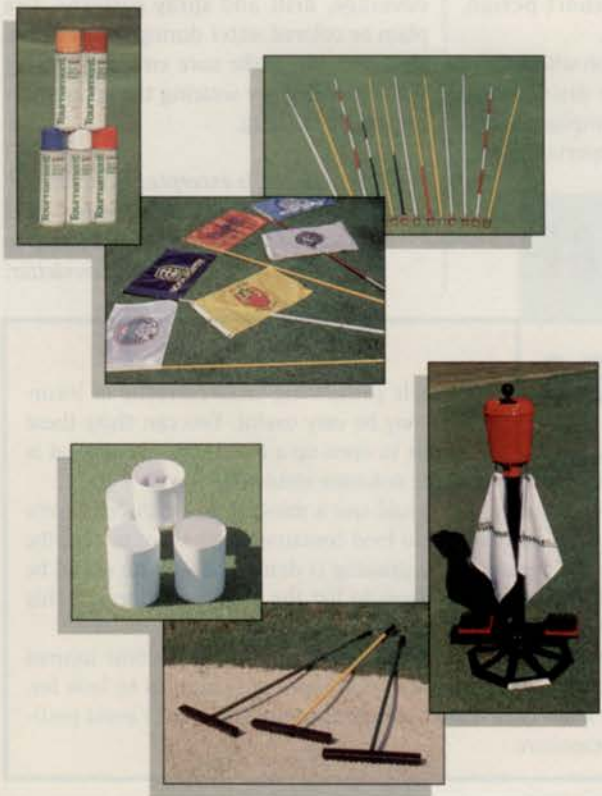
As superintendent of a world famous Tournament Players Club course, Fred Klauk sets the highest standards possible for himself and his crew. At TPC Sawgrass, only the best will do.

That's why the TPC network chose LESCO to be the exclusive supplier of golf course accessories to its 13 courses. LESCO's extensive Tournament Golf Course Accessory line combines durability, ease of maintenance, and the dependability you expect from a company with more than 30 years of service to the golf industry.

LESCO's extensive Tournament line includes a new aluminum ball washer, bunker rakes, personalized flags and flag poles, cups and cup cutters, signs, turf marking paint and much more. Superintendents count on LESCO products to perform season after season. And they do.

When only the best will do, do what TPC did.

Call LESCO at (800) 321-5325.



LESCO
Tournament Golf Course Accessories

TRAINING from page 16

dentally spilled or intentionally dumped, serious damage—such as groundwater contamination—can occur.

5) It puts you in compliance with government regulations. The EPA, for instance, requires commercial users of restricted-use pesticides to be certified applicators or to work under the supervision of a certified applicator.

Recent worker right-to-know laws mandate that all employers inform their workers about potential health hazards and how to avoid exposure to hazardous substances—including pesticides—in the workplace.

The scope of training—Most people require training before safely handling pesticides. The applicator must understand:

- how to operate application equipment,
- how to properly mix the chemicals and dispose of the excess,
- how to apply the chemicals,
- how to avoid hazards, and
- how to respond to accidents.

Two types of training are available: in-house training and outside training, which can include continuing education provided by professional organizations and cooperative extension services.

In-house training is conducted by you or someone in your company. The objective is to ensure compliance with legal mandates or with company policy.

Employees who apply, or supervise the application of, restricted-use pesticides probably passed their state certification examinations by participating in *outside training* sessions or through self-study programs.

Your state cooperative extension service may produce some training aids. University libraries, state and federal regulatory agencies, pesticide manufacturers, trade organizations and worker's compensation insur-

ance companies are other sources for current pesticide safety information. In most cases, you will need to adapt this information to fit your specific situation.

A quality pesticide safety training program will probably represent a significant expense for your company.

You must compensate the instructor, and you must release your employees from the regular duties but still pay them for the time spent in training. You must allow certified applicators to attend off-site continuing education courses, with pay, to retain their certification. And, unfortunately, there is little chance that your company will be able to totally recover these costs through lower insurance premiums or increased productivity.

However, adequately trained employees may be able to eliminate or significantly reduce injuries, damage and liability by preventing accidents or by responding appropriately when an accident occurs. Therefore, training provides a form of insurance against injury, damage or liability.

Key tips—Your program's success depends on a variety of factors.

- The instructor must be comfortable with the subject and must enthusiastically convey the importance of the information to your employees. The teaching staff will need adequate resources to develop and present an effective training program.

- Training will be easier if you divide the subject matter into small segments that can be covered in a short period. Thirty minutes is reasonable.

- Hold the training session where there will be no interruptions or distractions. You must convey to your employees that pesticide safety training is important.

- Whenever possible, use hands-on training. Allow your employees to see, hear and touch.

For example, hand an employee a pesticide container and ask him to point out the signal word or other significant label information. Ask employees to put on protective clothing to demonstrate their use. Let them practice cleaning up a simulated pesticide spill.

