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EAGLE®; one of the best systemic fungicides available for turf and ornamentals, now is labeled for edible fruit trees.

EAGLE controls important turf diseases like Brown Patch and Spring Dead Spot, as well as ornamental diseases like Powdery Mildew, Scab, Rust and Leaf Spot.

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Why not raise a sweat?

If you're in the lawn care business, late July can be dull, particularly if this summer gets as dry as last summer.

It's an excellent time to take a few days off to visit Washington, D.C. and participate in PLCAA's Day on the Hill scheduled for July 24 and 25. You can still be a part of it if you contact PLCAA soon so they know how many plates to set for dinner. About 100 lawn care company owners/managers and family members usually attend.

Here are some reasons why you should make the trip, particularly if you've never done it before:

▶ Even though it'll likely be 90° F and the air will be as thick as water, you'll make new friends and contacts as you spend a morning beautifying Arlington National Cemetery. Trust me on this — you will.

▶ You'll gain new insight on legislation that affects the industry and, ultimately, your business.

▶ You'll walk your feet to the nubs on Capitol Hill, hiking through congressional office buildings, meeting aides and, perhaps, talking with your senator or member of congress. But, mostly, you'll walk. You can use the exercise, right?

▶ For even more fun, PLCAA is planning an evening cruise down the Potomac.

We at LM have been to every Day on the Hill, and something new — and usually unexpected — happens at just about every one, like the first one in 1990.

That spring, the General Accounting Office (GAO), the investigative arm of the U.S. Congress, issued a report strongly criticizing some application companies for providing "false or misleading pesticide advertising" concerning the safety of the products they used on clients' lawns. The report prompted several U.S. senators to initiate a subcommittee hearing on the



PLCAA prez Gerald Grossi, left, helped at Arlington in '99.

use of lawn care chemicals — the very day that we and about 50 LCOs gathered in D.C. We hustled to The Hill just in time to give our side of the story.

The following spring, 1991, the same senators drafted a bill restricting the use of lawn and landscape chemicals. It was a bad bill. Again, lawn care supporters testified before Congress (the second PLCAA Day on the Hill) and helped convince the senators to allow the proposed legislation to dry up and blow away.

There have been no lawn care hearings since 1991 and none are planned for this summer.

But you can bet a lot will be going on at PLCAA's 10th annual legislative event in July. Be a part of it.

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Contact Ron Hall at 440/891-2636
or e-mail at
rhall@advanstar.com



At PLCAA's Day on the Hill, you'll make new friends as you help beautify Arlington National Cemetery. It'll be 90° and you'll love it.

Remember life before Dursban?





Before Dursban[®] insecticide, insect pests were, shall we say, a little out of control. Then Dursban came along and helped you get them under control. Low odor Dursban Pro has the power to protect turf and ornamentals from more than 280 insect species, all while providing long residual control. Simply put, when you apply Dursban Pro, insect pests are history.

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Dursban[®] Pro
Specialty Insecticide



You will drastically increase your potential for closing a sale when you provide recognizable projects similar to the one you're there to sell.



This process closes sales

The way you prepare and present your proposals increases the perception of value to your products and services when those proposals are being compared to your competitors'. At Bass Custom Landscapes, we have established a standard process that is used in every proposal. Seldom do we give bids. Many companies give free quotes. However, if you provide ideas and information for a solution to Mr. Prospect's problem or an opportunity to meet with one of our landscaping experts, your prospect will understand you are providing something of value.

Our proposals are eight to nine pages and the order guides our estimators through the sales presentation, which is the same for each estimator. This process keeps our close ratio above 50% and protects our company from changing or altering our promises to all of our clients.

► **Cover sheet.** We begin with a cover sheet that restates what kind of service or proposal the client has asked for. Use the client's exact words in naming the proposal to show you were listening during the walkover.

► **Company profile.** Every proposal begins with a one page company profile that gives you a chance to tell your company's story. You must establish who's going to be responsible for the personalized service the landscape business is known for.

► **References.** We then provide references and information about our company's licenses and insurance. You'll increase your potential for closing the sale when you provide recognizable names or projects similar to the project you're selling.

