

However, the Ford engines are said to offer "low end grunt," as well as smooth performance.

A 210 hp, pushrod V-6 is standard in the F-150. Standard engine in the new F-250 is a 220 hp, 4.6 liter Triton V-8. The F-150 and F-250 also offer an optional, 235 hp Triton 5.4-liter SOHC V-8 engine.

An upgraded 7.3-liter direct injection turbo-diesel is offered in Ford's larger pickups.

Compact pickups

Compact pickups are often used by landscapers to tow equipment and many offer towing capacities of up to 3,500 pounds.

Dodge Dakota and Toyota T100 intermediate sized pickups are suited for landscapers who need a larger pickup bed (eight foot length) for equipment and can also be used for towing or light snow plowing.

Interestingly, all compact pickups, except the Toyota T100, are assembled in the United States.

Chevrolet S-Series compact pickups feature tougher frame components and a more efficient automatic transmission. Driver's side airbags and four-wheel antilock brakes are standard.

Dodge: Dodge took the bold styling that made its full-size trucks a big player and applied it to the all-new 1997 Dakota mid-sized pickup. The new Dakota lineup offers significantly more standard features than the trucks they replace.

Regular Cab models now

include as standard, driver- and passenger-side air bags, four-speaker AM/FM cassette stereo, larger tires, rear solar glass and cargo tie-down hooks. The Club Cab models now include all those features plus a 40/20/40 seat with center armrest storage system, driver's seat lumbar adjustment and premium cloth upholstery.

Mazda: the Mazda B-Series and Ford Ranger are built in the same Edison, NJ, plant. They share many features.

Three models are the B2300, with a 112 hp, 2.3 liter four cylinder engine, the B3000, with a 145 hp, 3.0 liter V-6 and the B4000 with a 160 hp, 4.0 liter V-6. The B-4000 can tow a trailer weighing up to 5,900 pounds. However, the four-wheel-drive version of the B2300 is no longer available.

Nissan: Nissan's 1997 pickup truck lineup features driver's side airbag, standard antilock rear brakes and high levels of standard equipment including a double wall cargo



1997 DODGE DAKOTA 4X2



1997 CHEVROLET S-SERIES

bed, front stabilizer bar, tinted glass and side window defoggers. All models are powered with a 2.4 liter, 134 hp, SOHC four-cylinder engine.

Toyota: the Tacoma pickup, introduced in March 1995, gets a facelift with new headlights, grille and nose in two-wheel-drive versions.

The Tacoma features three engines—a four-cylinder 42 hp four-cylinder to a 190 hp V-6. The T100 mid-size pickup features a 150 hp four and the 190 hp V-6. All engines have double overhead cams and four-valves per cylinder.

Isuzu: offers the Hombre, featuring a 2.2 liter, 118 hp,



1997 DODGE RAM 1500 4X4

four-cylinder engine and five speed transmission.

Utility vehicles

There are many brands and types of utility vehicles available, but just as important as picking a certain vehicle is finding a dealer who will stand behind the product and provide fast, competent repairs. Even the best built utility vehicles are likely to need occasional repairs when used in rugged landscaping duty.

Guardado of American Design says his company uses John Deere vehicles, with attachments. He says there is a local dealer who responds readily when repairs are needed, and because the firm is most familiar with the line.

Landscapers who work on golf courses or mostly in residential areas might want to consider an electric utility vehicle, because of its quiet operation. Renting a utility vehicle may be a good way for landscapers to familiarize themselves with equipment and local dealers. Raymond of A.J.'s notes that his firm rents utility vehicles when needed, but might soon buy.

Some available models

E-Z-GO offers a 1,200-pound-capacity utility vehicle, powered by a 350 cc, twin-cylinder overhead cam, 11 horsepower engine with automatic continuously variable transmission. An electric version will soon be available.

