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For more information, contact Miles Inc., Specialty Products, Box 4913, Kansas City, MO 64120. (800) 842-8020.

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Circle No. 128 on Reader Inquiry Card

Route for profit

■ You might be losing profits from sloppy routing.

Ric Moore, president of Green Up Lawns and Landscapes, Inc. of Salem, Va., realized when he hit his 500th customer that it was time to organize his routing method. (Good thing he did it then, rather than try to organize his current 3000!)

During the first few years in business, Moore says he, like many new business-

men, concentrated more on growing the business first, and making money second.

But the more a company matures, growth has to take a back seat to profitability, for the sake of the company's existence.

Moore believes routing serves three functions:

- It **divides** the total number of customers into small groups;
- It **defines** or determines the treatment sequence;

● It **determines** profitability, or plays a major part in profitability.

"Poor routing can lead to cancellations, poor production, poor profitability, overworked—and unhappy—employees and high turnover," says Moore.

"Efficient routing means you have happy customers, maximum production and profitability."

This kind of routing, based on customer "Stock Numbers," also makes invoicing a snap.

"The computer prints invoices in sequence, and we don't have to print them all at once," says Moore. They might run all the commercial seeding accounts first, then aeration clients. It's a nice luxury.

Moore assigned a production manager to supervise the routing scheme. His responsibility is to see that the yards get done on schedule and in sequence, and eliminates technician's temptation to route in a way that's convenient to *themselves*, rather than to the system.

Moore's routing system is lately challenged by the "call ahead" customer, and the neighbors who want to be notified prior to lawn care applications. These people, believes Moore, are here to stay.

Moore has a part timer come in after hours to handle the "call aheads," who by the way pay an extra buck for the courtesy.

(One green industry colleague charges \$5; a more realistic tariff, Moore believes.)

—Terry McIver

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STEPS TO RIGHT ROUTING

1. Define your service area. Let the crew know where you will and won't go. "You just can't treat every lawn," says Ric Moore.

2. Define territories within service areas, with one technician in charge of each territory. Moore has Roanoke divided into five territories. For example: southeast; northeast; commercial territory; residential territory.

3. Define routes within those territories. It will normally take one technician three or four days to finish the route. Moore uses map coordinates, like "K-5," or "west of Main St."

4. Service customers in sequence. Moore assigns each customer a Stock Number. The technicians service those lawns in sequence, without fail.

—T.M.

HOT TOPICS

How goes the green industry?

Early indications good as 1994 golf and landscape growing season begins.

CLEVELAND—According to statistics from various sources, the green industry is alive and well and enjoying the recent slight upturn in the overall economy.

For instance, according to the Outdoor Power Equipment Institute, all categories except rear engine riding mowers are expected to show increased shipments in both the 1994 and 1995 model years.

The OPEI's forecast predicts positive increases in housing starts and disposable income to be contributors to the overall outdoor power equipment growth. Additionally, foreign economic growth among major trading partners and a somewhat weaker dollar should help an already strong power equipment export market grow, the OPEI notes.

From Irwin Broh & Associates comes its ninth annual survey of more than 900 landscape contractors and lawn maintenance services. Of the six product categories studied, the intention to buy for 1994 was highest for string trimmers.

Finally, from Green Exports USA comes word that export sales of U.S. nursery products exhibited a two percent increase over last year's sales during the first half of 1993.

Sales to the European Economic Community (EC) more than offset lower sales to Canada. Cut foliage and fresh cut flowers exhibited some of the strongest gains with increases of 18 and 23 percent, respectively.

ANNUAL EXPORT SALES OF NURSERY PRODUCTS AND CUT FLOWERS



Source: Green Exports USA

For more information, or to purchase studies, contact:

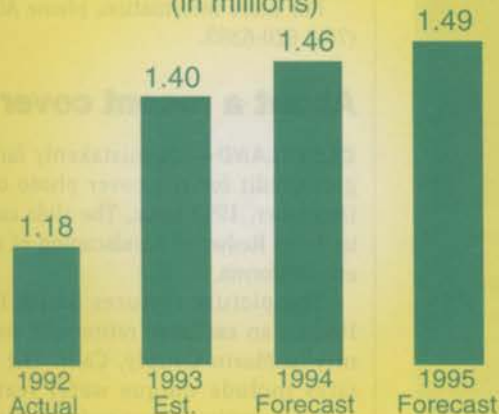
Outdoor Power Equipment Institute
341 South Patrick St.
Old Town Alexandria,
VA 22314
(703) 549-7600

