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Circle No. 111 on Reader Inquiry Card

continued from page 19

## LESCO broke records in '99

ROCKY RIVER, OH — Green industry supplier LESCO, INC. (Nasdaq: LSCO) reported net income for 1999 increased 98% to a record \$11.6 million compared with \$5.9 million in 1998. Net sales for the 12 months increased 10.5% to a record \$460.4 million (\$385.4 million for fertilizers, turf protection products and turfgrass seed; \$75 million in lawn care equipment and parts), compared with net sales of \$416.7 million for the same period last year.

[CLIPPINGS]

## TGCL purchases Leisure Lawn

DAYTON, OH — Leisure Lawn, Inc., headquartered here and one of the few remaining sizable independent lawn application companies in the United States, is now a part of Memphis-based TruGreen-ChemLawn. The sale was announced in May. The purchase price was not disclosed.

Leisure Lawn, with 420 employees and 85,000 customers, operates in 11 markets across eight states and recorded sales of about \$22 million in 1999. TG-CL has about 3.5 million customers in over 330 locations nationally. Sales in 1999 were \$880 million. TG-CL is owned by ServiceMaster Co. (NYSE: SVM) with 1999 sales of \$5.7 billion.

The late Ronald D. Baker founded Leisure Lawn in 1970, just a few years after the founding of ChemLawn in nearby Miami County. ChemLawn, which is generally credited with popularizing the concept of chemical lawn care to millions of Americans, was purchased by TruGreen in 1992.

## Davey launches training program

KENT, OH - With the goal of emerging as a leader in the commercial grounds maintenance market, The Davey Tree Expert Co. launched an in-house training program for grounds maintenance.

Modeled after the company's flagship educational program DITS (Davey Institute of Tree Sciences), the Davey Institute of Grounds Maintenance (DIGM) featured scientists from the company's research division and managers instructing 32 employees on topics such as lawn care, operating efficiencies and customer service.

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Circle 112

# Get ready, feds say it's going to be dry

WASHINGTON, D.C. — It's not too early for lawn/landscape professionals to start developing strategies to help themselves, and their customers, through an extended drought, based on the federal government's spring predictions.

This may include:

- ▶ becoming informed about local water regulations and the people that make them,
- ▶ informing clients about the benefits of irrigation,
- ▶ offering irrigation, including repair and maintenance services,
- ▶ preparing literature for your customers explaining droughts and how you can help them,
- ▶ locking in product (turf seed, starter fertilizer, etc.) for fall renovations.

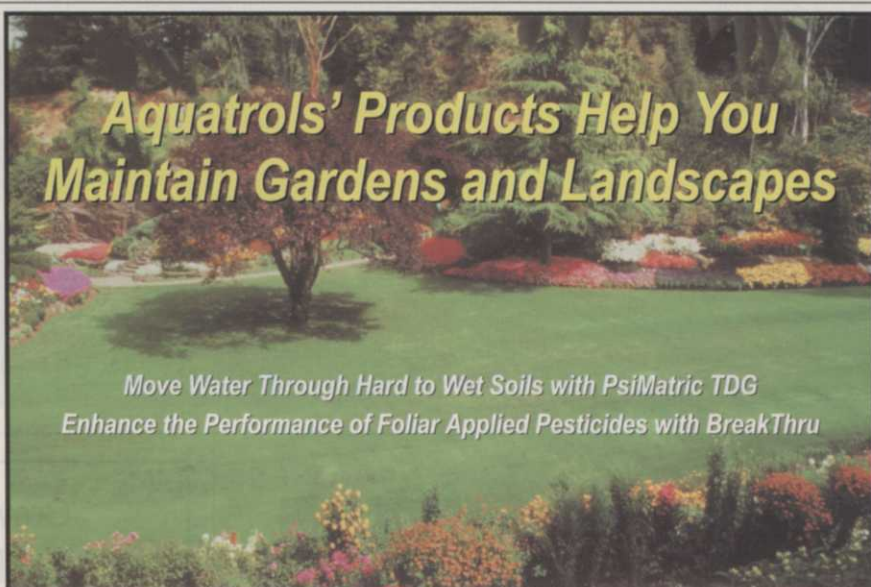
The National Oceanic and Atmospheric Administration (NOAA) predicts that the areas impacted by this year's drought will parallel the drought of 1988, which was the most costly weather disaster in history with \$40 billion in losses. The average annual cost of droughts is over \$6 billion.