Club Car, Inc. offers eight models of its Carryall utility vehicle. Notably, the Carryall VI features a standard flatbed that is almost six



JOHN DEERE 'GATOR'

feet long. Nine and 11 hp gas, and 10 hp electric motors are available. The vehicles offer up to 1,500 pounds capacity.

The John Deere 1800 is a workhorse of a utility vehicle, available with a 1,500 pound capacity cargo box or a 200 gallon "Accumaster" spraying system. Cargo box has hydraulic dump feature. It's powered by an 18 hp gas engine.

Columbia Par Car Corp. offers the Par Car with an 8.8 hp electric motor and 1,100 pound capacity.

Cushman offers a full line of turf care vehicles, including the Turf-Truckster and Jr. Turf-Truckster with engines up to 27 hp and payload to 2,600

pounds. Three- and four-wheel versions are available.

Kawasaki offers its Mule vehicle for a variety of green industry work. The Mule 550 has an optional trailer hitch to tow up to 900 pounds. The Mule 2500 has plastic body panels to resist dents and scuffing. The 2510 has 4WD with selectable Hi/Low range for traction.

Yamaha utility vehicles are suited for golf course operation with gas and electric power. **LM**

Arthur Flax is a freelance writer specializing in the automotive industry based in Denver, Colo.

READING'S AEROTECH™



1997 TOYOTA TACOMA



These questions came straight from the customers of lawn care operators, pest control operators and other professional pesticide applicators across the country—and probably reflect the concerns of your customers. The more your customers know about the products you use, how you use them and how much is used, the more confident they will be in you and your service.

Communicate With Your Customers

Your customers expect you and your employees to be credible and knowledgeable sources of information about your products. Take time to talk with them about your safe and responsible use of pesticides.

Studies show that most people don't know that pesticide products are among the most highly tested products sold. The U.S. Environmental Protection Agency (EPA) registers only those uses of pesticide products that pose minimal risks.

- Emphasize that pesticide products must undergo stringent government-monitored testing before they can be sold. It is a long and costly process. For example:
 - It takes a chemical manufacturer eight to 10 years to test and register a product, at an average cost of \$30 million to \$50 million.
 - As many as 120 tests or more are performed, many specific to health, safety and the environment.
 - Only one potential pesticide in 20,000 makes it from the research lab to the market.
- Explain Integrated Pest Management (IPM) to your customers. Most do not fully understand the concept. Point out that a successful IPM program stresses prevention, pest identification and selection of the best method of pest control, which may require the use of pesticides. Tell how you incorporate IPM into your pest management practices.
- Identify the specific pesticides you use and the pests they control.
- Indicate that professionals use an array of products, many the same as those used by homeowners.
- Assure customers of the benefits pesticides provide for turf, trees and ornamentals, and in the home. For example:
 - Termites cause[®] over \$1 billion in structural damage each year.

"Are the pesticides you use safe?"

"Are the pesticides that professionals use stronger and more toxic?"

"When is it safe for my children and pets to return to an area after a pesticide application?"



- One large, pest- and disease-free tree has the same cooling effect as 15 room-size air conditioners.

- A well-maintained lawn and landscape adds as much as 15 percent to a home's value.

- Discuss your safe and responsible use of pesticides as a professional applicator. Note the many steps you take to ensure that the pesticides you use are used properly.
- Advise your customers that you closely follow label instructions. The label contains instructions for only those uses approved by EPA.
- Outline the extensive training that is mandatory for professional applicators in order to apply specialty pesticides. Applicators are required by law to undergo training, certification and licensing, as well as to keep records of each job performed.

- Explain what happens to pesticide containers once a job has been completed. Note that containers are disposed of properly.

What Else Can You Do?

Provide your customers with materials such as newsletters, brochures, fact sheets and bill stuffers that communicate these messages. Be sure that someone at your company, who has a basic knowledge of the products and application methods your company uses, is available to answer questions.

