



out of a yard, unleash the Power of Two.

And Team Pro won't harm established ornamentals, turfgrass *or* your reputation for a good value. For information on fertilizers formulated with Team Pro, talk to your supplier. Or call us at 1-800-255-3726 or visit our web site, www.dowagro.com. Then stand back, and unleash the Power of Two. Always read and follow label directions.

 Dow AgroSciences
Team^{*} Pro

*Trademark of Dow AgroSciences LLC

Dow AgroSciences

A Commitment to Science and Technology

By GARY DENHART,
General Manager,
Turf, Ornamental and
Technical Products

The big picture—the panorama of the turf and ornamental industry—hangs on two pegs. On one side, scientific advances within the industry make new products available to our customers. On the other, new technologies enable exploration, communication and service support beyond anything we could have dreamed but a decade ago. In the quest for continued improvement and innovation for lawn and landscape professionals, Dow AgroSciences has positioned itself to take full advantage of both scientific innovation and new technologies to speed the fruits of discovery to our customers.

Positioning for the Future

On January 1 of this year, DowElanco officially changed its name to Dow AgroSciences, reflecting its new status as a wholly owned subsidiary of The Dow Chemical Company. This followed Dow's acquisition of Eli Lilly and Company's portion of what was once a joint venture.

The consolidation and name change reflect our broad, strategic commitment to agricultural industries — from turf and ornamental, to crop production and urban pest control. They also strengthen our ability

to fund new scientific discovery through our traditional pest control products and to bring you, the customer, the technologies needed to stay competitive in a changing market.

Also critical to this initiative is our majority ownership of the biotechnology venture Mycogen, which researches, develops and markets genetically enhanced, insect-resistant crops. This collaboration will teach us even more about the science of agriculture.

New Products in the Pipeline

As we chart our course for the next millennium, we continue our commitment to commercialize one significant new product in a major global market each year. For example, the recent introduction of Conserve* SC turf and ornamental insect control offers turf and ornamental professionals a new product that uniquely combines the efficacy of a synthetic insecticide with the benefits of a biological insect control product. Even as you read this, potential new products are traveling through our scientific pipeline so that we can be the first to offer you new and improved ways to serve your customers.

Bringing it all to You

As technology drives our research forward, it also helps us to communicate it to you, to listen to you, and complete the circle by responding with more innovation. Communication is the critical link between our 20 research centers around the world and your day-to-day needs.

Web Site Coming

One way we accomplish this is through Internet technology — specifically a new Web site to debut in early April. Log on for complete product information, along with usage tips and other additional helpful data. In the future, look for even more ways to communicate through cyberspace.

Secondly, we continue to educate and promote environmental stewardship through various national, state and local professional associations, such as Responsible Industry for a Sound Environment (RISE), The Professional Lawn Care Association of America (PLCAA), Golf Course Superintendents Association of



America (GCSAA), and various other local state and national associations.

And last, but certainly not least, we promote the human touch, with more than 25 sales and technical support representatives dedicated to the turf and ornamental marketplace. If you have a question or concern, we would like to hear from you at our Customer Information Center, 1-800-255-3726.

Dow AgroSciences has been a leader in the turf and ornamental industry for more than 20 years. With your help, we can continue that leadership role as the industry continues to evolve.



Dow AgroSciences



"Take it for a spin!
...It's a zero-turn
you know."

"Look at them.
They're like kids in a
candy store."

"So many chain
saws, so little time."

"Let's see what this
baby can do!"

"I tested three hydros,
two trim mowers and a
bratwurst."

"Stand back everyone,
I'm gonna test drive
everything!"

"Step up fellas and give
it a try before you buy."



It's Like Christmas in July!

The 15th Annual International Lawn, Garden, & Power Equipment EXPO 98 is truly unique among all international trade shows for a very important reason: The 20 acre Outdoor Demonstration Area. This demo area is designed for you, the lawn and landscape professional. You'll be able to test hundreds of machines from over 170 manufacturers under actual working conditions. Factory representatives will be available to answer your application questions and explain new equipment features. In addition to the demo area, EXPO 98 offers indoor exhibits for over 600 manufacturers and free seminars that can help you grow your business more profitably.

