No peace in the green industry?

...Not until its image improves, says Dr. James Watson.

COLUMBUS, Ohio—A millennium is "any period of great happiness or peace," says one of its definitions. It's also defined as a 1,000-year period.

The year 2000 brings a new millennium but, Dr. James Watson says, the green industry can't count on unbridled happiness or peace, not at least until it can bolster its image to the public.

"Many of the same concerns we have today will still be with us in the year 2000," Watson said in a keynote speech at the Ohio Turfgrass Conference this past December. Watson is a former employee of Toro Inc. who has been, for four decades, one of the industry's most respected spokesmen.

Among the concerns he cited:

1) The green industry will have to defend its use of scarce water resources. "Turfgrass is a valuable resource and it serves too many beneficial purposes to be ignored," said Watson.

2) The green industry will have to prove that it doesn't pollute either surface or underground water. "Turfgrass is second only to a forest in its ability to purify and filter our waters," claimed Watson.

3) Claims that turfed and landscaped areas drive away animals and birds. This often isn't true, claimed Watson. "Many of our natural sites are enhanced aesthetically and are improved for recreational purposes when they are landscaped."

Trends likely to continue into the next century include, according to Watson:

- Continued improvement of turfgrasses by plant breeders.
- Extension of the use of organic-based fertilizers.
- Bio-engineered grasses, not by the year 2000 but "more likely by 2010 or 2020," said Watson.
- Reduced chemical pest controls. "Certainly we should anticipate that the use of chemicals—and in that group I would include soluble fertilizers and pesticides—will gradually decline on turfgrass sites," he added. "They will not be discontinued, but the amount and frequency will be reduced."

The biggest challenge facing the green industry as it approaches the 21st century, however, involves gaining the public's respect, claimed Watson.

"Our publicity and public relations campaigns aren't the best. They don't do the job that they should," he said. "Why, for example, are the experts in the green industry not recognized, not perceived as authorities and often get over-ridden on decisions involving turfgrass?"

"We must not let our future be decided by political entities, by environmental extremists, or anyone not familiar with the green industry. They must not dictate our future."

—Ron Hall

LM names six to new edit panel

CLEVELAND—Two golf course superintendents, two landscapers, a lawn care businessman and an athletic field manager comprise the second LANDSCAPE MANAGEMENT Editorial Advisory Panel, named this month by editor-in-chief Jerry Roche.

They will serve an 18-month term, through December, 1995.

"These six professionals were chosen for their commitment to the green industry, their experience, and their occupational and geographic diversity," says Roche.

"We are proud to have them affiliated with the magazine."

Joe Alonzi is golf course superintendent at Westchester Country Club in Rye, N.Y., where the Buick Open was held last month.

Alonzi has been a superintendent for 20 years, the last three at Westchester. He is a 1972 graduate of Rutgers University who is current president of the Metropolitan (New York) Golf Course Superintendents Association. He is a Certified Golf Course Superintendent and a member of the Golf Course Superintendents Association of America (GCSAA).

Rod Bailey is president of Evergreen Services Corp., Bellevue, Wash. He is a past president of the Associated Landscape Contractors of America (ALCA) and the Association of Landscape Professionals.

Bailey has been with Evergreen since 1971. In 1982, he won the Outstanding Service Award from the Pacific Coast Nurserymen's Association and in 1991 was named Landscape & Irrigation magazine's "Man of the Year." He obtained the title of "Certified Landscape Professional" from ALCA earlier this year.

Alan Culver, like Alonzi, is a Certified Golf Course Superintendent and a member of the GCSAA. He has been superintendent at Mahoney Golf Course, Lincoln, Neb., since construction began in 1975.

Culver is past president of the Nebraska
Rod Bailey, Alan Culver, Charlie Racusin, Jack Robertson, and Steve Wightman

Golf Course Superintendents Association, and serves as secretary/treasurer. He is a 1974 grad of the University of Nebraska.