RISE Is A Resource

RISE is the voice for the specialty pesticide industry. Its members include manufacturers, formulators, distributors and other industry leaders.

RISE works in cooperation with your national, state and local user/applicator associations and is an additional source of information regarding issues facing pesticide users. We can help you in your role as a knowledgeable and credible information source to customers and to the public. A brochure on communicating about pesticides with your customers is available. Contact RISE to receive your copy.

We urge you to take an active part in your state and national association(s). We work together to support your business.



Responsible Industry for a Sound Environment[®]

WHERE WERE YOU IN '62?



We were right here, introducing *Weeds and Turf* magazine to the green industry. The name was soon changed to *Weeds, Trees & Turf*, and in 1989, we became LANDSCAPE MANAGEMENT, incorporating our *Lawn Care Industry* magazine to better match our industry-wide appeal.

We answered the green industry's need for useful agronomic information, and we think that over the years we've managed to keep up with the times, and our many readers.

To prepare for our 35th Anniversary Spectacular issue, we want to include reader comments on a variety of topics related to their careers and the green industry in general.

We want to know: When did you enter the green industry? How did you start your business?

For our golf course superintendent readers, where was your first golf course superintendent's position, and what are you doing now?

What do you believe to be the green industry's biggest achievements? What do you

think remains to be done to keep up with the times?

From equipment, to control products, to business

management, to golf course turf, to athletic field management...we want to know what you've liked and what you've not been so crazy about since 1962. Where do you think the green industry is headed as it

nears 2000? What are you most excited about?

(And by the way, we real-

ize some of our readers have "roots" that go deeper than 1962, but we want to hear from you, too, if you've stayed active.)

Include a photo (that you don't really need back) if you reply by mail.

Reply soon to be eligible for a LANDSCAPE MANAGEMENT cap.

All responses appear in our "35th Anniversary Spectacular," in October.

Thank you, in advance, for your reply, and for your dedication to the green industry!

Your turn

Give us your green industry memories! Tear out or photocopy this page, and fax or mail your response to: Talkback, c/o LANDSCAPE MANAGEMENT, 7500 Old Oak Blvd., Cleveland, Ohio 44130. Fax: 216/891-2675. E-mail: lscape@en.com Use an extra page if necessary.

When did you enter the green industry, and what business were you in? (For superintendents, what and where was your first golf course job?)

COMMENTS _____

In which area of the green industry are you now active?

COMMENTS _____

What are the most significant changes you've seen in the green industry? (Equipment, business management, agronomic, etc.)

COMMENTS _____

Any messages to LANDSCAPE MANAGEMENT, as we begin the next 35 years? (i.e., what kind of stories are most helpful to you; what would you like to see more of...)

COMMENTS _____

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Lesco, Inc., Cleveland, Ohio, reported record sales of \$312 million in 1996, but non-recurring charges resulted in a net loss for the year. Its 1996 sales were 29 percent higher than 1995 sales of \$241.7 million. "Fourth quarter charges recognized in 1996 represent the culmination of many of the strategic goals Lesco put in place three years ago that will help improve our financial performance going forward," said Ware H. Grove, Lesco vice president, chief financial officer.

RohMid L.L.C., a joint venture of **Rohm and Haas Company**, Philadelphia, and **American Cyanamid Company**, Parsippany, NJ, named Gary D. Curl to its board of directors. Curl is business man-

ager for Cyanamid's Turf and Ornamental Products Group. Curl has been with American Cyanamid since 1994. Rohm and Haas has also added **IMC Vigoro** to its list of formulators for non-staining Dimension crabgrass preventer.

Golf course designer Graham Marsh has joined with the Golf Course Architect Group of the **HNTB Corporation** to offer design services in North and South America. Graham Marsh Golf Design/HNTB will provide full-service design of upscale golf courses, as well as related developments. The association's first project is Independence, MN, for Burnet Realty. They are master planning a 600-acre development to include 60-85 residential lots, an

18-hole daily fee course, a learning center, equestrian facilities and trails and a 15-acre softball and soccer complex.