► **Explanation of services.** Pages four and five include a detailed explanation of our services which helps

to build an awareness of the value of our services.

► **Price sheet.** Page six is the price sheet. Prices are always on one page. We always price the add-on services, even if the client doesn't ask us to. This creates the opportunity for add-on sales in the future with a lot less effort. Move discussions about the price as far back in the proposal as possible because you set up the perception of value this way.

► **Guarantee document.** Page seven is our guarantee document where we state in writing exactly what the customer can expect from our company. The following are two of the thirteen statements located in our guarantees: 1) Our employees will be in uniform while working on your property. 2) Our staff will have the proper training to do the job you hire us to do. Reflect for a moment on services that your company does well, and put it in writing!

► **Company newsletter.** Page eight is our latest company newsletter provided monthly to all of our regular clients. By pointing out the feature articles on irrigation programming, upcoming chores and seasonal specials, our potential clients feel like this gets them on the inside!

Marketing comes in many forms: advertising, public relations, risk reversal, referrals, salesmanship, direct mail, telemarketing and others. You can make minor adjustments to processes and systems that you already have in place and major improvements in your effectiveness.

— This article is from a presentation that Tony Bass delivered in February of 2000 to the Ohio Landscape Association. The author is the owner of Bass Custom Landscapes and Super Lawn Truck of Bonaire, GA.

- He is a speaker and consultant with Vander Kooi & Associates, Littleton, CO.



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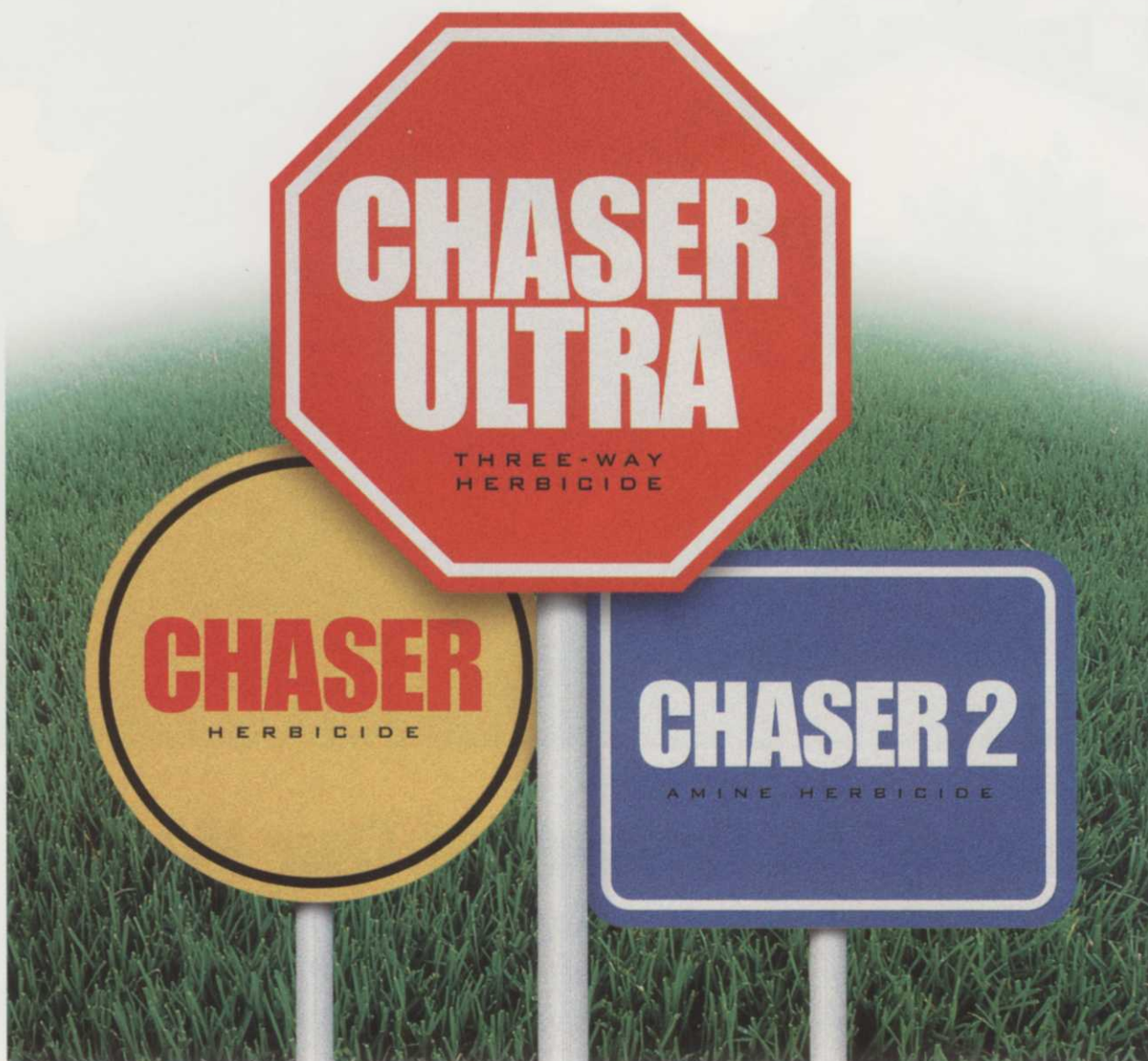
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- Chaser® Ultra is not made with 2,4-D and because it does not contain Dicamba, it's better for use around shallow-rooted ornamental plants and trees
- Chaser and Chaser 2 Amine are economical Triclopyr and 2,4-D formulations with excellent turf safety and superior control of hard-to-kill weeds
- Use Chaser in cooler weather such as the spring and fall and Chaser 2 Amine when days are warmer for year-round control