Irwin Broh & Associates Inc.
1011 East Touhy Ave.
Des Plaines, IL 60018
(708) 297-7515

Green Exports USA
300 West America St.
Orlando, FL 32801-3614
(407) 843-3487

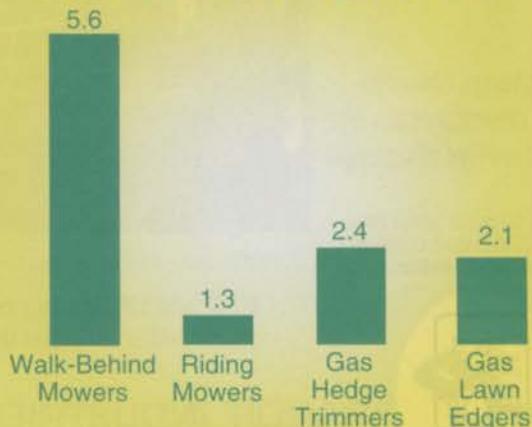
UNIT SHIPMENTS OF RIDING MOWERS

(in millions)



Source: Outdoor Power Equipment Inst.

EQUIPMENT OWNED BY AVERAGE MOWING SERVICE



Source: Broh & Associates

HOT STUFF

Landscaping marketing stuffers

RESTON, Va.—The Associated Landscape Contractors of America offers six marketing stuffers, designed specifically for the exterior landscape professional.

The full-color promotional stuffers focus on selling landscape services. They are:

- "Making a splash"
- "Irrigate"
- "Creating curb appeal"
- "Create an environment"
- "Colorful landscapes"
- "Making light of it"

The stuffers can be enclosed with sales letters, inserted in your company brochure, included with invoices, mailed with a direct mail piece or handed out in person. They are available in individual quantities of 50. For more information, phone ALCA at (703) 620-6363 or (800) 395-2522.

Free compliance program

WEST PALM BEACH, Fla.—RGF Environmental Systems has a program containing pertinent information on total EPA compliance standards and technology for the turf maintenance industry.

The program contains practical solutions, alternatives and

plans for:

- storm water management;
- waste problems related to rinsing and pressure washing of turf maintenance and pesticide application equipment;
- mixing and loading facilities;
- pesticide storage;
- storm water runoff of pesticide spills; and
- other related pollution problems.

For a free copy, contact RGF at (407) 848-1826 or (800) 842-7771.

Scholarship established

TANGENT, Ore.—The late William Kent Wiley Jr., one of the founders of Pickseed West, was honored when the company endowed a fellowship through Oregon State University.

The Wiley Memorial Fellowship is designated for graduate students in the Grass Seed Science program within the Department of Crop and Soil Science at OSU.

"The \$50,000 we have contributed is enough to get the fellowship established," says Dr. Gerry Pepin of Pickseed West, "but more is needed. We hope that others in our industry will step forward to add to this endowment, which will produce future leaders in the grass seed industry."

Wiley was a well-known green industry personality, a founder of Pickseed West who retired in 1990 and died late in 1992.

For more information, contact the Office of Development, OSU, Snell Hall, 517, Corvallis, OR 97331-1650.

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Certifying landscapers

RESTON, Va.—Landscapers can now receive national certification for professionalism from the Associated Landscape Contractors of America.

The organization offers a six-hour exam with five sections tailored to the industry: (1) business planning, accounting and management; (2) health safety and human resources; (3) production/operations and horticulture; (4) risk, law and contracts; and (5) sales, marketing, communications and public relations.

Those who pass the exam are designated "Certified Landscape Professionals."

For more information, phone ALCA at (703) 620-6363.

About a recent cover

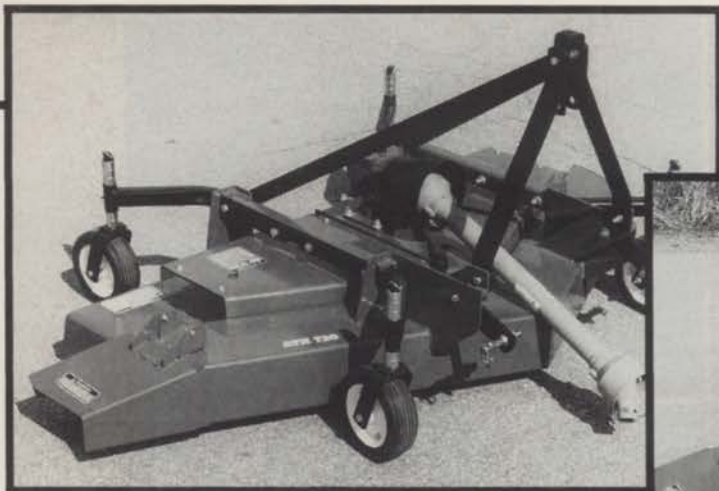
CLEVELAND—LM mistakenly failed to give credit for the cover photo on the December, 1993 issue. The slide came to us from Redwood Landscaping of northern California.