Richard Weigand joined **Medalist America** as turf specialist early this year. His territory is Michigan, Ohio, Pennsylvania and West Virginia. Debbie Bean is Medalist's new blending coordinator for pre-formulated seed blends, specials and customs. **JacklinGolf** has announced the following promotions: Hiromi Yanagisawa, vice president/managing director; Jim Connolly, director of agronomy/technical services; Dr. Eric Nelson, senior technical agronomist; Lee Hetric, manager of marketing and golf development.

Rain Bird's Golf Division named **Irrigation Supply Co.**, Inc., Louisville, KY, as the sole distributor of Rain Bird golf course irrigation products in Kentucky, southern Indiana and Tennessee.

Thomas Parobek joined **Valent U.S.A.** as sales representative in its Professional Products Group. He will be responsible for Midwest territory sales of Valent products.

Case Corporation reports fourth-quarter operating earnings of \$163 million, up 26 percent over \$129 million in the comparable period last year.

Earthgro, Inc., acquired **Summit Inc.**, the country's leading producer of fine quality bark and mulch products. The acquisition gives Earthgro production facilities in Louisburg, NC, and Wakefield, VA. Earthgro is headquartered in Glastonbury, CT.

Toro has acquired **OSMAC**, a central irrigation control system for the large turf irrigation market, from **Motorola, Inc.** Motorola continues to manufacture and supply system components to Toro.

Dallas-based **Flowtronex PSI**, which produces golf course pumping stations, is buying the business of **Commercial Pump**. The newly acquired business will operate as a division of Flowtronex PSI and retain the Commercial Pump name and personnel, says Flowtronex. **LM**

Info center

VIDEOS AND LITERATURE FOR THE GREEN INDUSTRY

A free booklet... *Golf Course Development Planning Guide* from the American Society of Golf Course Architects helps with the first steps to developing a new golf course. The 16-page brochure covers key components in a new course project. Municipal officials, investors, members of review boards, golf professionals, superintendents, course owners and other interested parties will benefit from the brochure and its coverage of the initial steps in the development process. For a free copy of *Golf Course Development Planning Guide*, send a self-addressed, stamped, business-size envelope to the American Society of Golf Course Architects, 221 N. LaSalle St., Chicago, IL 60601.

Water Quality and Your Lawn... An easy-to-read brochure from PLCAA explains how a healthy lawn improves water quality, and is supported by several environmental organizations. PLCAA Government Affairs Director Tom Delaney encourages all LCOs to distribute it to their customers and in their communities. To order *Water Quality and Your Lawn*, contact PLCAA at 1000 Johnson Ferry Road, NE, Suite C-135, Marietta, GA 30068; Phone (800) 458-3466; Fax (770) 578-6071; E-mail: plcaa@atcom.net.

Want to be a winner?... Marty Grunder can help. Grunder began his company at age 13 with a used, \$25 mower, and today does reported annual sales of more than \$1.6 million. His marketing system—*How to Reinvent Your Lawngarden/Landscaping Business with Multi-Million Dollar Marketing Secrets*—is changing the way many companies do business, according to Grunder. For more information, contact Grunder at 9770 Byers Rd., Miamisburg, OH 45342; (937) 847-9944; fax: (937) 847-8067.

WIN \$500!

Announcing: the second annual LANDSCAPE MANAGEMENT "Emerald Awards". LANDSCAPE MANAGEMENT magazine is offering a \$500 first prize to the winner of a random drawing to be held on July 1, 1997. Second prize is \$300 and third prize is \$200 in cash. To be eligible for the drawing, simply fill out the questionnaire at right and return it to LM's editorial offices.



Answers to the questions will determine our "1997 Emerald Awards" winners, to be revealed—along with the contest winner—in our August issue.

