On the cover: Landscape pricing must be free of guesswork. Don’t base your success on the toss of a coin.

COVER STORY: PRICING FOR PROFIT, AN INTRODUCTION
by Travis Phillips, Ph.D. Are you charging the “right” price for landscaping services? In part one of this two-part, in-depth article, various practical approaches to pricing are examined.

EARLY-SEASON FERTILIZATION
by Anthony J. Koski, Ph.D. Depending on desired turf quality, and amount of spring and early summer athletic activity, many situations call for spring nitrogen fertilization.

SURVIVING IN A TROUBLED ECONOMY, PART II
by Rudd McGary, Ph.D. Survival in the 1990s will depend on how well you retain current customers, rather than how well you attract new ones.

PRE-EMERGENCE WEED CONTROL IN WARM SEASON GRASSES
W.M. Lewis, Ph.D. The degree and duration of herbicides effectiveness will vary according to the herbicide characteristics and seasonal weather conditions.

PRE-EMERGENCE WEED CONTROL IN COOL SEASON GRASSES
by Nick Christians, Ph.D. Annual weed control requires a sound knowledge of the grasses and weeds in question, and discriminating cultural practices.

PGRs: LESS TIME, FEWER CLIPPINGS
by Doug Oberman. Yard waste restrictions and busy mowing schedules persuade companies to add plant growth regulators to their arsenals.

IPM: ON THE VERGE OF ACCEPTANCE?
by Jack Simonds. Integrated pest management is gaining ground in some circles, as industry realizes IPM is not meant to “do away” with anything.

MANAGE SALT, MANAGE STRESS
by William Knoop, Ph.D. An understanding of the potential salt effect of various fertilizer materials can help the turf manager prevent fertilizer burn.