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PLCAA hits 'the Hill'

by TERRY MCIVER / Editor-in-chief



Terry Kurth, president of the Professional Lawn Care Association of America, addresses the crowd of volunteers during the opening ceremony for 'Renewal and Remembrance.' At left is Phil Fogarty, event organizer.



Doug Hague of Classic Lawns signs in at the office of Ohio Sen. Mike Dewine.

WASH., D.C.— Members of the Professional Lawn Care Association of America did their industry duty for the 8th straight year Feb. 2-3, with visits to Washington, D.C. lawmakers to lobby for common sense legislation as it relates to pesticide use and small business operations.

The "Day on the Hill" activities began when more than 100 volunteers from a variety of companies from across the U.S. fertilized and seeded 160 acres of selected areas of Arlington National Cemetery.

"We were really well-received by the grounds people at Arlington," said Gene Pool, president of Emerald Green, Van Wert, Ohio, and president of the Ohio Lawn Care Association.

"We were very blessed to have Phil Fogarty on the committee. I want to give a warm thank you to the sponsors."

Fogarty, of Crowley Lawn and Tree and Shrub Service, Cleveland, came up with the idea for the event as a gesture of goodwill to veterans, and a symbol of the lawn care industry's concern for the environment.

"We're very proud of the work done today, and hope that our efforts will make a lasting impression on the beauty and environment of our national cemetery grounds," said Fogarty.

Play offense, not defense

Prior to the Hill visits, lobbying expert Ed Grefe presented a seminar on the benefits of getting to know your legislators, and of getting involved in the lawmaking process.

"You have two choices," said Grefe.



Gene Pool, Emerald Green, center, and Carl Petelle, Leisure Lawns, meet with Joe Jensen, aide to Sen. Mike Dewine (R-OH).



Robert F. Kennedy, Jr., left, addressed the PLCAA crowd on issues related to environmental stewardship. 'Lawn care operators are also environmentalists,' explains Tom Diederich, Orkin Lawn Care.

"You can do something, or you can do nothing. If you do something, you may win, or you may lose. If you do nothing, you *will* lose."

Grefe stressed the need to be on the offensive.

"If you're always playing defense, you will always play by someone else's rules," explained Grefe, who has tutored groups on both sides of a variety of contentious public interest issues. □



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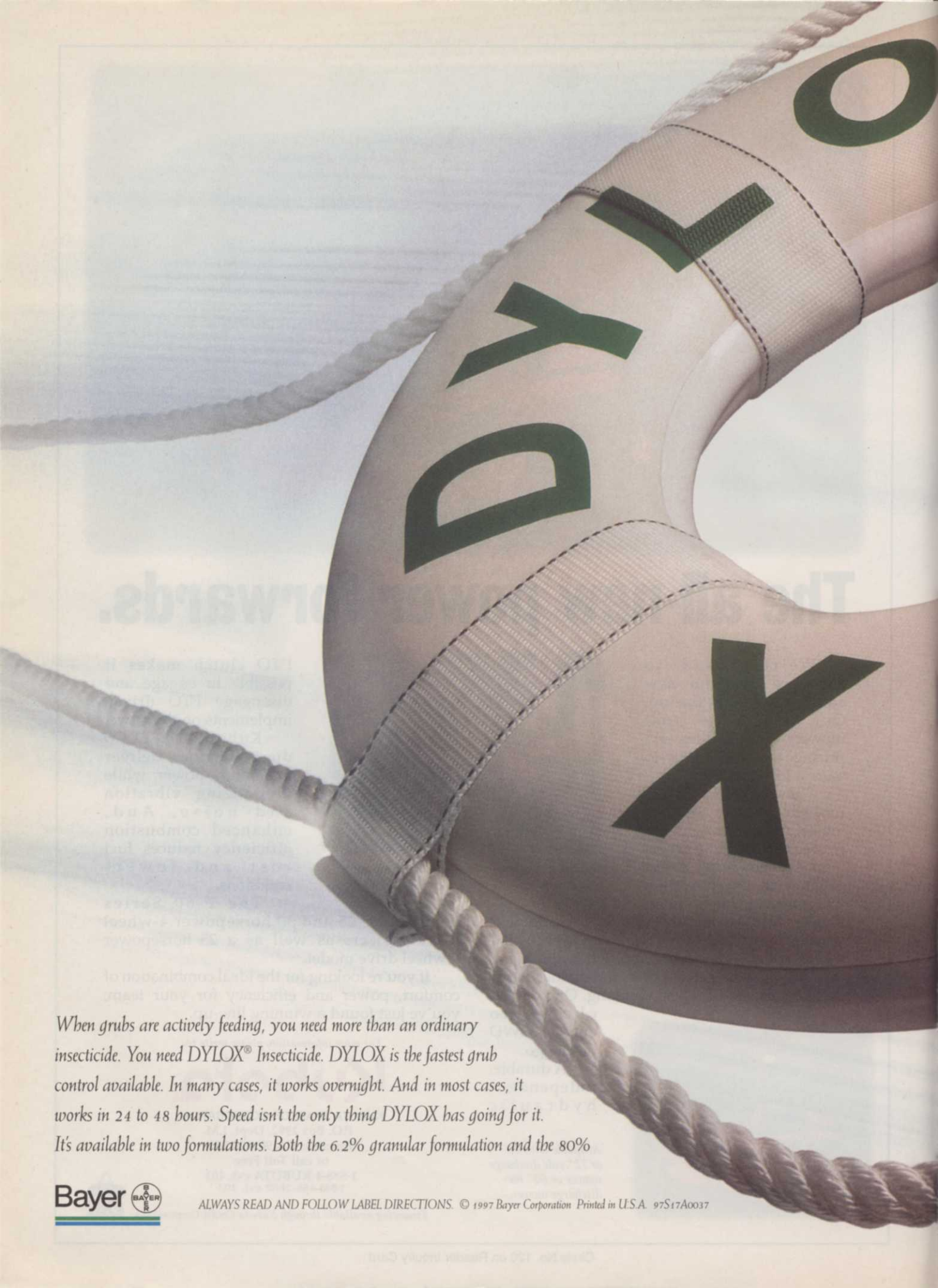
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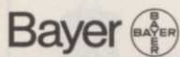