CONTEST REQUIREMENTS: Contestants must be owners or employees of landscape maintenance companies or lawn care companies; or maintenance employees of a golf course or country club, including superintendents and assistant superintendents; or an athletic field manager or member of an athletic field maintenance crew; or manager or member of a facility landscape management crew. Employees of Advanstar Communications and their families are not eligible.

All questions on this entry form must be completed, and all blanks filled. One entry per person. No more

than five entries from any one employer will be allowed. Entry forms will appear in the February-June, 1997 issues of LANDSCAPE MANAGEMENT.

Completed questionnaires should be mailed to: Emerald Awards, LANDSCAPE MANAGEMENT, 7500 Old Oak Blvd., Cleveland, OH 44130. They must be received by noon, July 1, 1997.

A random drawing of all eligible entry forms will be held the afternoon of July 1, 1997. Winners will be notified within 24 hours.

OFFICIAL ENTRY FORM

QUESTION:

What is your favorite brand name of...

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- leaf blower?
- line trimmer?
- chain saw?
- Kentucky bluegrass?
- perennial ryegrass?
- turf-type tall fescue?
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Circle No. 269

Snapper's Pro-Gear mowers



Snapper offers seven models in its Pro Gear line of mid-size, walk-behind mowers. Its SPP90KW-32 gear-drive walk-behind mower offers a 3-speed transmission with reverse and is powered by a 9 hp OHV Kawasaki engine. The SPP1250KW-36 and SPL1250KW-36 models are available with 12.5 hp Kawasaki engines. Both models feature non-floating or full-floating 36-inch decks with two, 18-inch, alloy steel cutting blades.

The SPP140KH-48 and SPL140KH-48 models feature 14-hp, OHV Kohler Command engines while the SPP140KW-48 and SPL140KW-48 models offer 14-hp OHV Kawasaki engines. All four models

offer non-floating or full-floating 48-inch decks, made of all 7-gauge construction.

Both the non-floating and full-floating decks feature revolutionary field-serviceable spindle assemblies with overglow grease vents. These commercial mid-size mowers also offer upper and lower idlers to provide positive reverse and prevent downhill run-away. Contact Snapper at (770) 954-2500 and tell them you read this in LANDSCAPE MANAGEMENT, or

Circle No. 270

The Establisher improves seeding

Summit Seed offers a new seed enhancing mulch, The Establisher. Summit says you can achieve professional results with a drop or rotary spreader using this product. The Establisher absorbs water quick (up to four times its weight), reduces soil & water erosion, and expands to cover the soil surface. The dark green/blue granules consist of clay particles, wood & cellulose mulch, and a specially formulated fertilizer. For more information contact Summit Seed at (800) 467-6748 and say LANDSCAPE MANAGEMENT let you know about The Establisher, or

Circle No. 271

Correction

Dimension, a premergence herbicide from Rohm and Haas, was incorrectly described as a product of Monsanto, on page 18 of our February cover story. There are also no plans to produce a fertilizer/herbicide product with the Scotts Company. LM apologizes for the error, and regrets any inconvenience it may have caused.

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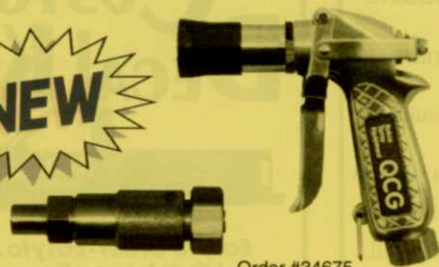
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Circle No. 132

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Circle No. 125

LANDSCAPE management

Every month the Market Showcase offers readers of *Landscape Management* a complete and up-to-date section of the products and services you're looking for. Check it out every month, or you might miss out.

For all ads under \$250, payment must be received by the classified closing date. VISA, MASTERCARD, & AMERICAN EXPRESS accepted. Send to: Advanstar Marketing Services, 7500 Old Oak Blvd., Cleveland, OH 44130

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