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NEWS YOU CAN USE

Harmony to construct plant

CHESAPEAKE, VA — Harmony Products announced that it plans to construct an organic fertilizer plant in Harrisburg, VA through its subsidiary, Harmony-Shenandoah Valley, LLC.

Sun Marketing new Swinger rep

EAGAN, MN — Sun Marketing has signed a manufacturer representative agreement with Swinger, a loader division of NMC-Wollard.

Web sites form partnership

BOULDER, CO — e-Greenbiz.com, Inc., an e-commerce Web site serving the business-to-business needs of the Green Industry, has formed a strategic partnership with Horti-copia, Inc. The agreement gives e-Greenbiz.com exclusive rights to Horti-copia's comprehensive plant database.

Wright Mfg. moving to expand

GAITHERSBURG, MD — Wright Manufacturing, Inc., is moving its headquarters to a new building in Frederick, MD, 21 miles north of its present headquarters. Construction on the building, which will more than double the capacity of the company's current facilities, should be complete by October, says Bill Wright, president. More company news at www.Wrightmfg.com.

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Landscape Management, Athletic Turf, Golfdom win 10 TOCA awards

BOSTON, MA — For the fourth straight year, *Landscape Management* took home the most writing and design awards of any magazine at the annual meeting of the Turf and Ornamental Communicators Association (TOCA), held in Boston last month.

In all, *Landscape Management* won five awards, three in writing and two in design. Sister publication *Golfdom* earned four awards, and *Athletic Turf* one.

Landscape Management's executive editor Sue Gibson and senior editor Ron Hall teamed up to win first place for their operations profile article, "Award Winning Landscape Management: Westfield Companies," and their business management article, "Busting Through the Charts." Hall added a merit award for his column, "Rockin' with Sam and Fred at Walnut Creek."

In his role as editor-in-chief of *Athletic Turf*, Hall scored first place for his moving column, "One Tragic Oversight," about two college students who were electrocuted when an aluminum goal post they were moving touched a power line.

"Sometimes we're so busy doing 'what's important' we overlook what's 'very important,'" Hall said about his column. "Making ball fields safe and beautiful is important; watching out for friends and co-workers is more important."

Graphic designer Lisa Bodnar won two more awards for *Landscape Management*, both in cover page design: first place for "LM 100" (Sept. 1999) and merit for "Green Book 2000" (Dec. 1999).