The picture features Smith Ranch Homes, an exclusive retirement community in Marin County, Calif. The home sites include unique water features, putting/sporting greens and lush gardens.

Redwood Landscaping maintains the community.

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Bush Hog's flat deck TH Series models for normal cutting conditions now come in 48-inch, 60-inch and 72-inch wide models. Bush Hog air tunnel mowers for heavy-volume and wet conditions come in 60-inch, 72-inch and 90-inch models. All feature Bush Hog designed gearboxes, modern design and Bush Hog tough materials and construction.

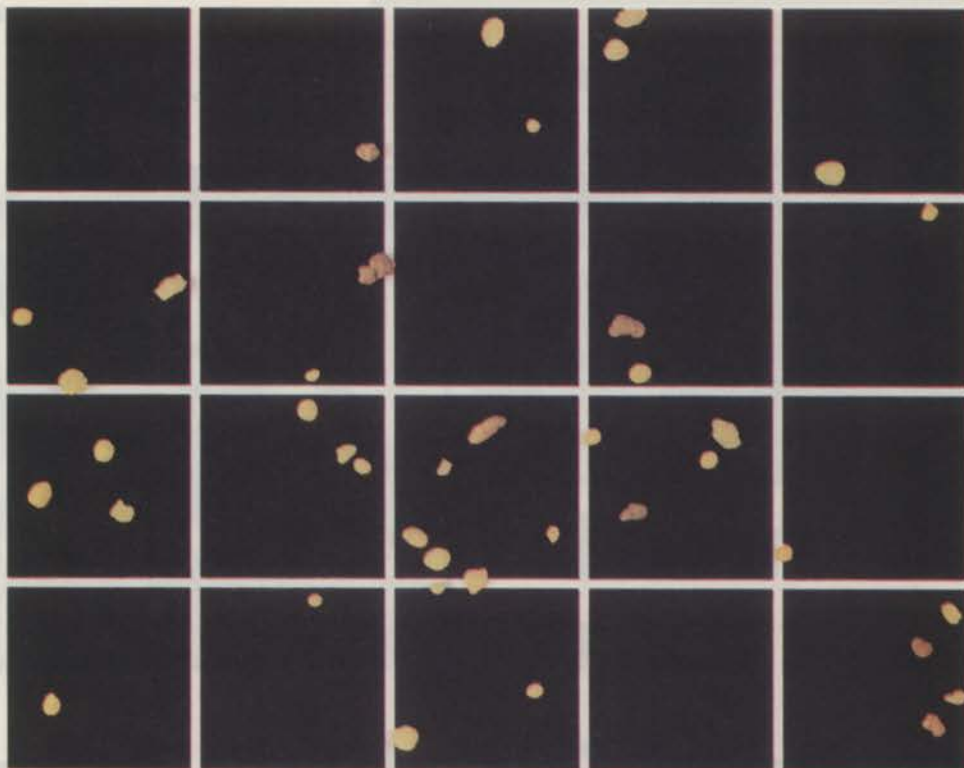
See them and the 17 other new products from Bush Hog at your Bush Hog dealer. They are part of Bush Hog's full-time commitment to designing and building the best support line equipment.



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Particle distribution pattern for typical blended product.

For maximum you need the finest par

SCOTT'S fertilizer-based pendimethalin products are the most widely used preemergent combinations. And for three very fine reasons.

- The particles are smaller and more consistently sized than typical competitive physical blends, reducing segregation potential while providing up to 8 times the coverage per square inch. That better coverage means

fewer application breaks with more effective control of grassy and broadleaf weeds. Field tests show that poorly formulated combination products may sacrifice preemergent weed control by up to 15% or more.