During the summer of 1999, large portions of the Mid Atlantic suffered a severe drought, which is expected to widen into the Appalachians and the southeast this season.

**"The news is not good. The drought of 1999 remains with us in the new century and our data indicate drought conditions are going to get worse before they get better."**  
— U.S. Commerce secretary William Daley

"The news is not good," said U.S. Commerce Secretary William Daley. "The drought of 1999 remains with us in the new century and our data indicate drought conditions are probably going to get worse before they get better."

Experts continue to blame the La Nina weather pattern for causing this past winter to be the warmest on record in the United States, and the driest spring on record in several southern states.



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Circle 113

## Surfin' Turf

### Valent adds e-commerce to site

Valent USA Corp. became the first crop protection manufacturer to sell products from its own Web site when the company recently added e-commerce to the site.

Now, Valent can deliver products directly to customers, who can peruse detailed product information and receive selection assistance as well. Customers receive an e-mail

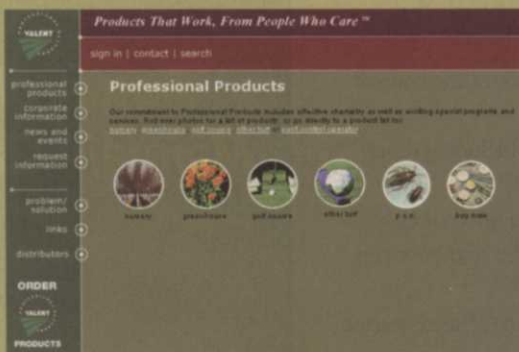
confirming their order has been shipped. It will contain a UPS number to monitor the shipment using a tracking feature on the site's order history page or by clicking on the tracking link in the e-mail.

By logging on to the site at [www.valentpro.com](http://www.valentpro.com), users go directly to the

turf, nursery, greenhouse and pest control markets represented by Valent's Professional Products division. New to the site is a problem/solution module where users can submit a specific pest or weed prob-

lem and query the database for an answer from Valent. And, of course, there are Valent product labels, material safety data sheets (MSDS), news and information pieces, events calendars and literature order requests.

For more information about Valent Professional Products visit the Web site or call 800/898-2536.



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Circle 114

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Circle No. 136 on Reader Inquiry Card

040400-3

# Affordable Mycorrhiza

## Biopesticide companies form trade alliance

The biopesticide industry has formed a coalition called the Biopesticide Industry Alliance (BPIA) to

- ▶ improve the global market perception of biopesticides as effective products, and
- ▶ facilitate the successful registration process of biopesticides.

One of BPIA's primary goals is to develop a strong working relationship with the EPA's Biopesticide and Pollution Prevention Division (BPPD), which regulates products derived from natural materials such as animals, plants, bacteria and certain minerals. As part of the relationship, BPIA would assist BPPD in handing out guidelines, policies and procedures to the industry and other stakeholders. BPIA also hopes that the EPA will use it as a channel for proposing new policies and receiving industry feedback on those policies.



Barenbrug kicked off the new millennium on January 22 with the opening of a new production and warehouse facility near Washington, D.C. The company got a little help with its kickoff from the Washington Redskins' cheerleaders. Barenbrug officials seen in the photo are (left to right): Roeland Kapsenberg, Bert Barenbrug and Keith Martin.

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**Guaranteed analysis**

Total Nitrogen (N)	3.0%
1.0% Water Soluble Nitrogen	
2.0% Water Insoluble Nitrogen	
Available Phosphorus (P <sub>2</sub> O <sub>5</sub> )	3.0%
Soluble Potash (K <sub>2</sub> O)	3.0%
Calcium (Ca)	8.0%
Magnesium (Mg)	0.5%
Iron (Fe)	1.2%

Derived from: Composted Poultry Manure, Ferrous Sulfate and Potassium Sulfate.