Winners for *Golfdom* included managing editor Larry Aylward (first place, column, "What Will You Do To Bring Back Hacks?"), publisher Pat Jones (merit, editorial/column/opinion piece, "Phliping Off the Whiners"), graphic designer Lisa Bodnar (first place, overall magazine design, "Golf Gets Wired"), and art director Lisa Lehman (first place, two-plus editorial page design, "Butting Heads Over Bio.")

"The editors of *Landscape Management* and our sister publications, *Golfdom* and *Athletic Turf*, are so proud to win these awards again this year," Gibson said. "We really try to focus on quality editorial and graphics with every issue, and we're pleased that this year's judging panel acknowledged our efforts."

TOCA members include editors and designers of many Green Industry publications, public relations and marketing directors for landscape and supplier firms, industry association representatives and advertising agency account supervisors.

[CLIPPINGS]

California city considers banning pesticides

SONOMA, CA — It looks as though the city of Sonoma may follow neighboring Arcata's example as its city council has formed a committee to develop a proposal to end the use of pesticides and herbicides on city property.

Last February, Arcata became the first U.S. city to ban all landscaping chemicals on city property. Another city in the same county, Sebastopol, adopted a ban on pesticides on May 2 and established a voluntary toxics-free zone citywide to urge private property owners to reduce their use of yard chemicals.

Arcata claims it saved money by getting rid of pesticides and herbicides because it no longer had to do the training and record-keeping required by law when chemicals are sprayed.

But Sebastopol guesses it would have to spend \$30,000 on an extra full-time employee to equal the maintenance levels achieved with chemicals.

Over 10 gallons of Roundup and one gallon of the insecticide Sevinol were used last year in Sonoma, including for Sonoma Plaza, a popular tourist attraction where some feel many residents would be angered at the sight of weeds.

Public officials in Sonoma hope that efforts from volunteers to pull weeds in the Plaza and along bike trails would counter the elimination of pesticides and herbicides.

According to RISE issues

consultant Fred Langley, between 12 and 20 cities nationwide have instituted pesticide and herbicide bans. Most are located in California, with some in New York and one city, Carboro, in North Carolina.

Hidden costs of overtime

Those long spring hours of scrambling to handle the work may pay off on your organization's books but leave a hidden toll on your employees, according to a Cornell University study cited in the *Wall Street Journal*. Cornell's School of Industrial and Labor Relations found that "overtime hogs" who work at least 11 and up to 20 hours of overtime each week showed "a much greater incidence of 'severe' work-family conflicts," according to the story. What does this mean exactly? Look for "significantly higher" levels of stress, alcohol use and absenteeism.

People & companies

Van Waters & Rogers appointed Ted Worster to the



newly created position of product/project manager for the company's Professional Products & Services business unit.

Pursell Technologies

named Jeff Higgins director of market development.



The **ANLA** named Geoff Galster director of regulatory affairs.

Dana Corp., Toledo, OH, opened its new Spicer Outdoor Power Equipment Components Division in

Fredericktown, OH.

Karl Schaeff & Co.

opened its U.S. headquarters in February. The company named Gilbert Herr president, Derek Wilcox controller, William Stenberg vice president of product support and Michael Lewis regional sales manager. Schaeff of North America handles sales, service and parts from their new 30,000-sq.-ft. facility.

Jacklin Seed hired Larry Perotti as technical service manager.

Boss Snowplow named Rick Klann sales manager of the Boss construction equipment product line.

Hunter Industries named Dan Reeves district sales manager for Georgia, South Carolina and eastern Tennessee; and John Pons district sales manager for Alabama, Arkansas, Louisiana, Mississippi and the Florida Panhandle.

AlturnaMats, a major manufacturer of ground



cover mats, appointed Gerald Harry to the position of national sales

manager.

The Musser International Turfgrass Foundation honored North Carolina State University Ph.D.

candidate Matthew Fagerness with its Award of Excellence. The annual

award is presented to an outstanding doctoral student of turfgrass science who has made significant and innovative contributions to turfgrass science research.

Hino Diesel Trucks

named Steve Roswold service manager.

e-Greenbiz.com, an e-commerce Web site serving the business-to-business needs of the Green Industry, has formed a board of advisors comprised of Green Industry experts and leaders.