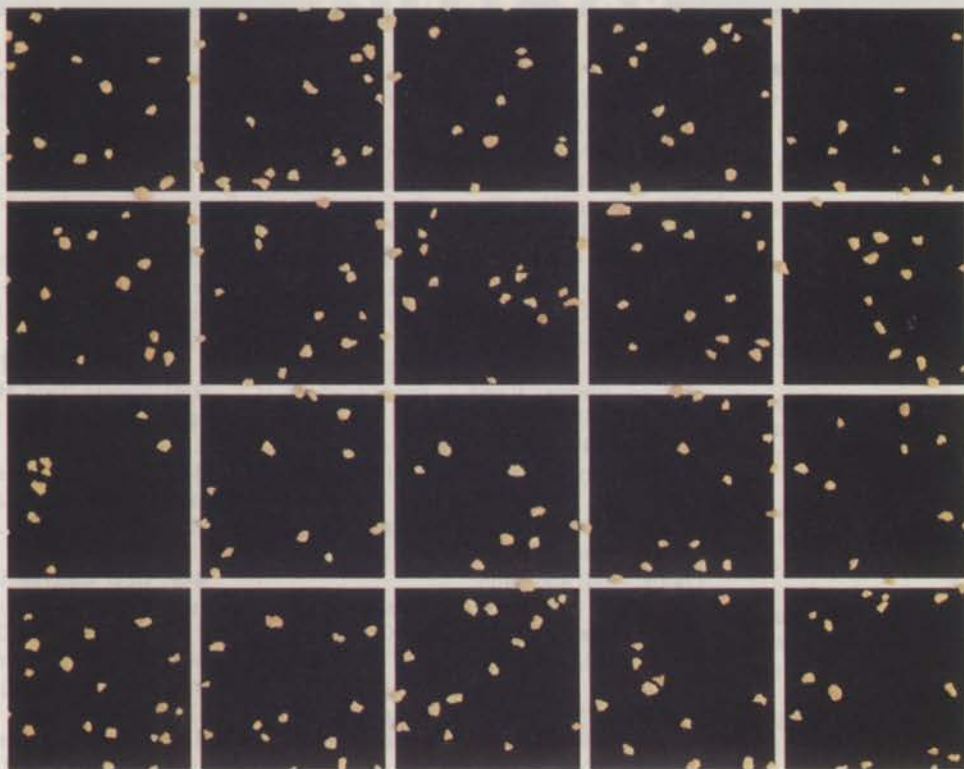
- No other preemergent herbicide can match pendimethalin's combination of broad spectrum weed control, control effectiveness and season-long performance.

Preemergent Control Comparison

	Crabgrass	Goosegrass	Foxtail	Poa Annua	Oxalis	Spurge	Henbit	Chickweed
pendimethalin	H	H	H	M	H	M	H	H
prodiamine (Barricade)*	H	M	H	M	M	M	M	M
dithiopyr (Dimension)*	H	M	H	M	H	M	M	M

H - High M - Medium (Based on Scotts/university data)

* Barricade and Dimension are trademarks of Sandoz Limited and Monsanto Company respectively.



Particle distribution pattern for SCOTTS methylene urea fertilizer/pendimethalin product.

weed control, particles money can buy.

Season-long crabgrass control is just one consideration, and pendimethalin answers it. But pendimethalin also outperforms other preemergent herbicides on tough-to-control weeds like goosegrass and oxalis.

Now SCOTTS fertilizer-based pendimethalin line also features Poly-S₂ technology, the most efficient and cost-effective turf fertilizer ever developed. This exclusive technology offers programmed, flexible release rates and more predictable response. It's virtually dust-free. And it's available only from SCOTTS.

Offering a broad line of different fertilizer/pendimethalin products, your SCOTT Tech Rep is ready to help you select the formulation that best meets your needs.

For more information, contact your SCOTT Tech Rep today. Or call 1-800-543-0006.



Pendimethalin Plus Fertilizer

GREEN INDUSTRY EVENTS

FEBRUARY

14-16: Pennsylvania Nurserymen and Allied Industries Conference. Hershey (Pa.) Lodge and Convention Center. Phone: (717) 238-1673.

15-16: Associated Green Industries of Ohio Trade Show and Educational Meeting. Strongsville, Ohio. Phone: (614) 261-1221.

15-17: Landscape Contractors Assn. MD/DC/VA Winter Workshop. Holiday Inn Crowne Plaza, Rockville, Md. Phone: (301) 948-0810.

15-18: International Erosion Control Association Conference and Trade Exposition. Reno (Nev.) Hilton. Phone: (303) 879-3010.

16-17: California Landscape Industry Show. Long Beach (Calif.) Convention Center. Phone: (916) 448-2522.

16-17: IPM in Landscapes Conference. Tsawwassen Inn, Canada. Phone: Georgena Good, (604) 980-9735.