Non Plant Food Ingredients: Sea Kelp, Humic, Ecto and Ecto Mycorrhizal Spores.

**MYCORRHIZA SPORE COUNT**

Species of Beneficial Fungi	per lb.	per 25 lb. bag
Ps (Glomerella)	30,000,000	750,000,000
Thiospora (Glomerella)	4,000,000	100,000,000
VA Mycorrhizal	1200	30,000

**APPLICATIONS**

**Verticillium:** Apply 4.0 oz. of M-ROOTS™ to holes using standard pattern for drilling (0.8 x 6 in.)

**Flower beds:** Mix thoroughly into top 4" of soil (5 lbs./100 sq. ft.)

**Bulbs:** Add 1 tablespoon to each hole.

**Plantings:** Apply on top of backfill on top 8" of planting hole as close to the root ball as possible.

Plant or Tree size	Container or bag size	Rate (lb./100 sq. ft.)
Shrub	gal	1/2
Tree	5 gal	1 1/2
1" diameter	10 gal	3 1/2
2" diameter	15 gal	5 1/2
3" diameter	20 gal	7 1/2
4" diameter	30 gal	10 1/2
5" diameter	40 gal	14 1/2

**Planting / seeding into:** 10 lbs./1000 sq. yd. Topsoil/soil.

**Soil/seed seed:** Apply 10 lbs./1,000 sq. ft. with a rotary spreader on top of soil prep.

Net 25 lbs.

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ANSI B71.4—1999 safety certified

**5**  
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HD Series mowers oscillate as much as six degrees and include anti-scalp gauge wheels for a great cut on uneven terrain. Front anti-scalp gauge wheels are also available. (GS Series decks offer easy cutting-height adjustment.)

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HD Series steering controls have been upgraded with wider grips, and the distance to squeeze has been reduced. On-the-go tracking is even more precise. You'll find new anti-scalp gauge wheels on HD Series oscillating decks. A reverse-assist kit is now standard equipment on GS Series Mowers. The list goes on and on.