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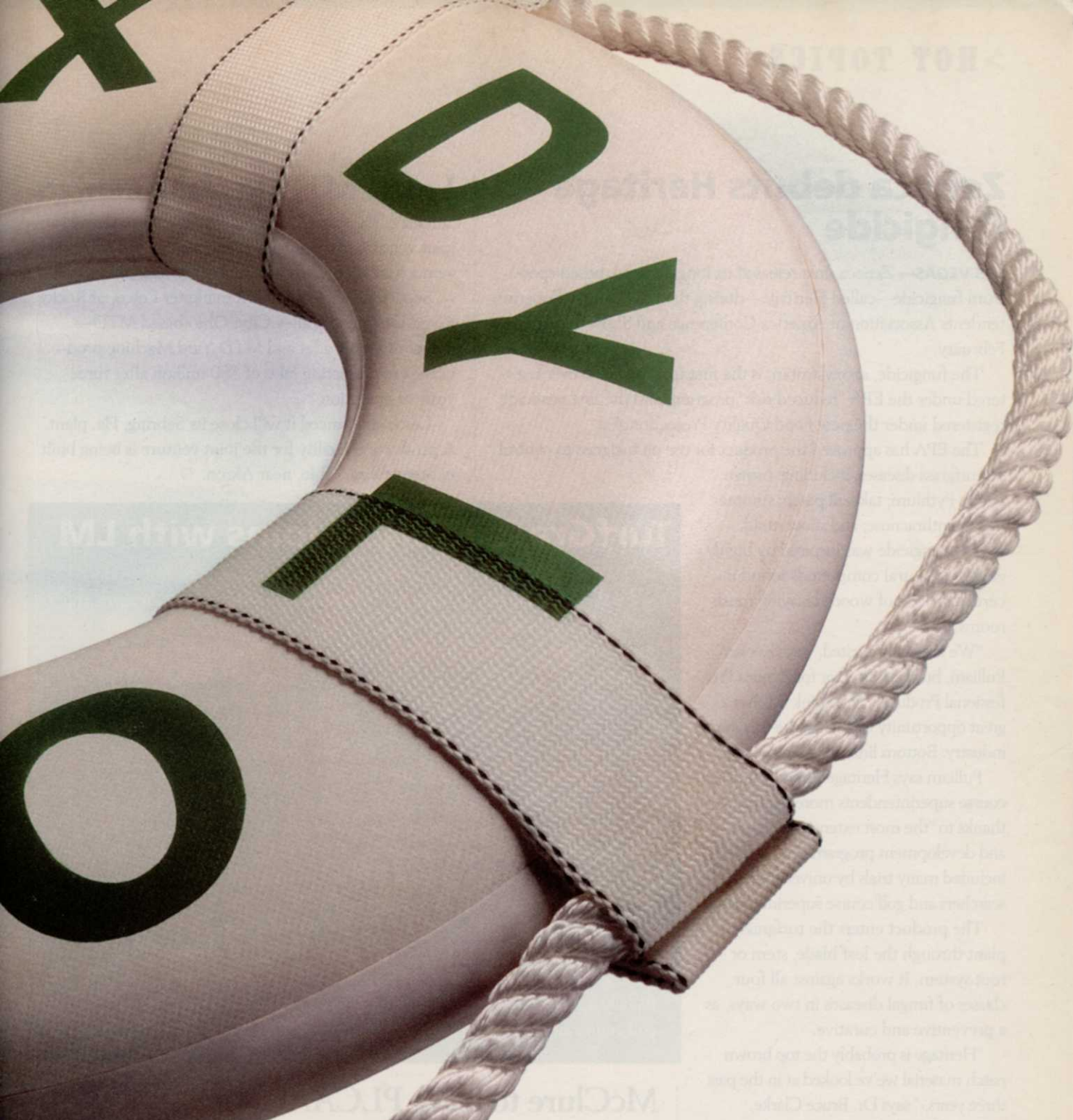