16-17: New York State Turf and Grounds Exposition II. Suffern, N.Y. Phone: (800) 873-8873.

17-18: Nevada Landscape Conference & Trade Show. Reno-Sparks Convention Center, Reno, Nev. Phone: Steve Williams, (704) 856-1150.

20-23: Outdoor Power Equipment Distributors Assn. Annual Meeting. Disney's Yacht Club Resort, Orlando, Fla. Phone: (215) 564-3484.

21-23: MexiGolf '94. Mexico City, Mexico. Phone: Boris J. Franchomme, (510) 526-6922.

22-24: ProGreen Expo. Denver (Col.) Convention Center. Phone: (303) 756-7282.

22: PLCAA Business Management and Risk Survival Workshop. Albany, N.Y. Phone: (800) 458-3466.

23-24: Southern Illinois Grounds Maintenance School. Gateway Convention Center, Collinsville, Ill. Phone: (618) 236-8600.

23: New Jersey Landscape '94. Meadowlands Convention Center, Secaucus, N.J. Phone: Jim Stewart, (201) 664-6310.

23: PLCAA Business Management and Risk Survival Workshop. King of Prussia, Pa. Phone: (800) 458-3466.

24: PLCAA Business Management and Risk Survival Workshop. Worcester, Mass. Phone: (800) 458-3466.

28-Mar. 2: Massachusetts Turf Conference. Springfield (Mass.) Civic Center. Phone: Mary Owen, (508) 892-0382.

28-March 3: Vertebrate Pest Conference. Westin Motel, Santa Clara, Calif. Phone: Dr. Terrell Salmon, (916) 757-8623.

MARCH

3-4: Sports Turf Management Seminars. Gainesville, Fla. Phone: (414) 733-2301.

4-5: American Landscape Maintenance Assn. Trade Show. War Memorial Auditorium, Ft. Lauderdale, Fla. Phone: (305) 925-7996.

4-5: Golf Course Wastewater Symposium. Newport Beach, Calif. Phone: Dr. Kim Erusha, (908) 234-2300.

4-5: Muni-Golf Course Developments. Atlanta Marriott Marquis. Phone: (800) 285-2332.

4: Midwest Chapter/STMA Annual Meeting and Awards Luncheon. Avalon Banquets, Elk Grove, Ill. Phone: Mike Schiller, (708) 439-4727 or Mike Trigg, (708) 360-4750.

5-8: Canadian Turfgrass Conference & Trade Show. Calgary (Alberta) Convention Center. Phone: (905) 602-8873 or (800) 387-1056.

5: Ohio Arborist Foreman Training Meeting. Holiday Inn Lane Avenue, Columbus, Ohio. Phone: (615) 876-3694.

6-7: Tampa Bay Horticultural Trade Show. Tampa (Fla.) Convention Center. Phone: (813) 920-4393.

6: Women in Horticulture Conference. Bellevue (Wash.) Conference Center. Phone: Terri Arnold, (206) 935-7951 or Deb Powers, (206) 524-1672.

7-8: Sports Turf Management Seminars. Lincoln, Neb. Phone: (414) 733-2301.

9-10: CALCP Spring Training Conference. Jefferson County (Col.) Fairgrounds. Phone: (303) 224-2293.

9-10: Shade Tree Short Course. Iowa State University, Ames, Iowa. Phone: Dr. Paul Wray, (515) 294-1168.

9-10: Sports Turf Management. Riverside, Calif. Phone: (714) 787-5804.

10: "Building Success in the Workplace." Holiday Inn Sports Complex, Kansas City, Mo. Phone: Terry Ann Turner, (314) 882-4087.

10: "Building Success in the Workplace." Radisson Hotel, St. Louis. Phone: Terry Ann Turner, (314) 882-4087.

10: Integrated Pest Management Conference. Swarthmore College. Phone: (215) 489-4315.

12: Turf Management Seminar. Cuyamaca College, El Cajon, Calif. Phone: Diana Landis, (619) 670-1980, ext. 262.

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INFO CENTER

VANDER KOOI ON LANDSCAPING...Six titles from Vander Kooi & Assoc. tell landscapers how to better run their businesses: "Estimating and Management Principles," "Labor & Equipment Production Times," "Completing the Circle," "The Employee Packet Sample," "Growing and Selling a Business," and "The Idea Book" (2 volumes). To receive an order form, write or phone Vander Kooi at P.O. Box 621759, Littleton, CO 80162; (303) 697-6467.