- Employees will learn more and enjoy the training if they interact with the instructor and with each other. Encourage them to ask questions, provide information or discuss reasons for doing something a certain way.

- Prepare an agenda and stick to it. Keep the discussion on track within the scope of the immediate session. If other points come up, schedule time during another session to discuss them.

- Add variety to your training sessions. Sometimes a video (see last month's issue), followed by a discussion, provides a lot of useful information or serves as an overview. (Don't substitute videos for other types of training.)

- Hold some sessions in actual work areas near the pesticide application equipment. Conduct the class in the pesticide storage area when teaching how to store pesticides or how to clean up a spill. When discussing pesticide application, take employees outside among the plants and let them see how pressure changes affect coverage, drift and spray patterns. Use plain or colored water during your demonstrations, but make sure employees using the equipment are wearing the appropriate protective clothing.

—This material is excerpted from an article that appeared in the December, 1991 issue of the Georgia Green Industry Association's newsletter.

LANGUAGE

BARRIERS

■ One of the greatest barriers to a successful and effective pesticide safety training program is coping with employees who do not understand. This problem can stem from varying educational levels, language barriers, poor reading abilities or differing attention spans.

Language is the predominant factor. Some workers are not fluent enough in English to understand verbal instructions or written materials. Conversely, the instructor may not be fluent enough in the employees' native language to effectively discuss pesticide safety.

You may have to be innovative to ensure that your employees understand the material being taught. Non-written methods and materials, such as simple drawings or cartoons depict

ing people performing tasks correctly or incorrectly, may be very useful. You can show these drawings to open up a discussion about what is happening and what the outcome would be.

For example, you could use a drawing to teach employees not to put pesticides into food containers. Ask them to describe what the person in the drawing is doing and why he would be doing this. Then ask them to list the possible dangers of this practice and why it should be avoided.

Such a discussion could reveal why people become injured or poisoned by pesticides, what types of symptoms to look for, what kinds of first aid treatments to use and how to avoid pesticide exposure.

Buying the best sprayer

■ Before the new spraying season begins, you should do a complete evaluation of your equipment.

"Each year, more applicators find that either their equipment isn't up to the task, or they can save time and money by outfitting their sprayers with new technology before the season starts," says Rich Gould, ag marketing specialist at Spraying Systems Co.

If you're in the market for a new sprayer, check out possible choices with questions like these:

1) How well is it constructed? Is the tank made of stainless steel? Is the piping molded? Is it coated with polyurethane enamel for chemical and impact resistance? Does it have all Viton seals? Is the packing gland rustproof?

2) Does its size meet your needs? If you need a large spray tank, does it have a 900-gallon or more tank? Can it service your estimated number of accounts in a normal season? Can the unit slide into your flatbed truck?

If you need a smaller unit, is the model compact? Is it designed for a van or pick-up truck? Does it have special features such as two 100-gallon rectangular tanks, a diaphragm pump, approximately 300 feet of hose, and a lawn or ornamental gun?

3) Does it have other special features? Don't insist on versatile features if you're not going to use them. But be aware of these "extras:"

✓ a high-volume continuous trigger sprayer which adapts easily to a variety of containers;

✓ versatility: to shoot a stream 30 feet or more but, after adjustment, be able to deliver an ultra-fine mist;

✓ a universal adapter, a triggle bottle adapter and a fully-adjustable nozzle with shutoff;

✓ a reel that allows the operator to rewind the hose conveniently; and/or

✓ single or dual injection pumping.

4) How well does it handle treatment agents? Does it allow fertilizers and chemicals to be sprayed either separately or as a mix? Does it permit the selective use of expensive chemicals in lawn areas that require spot treatment? Are there separate polyethylene tanks which can be used for spraying herbicides, insecticides, soil conditioners and other similar solutions?

5) Are options available? Such as a variety of hoses, trailers and spray booms, which can be purchased later. This is important, especially if you feel that you only need a single-purpose sprayer now, but that you'll eventually branch out into other more lucrative work that will require a more sophisticated machine.

Some popular options, according to Spraying Systems Co., include:

✓ sprayer control kits, which allow applicators to control boom sections from the vehicle's cab;

✓ clean water tanks, which can be used in the field to rinse hands or equipment;

✓ diaphragm check valves, which eliminate drips after the

continued on page 22



Photo courtesy of Lesco, Inc.

Parker

POWER RAKE

for dethatching, verticutting
and renovating

Parker Thatch-O-Matic Power Rakes are designed to dig out matted grass clipping, leaves and other organic matter.

• Each are powered by a 5 hp engine and cut a 19" swath thru built up thatch.



3 Reel Options:



Tine Reel for digging heavy thatch with minimal damage.

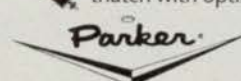


Knife Reel for digging out thatch and verticutting soil.



Flail Reel for digging out heavy thatch with optimum durability.

For FREE literature
PHONE (513) 323-4901
FAX (513) 322-5462



P.O. Box 1728
Springfield, Ohio 45501

All Praise Pe