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**WE DON'T JUST DELIVER
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Zeneca debuts Heritage fungicide

LAS VEGAS—Zeneca, Inc. released its long-awaited, broad-spectrum fungicide—called Heritage—during the Golf Course Superintendents Association of America Conference and Show, held here in February.

The fungicide, azoxystrobin, is the first turf fungicide ever registered under the EPA "reduced risk" program, and the first pesticide registered under the new Food Quality Protection Act.

The EPA has approved the product for use on turfgrass to control 18 turfgrass diseases, including: brown patch; Pythium; take-all patch; summer patch; anthracnose; and snow mold.

The fungicide was inspired by highly effective natural compounds found in certain species of wood-decaying mushrooms.

"We are really excited," says Keelan Pulliam, business director for Zeneca Professional Products. "We think this has a great opportunity to change the turfgrass industry. Bottom line, it's a big event!"

Pulliam says Heritage provides golf course superintendents more flexibility, thanks to "the most extensive research and development program ever," which included many trials by university researchers and golf course superintendents.

The product enters the turfgrass plant through the leaf blade, stem or root system. It works against all four classes of fungal diseases in two ways, as a preventive and curative.

"Heritage is probably the top brown patch material we've looked at in the past three years," says Dr. Bruce Clarke, turfgrass pathologist at Rutgers University.

"For summer patch control, I'd say Heritage was definitely the best material we've looked at. We've also looked at this material for several other diseases, and I think in every case, Heritage has been one of the better materials we've looked at," says Clarke.

Distributors for Heritage are United Horticultural Supply; Terra; Lesco; and O.M. Scott. □

Lesco, MTD to make mowers

Lesco, Inc. and MTD Products, Inc. have formed a joint venture to manufacture turf equipment. The joint venture is called Commercial Turf Products, Ltd.

Seed/fertilizer/equipment marketer Lesco, of Rocky River, Ohio, and Valley City, Ohio-based MTD—maker of Cub Cadet and MTD Yard Machine products—are predicting sales of \$80 million after three years of operation.

Lesco announced it will close its Sebring, Fla. plant. A production facility for the joint venture is being built in Streetsboro, Ohio, near Akron. □

TurfGrass TRENDS joins with LM

TurfGrass TRENDS, a practical research digest valuable to turfgrass managers, joins LANDSCAPE MANAGEMENT magazine in serving the green industry.

Advanstar Holdings, Inc., purchased TurfGrass TRENDS from TurfGrass TRENDS of Washington, D.C. in February. The monthly subscription publication provides the most recent technical and research information about turfgrass disease and pest management, nutrients, irrigation, genetic improvement, turfgrass physiology, and ecology.