ELECTRICAL HAZARDS...The International Society of Arboriculture is offering "Trees and Overhead Electric Wires: Proper Pruning and Selection." The nine-page booklet contains full color pictures and diagrams on every page. Each booklet costs \$2 plus shipping and handling. Utilities wishing to place orders of more than 2,500 should contact the ISA office for possible discounts. To order, send Visa or MasterCard number with expiration date to: ISA, P.O. Box GG, Savoy, IL 61874.

IPM TACTICS..."Handbook of Integrated Pest Management for Turf and Ornamentals" is available from Lewis Publishers for \$95.00. The book quotes more than 40 experts. It is aimed at urban landscaping with special considerations for golf courses. To order, write Lewis Publishers, 2000 Corporate Blvd. NW, Boca Raton, FL 33431 or phone (800) 272-7737.

EPA STANDARDS...The U.S. Environmental Protection Agency has two new pesticide publications dealing with worker protection. One is for employers: "The Worker Protection Standard: How to Comply, What Employers Need to Know." The other, for workers, is printed in both English and Spanish: "Protect Yourself from Pesticides." The publications are available *free* from John Forwalter, U.S. EPA Region 5, Environmental Sciences Division, Pesticides Section SPP-14J, 77 W. Jackson Blvd., Chicago, IL 60604.

MORE ON STANDARDS...Gempler's, which provides the protection and compliance equipment to the horticultural market, has a 154-page guide to the new EPA worker protection standards. For more info, phone (800) 382-8473.

WOOD STUFF...An updated version of the eight-page booklet "Guide to the Characteristics, Use and Specifications of Pressure-Treated Wood" is available from the Western Wood Preservers Institute. It contains recommended specifications for lumber, plywood, glued-laminated timbers, foundation piling and building poles. For your *free* copy, write Western Wood Preservers Institute, 601 Main St., Suite 401, Vancouver, WA 98660.

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JOB TALK

A new way to control weeds in ponds, lakes

Some species of aquatic vegetation are beneficial to water features. Here's which, and why.

by Dave Murray,
Limnion Corp.

■ It took the participants of the conference 15 minutes to quit laughing...bentgrass was a weed and this guy is suggesting we deliberately plant it in our fairways and greens.

Thus, the entry of what was previously known as a nuisance weed made its unflattering debut into the everyday lives of most golf superintendents. Bentgrass, of course, is now the most accepted and respected grass for golf courses in the world.

Other species of vegetation also became widely used after the beneficial characteristics of the plant were demonstrated. The previous treatment of these species was widespread eradication when the proven, logical solution to them has been management and proper use.

Today, the golf and landscape industries continue to eradicate aquatic vegetation in water hazards, ponds and lakes. There are, however, numerous examples of aquatic weed species that are ideally suited to the golf course superintendent, landscape architect

or landscape contractor.

The market for aquatic plants has been small and limited to the decorative backyard fish pond. The benefits of aquatic vegetation have seldom been examined because their dense growth patterns don't appear to be potentially valuable.

Aquatic vegetation now offers, however, a unique solution to one of the problems we all face: algal blooms that are typically dense and often consume the entire pond or lake.

For example, the bottom sediments of lakes and ponds are frequently contaminated with 10 or more years of copper sulfate treatments. Vegetation, even if desirable, might not survive the sediment contamination levels. However, certain aquatic vegetation types are capable of withdrawing the metal contaminants from the sediment. The absorption technique does not even allow the vegetation to become a hazardous waste itself.

Another type of aquatic vegetation is capable of getting adequate sunlight and nutrients through the algal growth. This species of vegetation, *Ceratophyllum demersum*, grows no roots and thus competes directly for nutrients the algae also needs. Introduce that vegetation and the algal blooms disappear.

Finally, the shallows of lakes have, in the past, required herbicide treatment or physical removal to stop the growth of aquatic vegetation. If the nuisance perimeter vegetation could be replaced with a low-growing plant, no herbicide treatments would be needed. *Eleocharis coloradoensis* does precisely that. It will grow only two inches tall and actually emit a chemical from its roots to drive off its larger and annoying cousins.

Proper planting of a lake or pond needs to be done only once. The present budgets of lake managers, golf course superintendents and maintenance contractors can be re-examined. The finished product not only can have improved aesthetics but eliminate the liability exposure of water-borne herbicides that migrate.

—The author is president of Limnion Corp., a company providing beneficial aquatic vegetation to the golf and landscape industries. Limnion's address is P.O. Box 736, Bayview, ID 83803; phone number is (800) 638-9933.

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