This opportunity is not available anywhere else. Take advantage of this opportunity to test the tools of your trade side by side at EXPO 98. EXPO 98 will be held at the Kentucky Exposition Center in Louisville, KY on July 25, 26, & 27, 1998. For more information about EXPO 98 call (800) 558-8767 or (502) 562-1962 today.

“If you’re a mechanic, you’re a mechanic,” Paul Williams says like it’s the most obvious thing in the world.

But today’s green industry demands so much more of maintenance shop managers and chief mechanics like Williams. It demands organizational skills. Managerial skills. But, most of all, it demands that they realize that their customers are their co-workers. These co-workers are the people that count on them to provide safe and properly op-

erating vehicles and equipment.

For this reason, shop managers/mechanics aren’t usually judged by how cleverly they can patch up equipment. A more important measure of their worth is how effectively they keep mowers and other production equipment on the job; and service delivery trucks on the road. It goes without saying that all of this machinery must be operating safely and dependably.

Few golf courses or landscape companies can count on a shop manager/mechanic with the experience of Paul Williams. He runs the shop for Greenscapes, a growing landscape maintenance company in Naples, FL. The lines on his face and the strength of his grip describe, much better than words, a lifetime of maintaining and repairing equipment, most of it big stuff. He’s worked from Mexico to Argentina; from Kenya to The Republic of Congo. And now in south Florida.

Since Greenscapes has a thriving landscape maintenance business and a separate sod division it relies on equipment as varied as semi tractors, professional mowers and gas-powered string trimmers. Williams says that almost all of the maintenance and repair of Greenscapes’ vehicles and other machinery are done in-house. He usually works six days a week.

Williams knows that he must maintain cooperative relationships with the people in his company who daily use Greenscapes’ vehicles and equipment.

“If you don’t have good communications, you’re dead,” he says. In his case that means speaking Spanish, which he does fluently. Greenscapes’ work force is mostly Mexican-born.

“It would be almost impossible for me to do

Miracle workers?

The green industry demands that its mechanics be repairmen, managers, and, yes, sometimes even diplomats and trainers.

By RON HALL, managing editor

A golf course maintenance shop may contain well over \$100,000 worth of precision mowers and related equipment. It takes a skilled individual to manage this.

(far right) Experienced mechanics, like Greenscapes’ Paul Williams, say communication with production workers crucial to maintenance.



what I do if I didn't understand Spanish," he explains.

Williams says one of his main goals is to keep the production workers reporting to him about the condition and any needed repairs of their equipment.

"You can chew a guy out and give him a rough time because he did something, but that doesn't do any good. I would much rather the person come to me and tell me if something's broke," says Williams. "Then we can fix it. Being diplomatic never hurts in any situation."

Include inter-personal people skills in the list of things today's shop manager must bring to his career.

"What the industry needs now is intelligent, management-oriented mechanics," says Jon Piersol, whose Lake City Community College (Fla.) Turf Equipment program is one of the best in the nation.

"These guys have to be 50 percent mechanics and 50 percent managers. In the golf industry this means somebody who can help design the maintenance facility for you," says Piersol. "Somebody who can set up a parts room. Somebody who knows how to order parts properly, how to read manuals, how to set up PM (preventive maintenance) programs."

Piersol ranks the development of effective PM programs as the biggest need in the maintenance shops of golf courses and landscape companies.

"Many mechanics don't understand preventive maintenance. They are fix-it-after-it-breaks mechanics," says Piersol. "But, in most cases, the equipment shouldn't have broken in the first place if they had read the manuals and followed what the manuals told them to do."

Mark Neidich, a former maintenance manager who now operates Cincinnati-based Fleet Consultants, says that every golf course or landscape company maintenance shop should have "a system" for PM. The system doesn't have to be elaborate. But it should be written down, and it has to be workable.

"As a fleet grows you can't keep track of all the different pieces of equipment and when you need to service them," says Neidich. "You need to be able to plan ahead and schedule the service."

That system should be tied to a calendar of maintenance or repair events, broken down to what a shop manager wants to accomplish by the year, month, and week.

In Paul William's case, it's a simple system. He performs preventive maintenance according to equipment manufacturers' guidelines. And, when repairs are needed, employees fill out a short form

NEED SHOP HELP?