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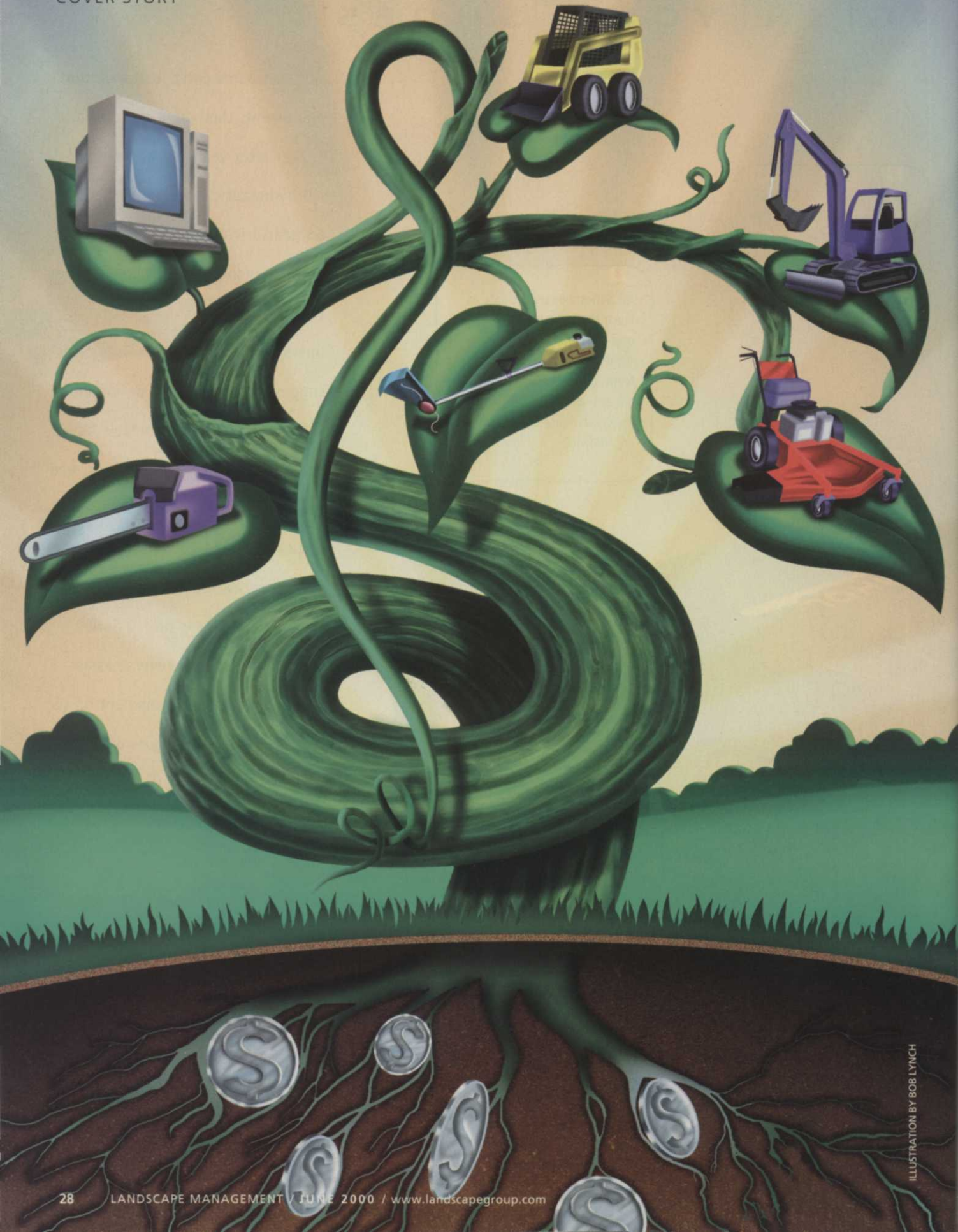


ILLUSTRATION BY BOB LYNCH



# Get the *seed money* you need

Is the lack of money holding you back? These enterprising landscape professionals have found ways to shake the money tree for their pet projects. Their methods may work for you

BY GEORGE WITTERSCHEIN / CONTRIBUTING EDITOR

**Y**ou don't have to be a start-up to need money. Even savvy landscape professionals must find new money to grow an operation, acquire new products or supplies, smooth the flow of cash or add a service. And some Green Industry operators have learned how to hit the jackpot.

#### **Periodic shots of green**

As president of World of Green Inc., Lincoln, NE, Gary Carstens knows that firms in business for 28 years need periodic infusions of financing for new ventures. His company employs up to 35 seasonal employees, providing commercial landscape maintenance services.

Carstens' firm has a revolving line of credit. "Because we have a seasonal business, the cash flow during the winter is minimal but our expenses hit us heavy in spring. The revolving line of credit allows us to buy the chemicals and get some of the payroll covered. We repay it through the end of the year."

It took a lot of work to get his first SBA loan 15 years ago, Carstens recalls. "There was certainly a learning curve. I had to learn that just because a line of credit is there, we don't have to use it. I learned a lot of lessons the hard way."

Today, World of Green has worked the kinks out of its money channels, using financing to buy equipment, using cash flow to finance many of the capital needs and working the line of credit only as needed. "The personal relationship with a banker also helps. You need that relationship," Carstens adds.

#### **Looking for 'angels'**

Mike Rogan was in the waste collection and disposal business for 26 years until 1998. Recently, he and his partner, Herb Getz, conceived of an entrepreneurial idea. "We'd like to form a comprehensive landscaping company servicing the Chicago area, and then move into other markets, eventually providing services on a national basis," Rogan explains. "To build a broad platform of services, our company, Sprouts Landscape Inc., would acquire and consolidate existing businesses."

This is a complex undertaking, he says. "We need substantial financial backing to build a large national company and acquire companies." Sprouts has had some success so far in raising the money. Halfway through their

*continued on page 32*



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