



Aqua-Talk

P.O. Box 132
Caledonia, MI 49316
Phone (800) 382-4434

New at PLM

Fountains, anyone? PLM is now a dealer and factory certified service center for Otterbine fountains and aerators. We sell and service a full range of fountains and aerators. Let us configure an aeration system for your pond or lake.



PLM is an Otterbine fountain dealer.

Jaimee Bale has been promoted to Michigan Technical Services Manager. Jaimee is in her third year at PLM and has a degree in Environmental Science from Michigan State. Contact Jaimee for information about water quality, lake management planning, vegetation surveys...

Josh Haywood has been promoted to Branch Manager for Northwest Michigan.

Josh is in his seventh year at PLM and has a degree in Business from Grand Valley State University. Josh will be the contact for all PLM herbicide application accounts from Muskegon to Charlevoix.

Luke Britton has been promoted to Pond & Fountain Manager. Luke is in his sec-

ond year at PLM and has a degree in Biology from Central Michigan University. Luke is a factory certified repair technician for Otterbine fountains. Contact Luke for fountain sales or service.

Whatever your lake or pond management needs, you can count on Professional Lake Management.

Office Hours
9:00 am - 5:00 pm
Monday thru Friday
Phone: (616) 891-1294

PLM Michigan Staff

Gregory Cheek
President
Certified Pesticide Applicator Trainer
Certified Aquatic Applicator

Jessica Cheek
Secretary/treasurer
Certified Aquatic Applicator

Craig Smith, Ph.D.
Director of Technical Services
Aquatic Ecologist

Jason Broekstra
Vice-President
Biologist
Certified Aquatic Applicator

Jaimee Bale
Technical Services Manager
Environmental Scientist
Certified Aquatic Applicator

Josh Haywood
Northwest Manager
Certified Aquatic Applicator

Luke Britton
Pond & Fountain Manager
Biologist
Certified Aquatic Applicator

Lisa Jordan
Biologist
Certified Aquatic Applicator

Jeff Tolan
Certified Aquatic Applicator

Stephanie Mervau
Certified Aquatic Applicator

Andrew Tomaszewski
Environmental Biologist
Technician

Becky Haywood
Technician

Ryan Haywood
Technician

Susan Berger
Office Manager

William Bird
Harvesting Manager

Jim Echinaw
Harvesting Manager

Brandon Echinaw
Harvester Operator

PLM Web Page

www.prolakemgt.com

It's Time for Spring Cleanup

Remember, the debris you clean out of the lake now won't contribute to plant and algae growth this summer!

? This is a great time to get out and remove last year's leaves and sticks from the edge of the lake.

? Protect the water quality of your lake by ensuring that leaves, sticks, grass clippings and other materials are not left on your lawn where spring rains will wash them into the lake.

? A buffer zone of vegetation between your lawn and the water's edge can help to intercept runoff and filter out materials before they enter the lake.

Keeping Management Costs Down

At PLM, we are working to hold down the cost of lake management. This winter, when we heard that 2,4-D herbicide was about to increase in price, we bought all the remaining stock we could get. Our quick action means that we won't be increasing the cost of 2,4-D applications this year, despite a 30% increase in the cost of 2,4-D. Many of our competitors will be passing on this increased material cost to their customers.

We're also saving our customers money on fluridone applications. The appearance of Avast™ (see next page), a

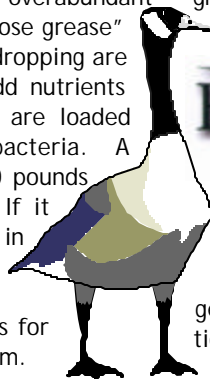
new fluridone-based aquatic herbicide, provides us with a less expensive alternative to Sonar® for whole-lake fluridone applications. We're passing this decrease on to our customers. In many cases we had signed multi-year price agreements with our customers at the old "higher" price, but we are lowering our fluridone prices for everyone anyway. For us, keeping long-term customers is more important than a quick financial windfall at your expense.

Call us for great service at fair prices!

Avast™ is a trademark of Griffin LLC. Sonar® is a registered trademark of the SePRO Corporation.