For information concerning turf equipment training programs contact:

- ▶ Delhi SUNY, Delhi, NY, 800/963-3544
- ▶ Horry-Georgetown Technical College, 803/347-3186
- ▶ Lake City Community College, Lake City, Fla., 904/752-1822

Fleet or shop management consultants familiar with the green industry:

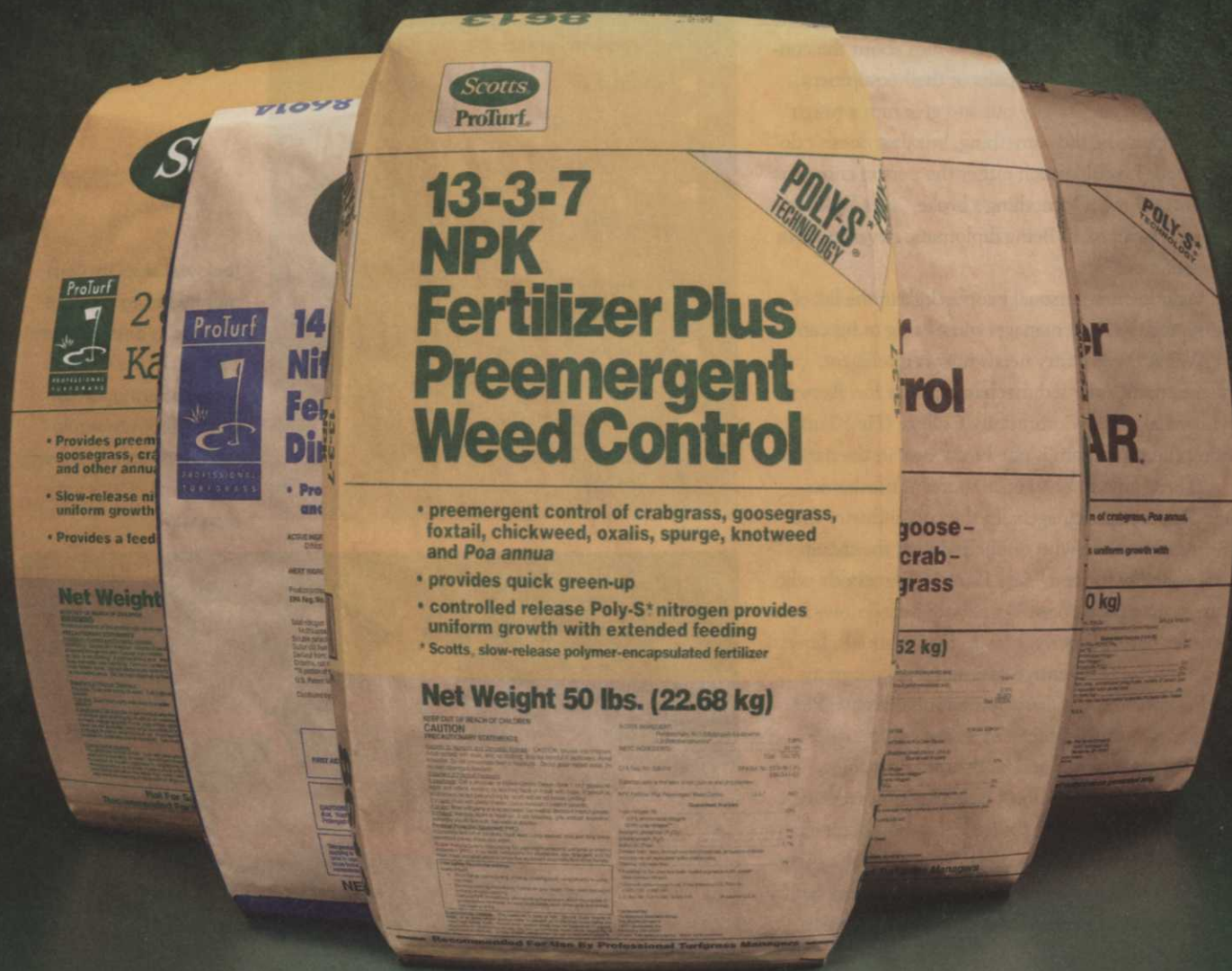
- ▶ Mark Neidich, Fleet Consultants, Cincinnati, Ohio, 513/231-9540
- ▶ Ron Turley, Turley Transportation Consultants, Phoenix, Ariz., 602/581-2447.