Published since 1992, the digest is written by leading turfgrass scientists. Its field advisory staff includes leading golf course superintendents and sports

facility greenskeepers, turf producers, professional landscape managers, and the coordinator of the National Turfgrass Evaluation Program.

"We are excited about adding our publishing resources to further build TurfGrass TRENDS and, at the same time, this resource of cutting-edge technical turf information will benefit readers of LANDSCAPE MANAGEMENT," said John Payne, publisher of LANDSCAPE MANAGEMENT, who will oversee the operation of TurfGrass TRENDS.

For subscription information, call (218) 723-9477; or fax to (218) 723-9437; E-mail at fulfill@superfil.com. □

McClure to leave PLCAA

Ann McClure, executive director of the Professional Lawn Care Association of America, will step down from her post to become the managing director of the International Gas Turbine Institute located in Atlanta.

"We're bidding farewell to a great manager, and while we wish Ann the best of luck, we will miss her leadership," said PLCAA President, Terry Kurth. "The association has grown under her direction, and she will be leaving on a positive note."

"It's tough to move on, but I'm looking forward to yet another challenge," said McClure.

PLCAA President-Elect, Larry Messina, leads the Executive Search Committee to find a successor to McClure. **LM**

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like chickweed and henbit - weeds that are usually untouchable. Plus Surflan can be used in many tank mixes. So when it comes to protecting ornamentals while killing weeds, let's just say we've got an offer you can't refuse. For further information on Surflan or any other product in the extensive line of DowElanco products, call 1-800-352-6778. Always read and follow label directions.

Controlling pests while protecting our environment

—an attainable balance

With hollow, needle-like mouths, they pierce leaves, sucking up plant-sustaining sap. Others prefer to dine on plant tissue, leaving holes, notches, and tunnels in turf and ornamentals. Some even spread plant viruses.

Whether the problem is chinch bugs, aphids, sod webworms or mole crickets, insect pests damage turf and ornamentals—and hurt business.

Landscape professionals know that successful and responsible control of these damaging insects takes some extra work, but the results are well worth it.

IPM is right for today

DowElanco supports the principles of Integrated Pest Management (IPM) as the logical, efficient, and economical approach to controlling pest problems. IPM uses the full range of control options including chemical. True IPM practices recommend the judicious use of pesticides when necessary.

Professionals can use IPM to their advantage by exercising all available options, including resistant cultivars, cultural practices, mechanical controls and pesticides when appropriate.

Do keep in mind that insecticides continue to be the most effective means of controlling established populations of insect pests that damage turf and ornamentals.

A closer look at IPM

There are a number of steps or "rules of thumb" to follow when establishing an IPM program. Let's take a quick look:

- ▶ Use plants that thrive in your region and mow turf properly.

- ▶ Check regularly for insects.

- ▶ When inspecting, determine if insects are beneficial or harmful.

- ▶ When damage is occurring, find a threshold level that the plant can tolerate.

- ▶ Consider all treatment options—in many cases, that means using Dursban* insecticide for needed control.

Maximum benefits, minimum risks

When you do choose to use pesticides, remember many factors can affect the performance. Here's what to consider to enhance their performance while still adhering to the principles of IPM:

Fertilize regularly. Insecticides work best if an annual fertilizer program is followed along with cultural practices to strengthen turfgrass plants before pests attack.

Identify the pest. Before applying an insecticide, positively identify the species of pests in the environment. Make sure the insect appears

on the insecticide label to be applied. Hard-to-control species may require repeated applications.

Research pest life cycles. Knowing when to control is as important as knowing what

surface-feeding insects.

Dursban can offer control of the most detrimental insects including chinch bugs, sod webworms and aphids.

Available in liquid form as Dursban Pro, in a wetttable powder in Dursban 50W in water-soluble packets, as granules, baits and on fertilizer, it provides economical control of over 140 insect pests when used according to label instructions.

Dursban can also be tank-mixed with most herbicides and fungicides for further efficiency. It binds with thatch and organic matter in soil, and resists leaching even in heavy rainfall.

Dursban fits well within the parameters of IPM to control a host of insects at low rates. For lawn care and landscape professionals, following IPM simply means more vigorous turfgrass and plants, pest identification and more efficient use of chemicals. And the first mission of any professional pest control method should be balance. Anything too strong or ineffective tips the scales. That's why Dursban strikes a perfect balance

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