Controlling Those Pesky Geese

Are you fed up with overabundant geese—and the piles of “goose grease” they leave behind? Goose droppings are not just unsightly, they add nutrients to your lake or pond and are loaded with potentially harmful bacteria. A single goose produces 1200 pounds of droppings every year. If it seems like all of them are in your yard, contact us today for a solution. PLM has a variety of innovative tools for managing your goose problem.



ReJeX-iT is the old standby of goose repellants. Its grape flavor and odor are unpleasant to geese. Applied to grassy areas, such as lawns, it renders

grass unpalatable to geese, driving them off to more desirable feeding areas.



FlightControl® is a new high-tech goose deterrent. FlightControl works on two levels. First, it includes a digestive irritant that gives geese indigestions when they eat treated grass. Flight Control also contains a visual warning marker that is invisible to humans but provides a highly visible warning to geese, allowing them to identify and avoid treated areas on sight.

Goose D-Fence

Goose D-Fence is a specially engineered, retractable fence that can be installed or removed in under 10 minutes. Goose exclusion fences aren't a new idea—they have been used successfully for years. Goose D-Fence rolls strong monofilament fencing onto an enclosed reel and provides attractive fence posts with stainless steel bases. The result is an attractive, long-lasting goose fence that can easily be put up to securely keep the geese out and quickly removed for parties, weekends, family lake days, or whatever. A single Goose D-Fence kit covers up to 150 feet of shoreline.

None of these management techniques harms geese.

The New Face of Fluridone

This year, the big news in the aquatic plant control world is the release of a new herbicide to compete with Sonar®. Avast!™, the new fluridone-based herbicide, is very similar to Sonar® A.S. liquid, but substantially less expensive.

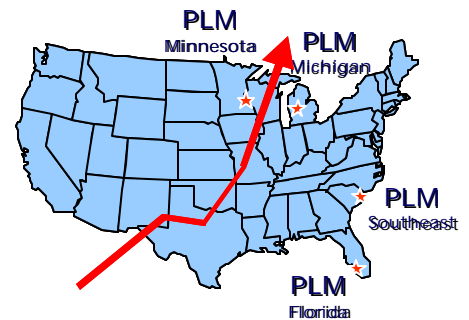


We expect Avast to provide the same excellent control of Eurasian watermilfoil and curlyleaf pondweed we have obtained with Sonar in the past. It should also effectively control duckweed in ponds. The only difference most consumers will notice using Avast

will be a fatter wallet!

The makers of Avast, Griffin LLC, will also provide rapid immunoassay testing to measure post-application fluridone concentrations. These tests allow us to fine-tune fluridone applications to control Eurasian watermilfoil with little or no impact on most native aquatic plants. Fluridone concentration measurements are also required by the Michigan DEQ and other regulatory agencies to ensure that fluridone dose rates are kept within permitted ranges.

Sonar® is a registered trademark of the SePRO Corporation.

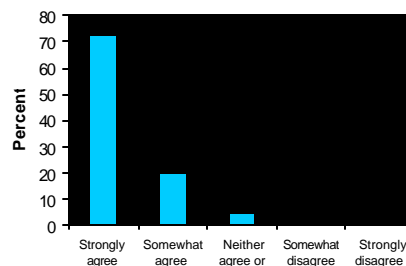


We're Growing!

Our business in Michigan is expanding at an ever-increasing rate. In 2000 we opened new branches South Carolina and Florida. For 2001 we are opening a branch in Brainerd, Minnesota.

Customer Survey Results

Professional Lake Management appreciates your taking the time to complete the “How Are We Doing” evaluation. The seven questions ranged from: I was greeted in a polite professional manner on the phone, to: “Overall, I am pleased with the services that I received from PLM.” . Most respondents had positive things to say, as indicated by responses agreeing with the questions (see the overall results at right). Although the results are quite good, we will continue to make improvements. The question that received least positive response had to do with water quality, so we will be increasing our efforts in this area. Thank you for your comments.



Comments also told us that lots of people are interested in fountain and aeration systems. Based on these comments PLM has expanded our aeration department (see front page).



Protect your lake from cultural eutrophication caused by fertilizer runoff.

Use Lakeside phosphorus-free lawn fertilizer on your lakeshore lawn.

Don't Feed The Algae!
 ? 16-0-8 formulaton
 ? Slow-release Nitrogen