(below) Lake City Community College in Lake City, Fla, is one of several colleges in the United States offering formal training for turf equipment technicians. Shown here is Lake City's veteran staff.



describing the problem, and place it in its proper hanging folder in the shop. The employee keeps one copy of the form; each morning Paul gathers up and assesses the others to determine which repairs must be done immediately, and which can wait.

"The equipment operator is where it all starts," agrees Neidich. "The operator makes the initial visual inspection on the machine. He runs the machine every day. He knows how it should operate, how it should perform," says Neidich. "He should know how to check the oil, check the cooling system, and how to do a basic inspection daily." **LM**



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nutritional needs while accommodating different geographical zones and growing seasons.

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and Dimension®, — including powerful new KANSEL®, a superior all-in-one blend of Ronstar, Pendimethalin and legendary Scotts fertilizer. Also available is Goosegrass/Crabgrass Control, a



New expanded value.

unique combination of two active ingredients that can be used on greens. **And the entire line is competitively priced.**

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...The Scotts Difference[®]

www.scottscompany.com



Commercial's SRM-2601 weighs just 11.5 lbs. but offers power.



Mitsubishi engines power Deere's commercial string trimmers.

TRIMMERS

By CURT HARLER/ Contributing editor

"Take a little off the top and trim a bit around the edges." Whether the order is given at a barber shop or to a grounds manager, the goal is the same: to make the area look neat and tidy.

Line trimmers provide the finishing touches to any landscaping job. They are able to get in close on rocky borders or knock down grass under fences. They handle jobs on hillsides too steep for mowers or in places too tight or small to maneuver a larger machine.

When buying a line trimmer, consider engine size or power, the weight of the trimmer, and whether it offers an anti-vibration system to make operation more comfortable. Since trimmers often are moved from one spot to another, be sure to note how simple the unit is to start. To keep weight down, most trimmers have smaller fuel tanks. Check engine efficiency and fuel capacity so the user spends more time whacking weeds and less time with a fuel can.

Once a unit is placed in operation, be sure the debris shield is not removed in the field. Operators should wear standard safety equipment, including goggles and steel-tipped toes on boots. Many of these "little" machines are quite powerful and can hurl sticks, stones and other small objects a surprising distance, often in weird and unsuspected directions.

COMMERCIAL LANDSCAPE SUPPLY

800-635-8686

CIRCLE NO. 250

From Commercial Landscape Supply, Irvine, CA comes the lightest 25 cc class trimmer available. Weighing 11.5 pounds, including the cutting attachment, the new SRM-2601 develops about 10% more peak torque than the SRM-2501. New spring design does not have sharp ends. New, completely redesigned engine vibration-reduction system provides smooth operation. The 21.6 ounce see-through fuel tank makes it easy to see how much longer between refills.

JOHN DEERE

800-537-8233

CIRCLE NO. 251

Four string trimmers with powerful Mitsubishi engines are available for commercial operators from John Deere, Research Triangle Park, NC. The T30S has a 30 cc engine, centrifugal clutch for reliability and a carburetor primer bulb for easy starting. The T23S has a 22.6 cc engine while the T26SB features 25.6 cc's and the T40SB has a powerful 40.6 cc engine for the most demanding jobs. The T40SB's extra-long 59-inch shaft gives maximum reach and comfortable bicycle handlebars provide optimum comfort on long workdays. XRT brush blade and 6-inch string head are standard with every unit.

“Joining ALCA was the best investment I ever made.”

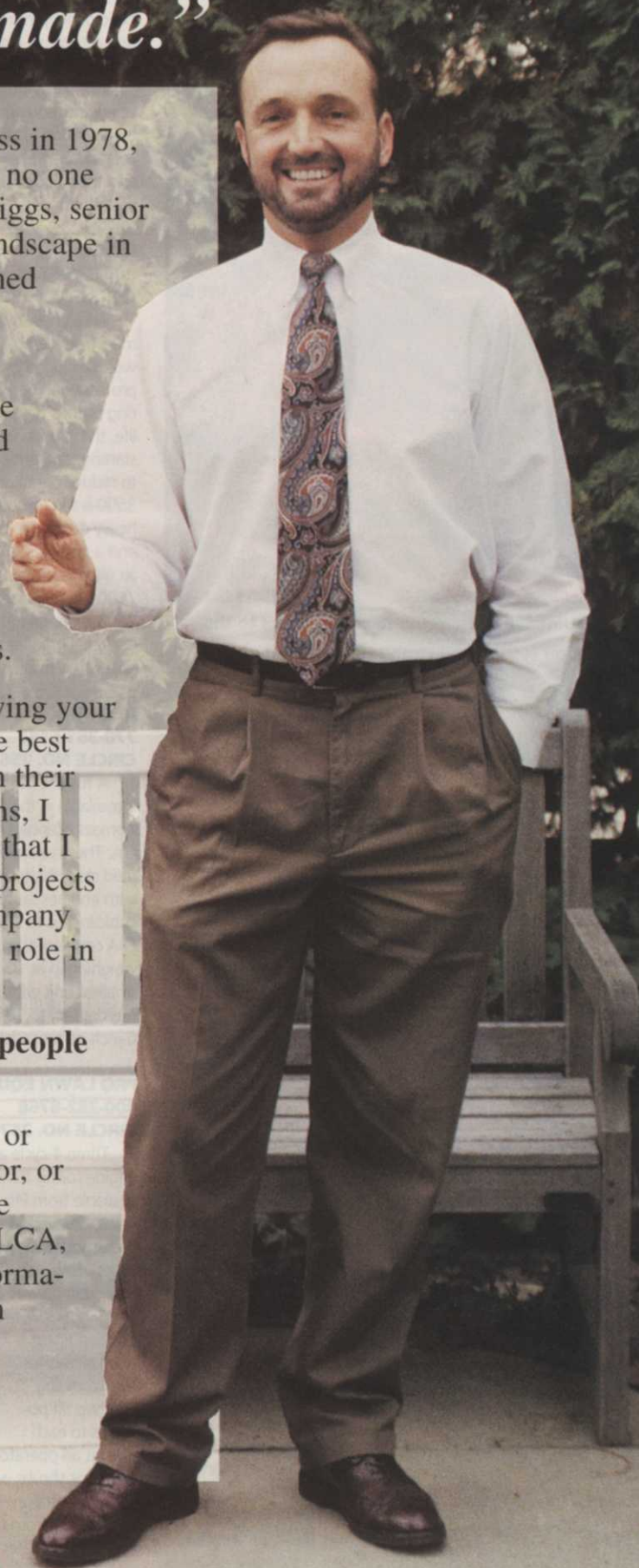
“When I started in this business in 1978, I had a lot of business questions no one was answering,” says Judson Griggs, senior landscape architect at Lied’s Landscape in Sussex, Wis. “That’s when I joined ALCA.”

“By networking with ALCA members from around the country, attending marketing and technical seminars and using the Operating Cost Study to estimate projects, I have helped my company to achieve record sales revenues of more than \$10 million dollars.

“If you are serious about growing your landscape business, ALCA is the best resource in the country. Through their meetings, videos and publications, I learned cutting-edge techniques that I applied immediately to various projects which ultimately helped the company evolve and sustain its leadership role in the marketplace.”

Join ALCA today and meet people like Judson Griggs.

If you are an exterior, interior or landscape maintenance contractor, or simply want to see the landscape industry grow, call (800) 395-ALCA, or (703) 736-9666 for more information, or write: ALCA, 150 Elden Street, Suite 270, Herndon, VA 20170. Fax (703) 736-9668.



ASSOCIATED LANDSCAPE CONTRACTORS OF AMERICA



Husqvarna's 225L trimmer is less tiring to work thanks to the LowVib anti-vibration system and strong rubber dampers.

DOLMAR
714-522-8088
CIRCLE NO. 252

Dolmar offers commercial-duty trimmers, models MS2501 and MS3210. The MS2501 is a 24.5cc mid-range trimmer and the MS3210 is a larger version at 30.5cc. Features on both units include: all-position diaphragm and fixed-jet carburetor, easy starting solid-state ignition, solid-steel shaft with splined ends, full anti-vibration systems, low-noise encapsulated engines.

ECHO INTERNATIONAL
847-540-8400
Circle No. 253

Brand new, straight-shaft trimmer from Echo, Lake Zurich IL weighs

a half-pound less than other 25cc-class trimmers thanks to its magnesium alloy nose and plastic fuel tank guard. The SRM-2601's 25.4 cc engine features a four-bolt head and fully caged needle bearings at the top and bottom of the forged connecting rod. Spool valve carburetor gives quick acceleration and a 21.6-ounce fuel capacity means more operating time. Unit comes with a 59-inch splined rigid steel shaft, commercial filtration system, and lifetime ignition coil warranty.

HUSQVARNA
800-438-7297
CIRCLE NO. 254

The 225L trimmer from Husqvarna, Charlotte, NC is less tiring to work, thanks to the LowVib anti-vibration system which separates handles and support components from the engine and drive shaft with strong rubber dampers to absorb and minimize vibration. The 11.7-pound unit's Ergo handle is mounted at an angle of 97 degrees to the shaft, placing the cutting



LESCO offers three new string trimmers for professionals. The LST 350 is top-of-the line.

head directly in front of the user and allowing a larger sweep area with greater working capacity and a straight back. It comes with a 25.4 cc engine, equipped with E-tech, a combination of features to reduce certain harmful exhaust emissions and the smoke and odor associated with them.

LESCO
800-321-5325
CIRCLE NO. 255

An all-new trio of string trimmers from Lesco, Rocky River, OH was developed especially for the professional market. All have dual-ring pistons for extended engine life, throttle-lock for quick, easy starting, and anti-vibration system to reduce operator fatigue. The LST 3500 is the top-of-line model with heavy duty drive clutch and drum, and a commercial-duty two-piece air filter to protect the engine. The 2600 is a mid-size unit and the 2300 is designed to be easy on the budget. Optional bush blade is available for all models.

RED MAX
770-381-5147
CIRCLE NO. 256

A full line of Pro Series trimmers is available in the RedMax line from Komatsu Zenoah America, Norcross, GA. These units feature straight, solid steel shafts with splined ends, with engines ranging from 1.38 cubic inches to 2.53 cubic inches. EPA certified, they are easy to use, weighing in at 10.2 pounds for the smallest unit with its 4-inch commercial tap, to 18.5 pounds for the 6-inch commercial tap model.

PRO LAWN EQUIPMENT
800-282-8768
CIRCLE NO. 257

Three 4-cycle and one 2-cycle engine rolling trimmer models are available from Pro Lawn Equipment, Shreveport, LA. The 4-cycle models in the RT-97 series allow string-trimmer cutting swaths up to 25 inches. A five-position tilting head allows for even mowing. The two tilt positions to each side let an operator get under fences or shrubs without having to change direction. The cutter head accepts line from 0.080 to 0.155 inches in diameter.

SOLO, INC.
757-245-4228
CIRCLE NO. 258

A full line of trimmers, with engines ranging from 1.3 hp on the SKM-127L, 2.2 hp on the SKM 134 and 2.6 hp on the SKM 140 is available from Solo, Newport News, VA. Engines are fully enclosed in a cylinder made of nickel, impregnated with silicon carbide. Cold start/primer button centrifugal clutch and electronic ignition assure fast starting in all weather. Fingertip controls are located on the multi-function handle.

RYOBI
602-961-1002
CIRCLE NO. 259

Powerful 31cc, two-stroke gas engine powers the Ryobi 700R gas trimmer. The Chandler, AZ firm's heavy-duty chrome plated cylinder assures long engine life. The Bump Head line-release system dispenses pre-measured line with a single tap. Ease-of-use features include a quick-start primer for easy starts and an adjustable handle which can be fitted for right-handed or left-handed operation.

THE TORO COMPANY
612-888-8801
CIRCLE NO. 260

Toro's Landscape Contractor Group and Maruyama of Japan are entering their second year of a long-term OEM agreement. Maruyama supplies Toro with a full range of gas-powered commercial hand-held equipment, including string trimmers. Two trimmers are available with 23-cc or 26-cc commercial grade engine. Also available are two trimmers with a 26-cc or 32-cc industrial grade engine. All the models are designed with operating comfort in mind. The trimmers feature polished steel straight shafts with six ball bearings, anti-vibration grips and engine mounts, and a light-weight, easy-to-handle design. The trimmers range in weight from 10.6 to 12.9 pounds. **LM**