Charlie Racusin is president and chief executive officer of Environmental Landscape Services, Houston, Tex., a post he has held for 23 years. He is a graduate of the University of Texas, where he obtained a bachelor's degree in business administration. In addition, Racusin is a member of the Professional Grounds Management Society.

Like most of the other Editorial Advisory Panelists, Racusin has been featured on the pages of Landscape Management and, its predecessor, Weeds Trees & Turf.

Jack Robertson has served as owner of Robertson Lawn Care, which he purchased straight out of college, for 18 years. He has a degree in agronomy, having attended Western Illinois University and the University of Missouri.

Robertson is an advisory board member for Miles, Inc., a leading manufacturer of lawn/landscape control products. He was also an advisor to LM's sister magazine, Lawn Care Industry.

Steve Wightman has been stadium turf manager for Jack Murphy Stadium in San Diego for almost six years. Prior to that, he was field manager at Denver's Mile High Stadium.

The 1971 graduate of the University of Northern Colorado owns many distinctions, among them: 1984 winner of the Harry Gill Memorial Award from the Sports Turf Managers Association (STMA); 1988 Distinguished Service Award from the Rocky Mountain Regional Turfgrass Association; and Edwin J. Hunter Lifetime Achievement Award from Hunter Industries, a maker of turf irrigation equipment. The former STMA president is also a turf technician for World Cup Soccer.
Louisville Expo to feature seminars and Miss Sweden

LOUISVILLE, Ky.—A special seminar section for commercial end-users will be held at this year’s International Lawn, Garden & Power Equipment Expo, July 24-26. Jim Huston of Smith Huston will speak on “It’s More Than Mowing” and “Bidding to Build a Successful Business.” There will also be a free international seminar titled “Global 2000: Doing Business Internationally Now and in the Future.”

Some of the new product introductions and special events already planned:

American Lawn Mower celebrates its 100th anniversary by introducing a wide-cutting model.
AmeriQuip has a new utility trailer and trailer-mounted aerial lifts.
Ardisam has a new battery-powered riding lawn mower that attendees can test-drive.
Billy Goat Industries is celebrating its 25th anniversary.
Blue Sky Engineering has Mulch-X, plus new kits for Lawnboy and electric mowers.
Cherryott Trailers will display its new Wacker Stacker, Klipper Slipper, Thump-Thing and What-A-Gate.
Easy Lawn will introduce a new design for its 600-gallon hydroseeding unit.
Exmark will unveil the Metro, a high-performance, double-belt walk-behind mower in four deck sizes.
Generac will show new pressure washers, air compressors and welders.
Hamblen Blade will introduce a lawn mower blade that sharpens itself while it revolves.
Hamelin Industries has new Load Rated Wheels, non-pneumatic wheels that don’t go flat.
HCC will display a new compact tractor/loader/backhoe and a towable backhoe.
Husqvarna has seven new professional quality Swedish trimmers, and—in person—Miss Sweden.
Innovative Devices will introduce the world’s first counter-rotating, hand-held tiller and cultivator.
F.D. Kees will display the Kees Hydro Mowers.
Kohler is introducing a new Command 25 hp vertical shaft engine.
MacKissic will unveil several new products.
Maxim Mfg. has a new 42-inch zero-turn radius commercial mower.
Meter-Man’s Distance Measuring Wheel has an all-new counter and handle.
Millcreek Mfg. has new economy aerators.
NAPA’s exhibit features a square trimmer line, spin-on oil filter and more.
Palmar Products will have a new leaf blower in the outdoor demo area.
Parker Sweeper will highlight a new chipper/shredder/vacuum.
The Patriot Company has an electric chipper/shredder/vac.
Ravens Utility Trailers will display a new concept in trailer brakes: hydraulic disc brakes.
Swisher Mower & Machine will introduce an innovative new product that it’s not letting out of the bag yet.
V.M. Industries (Turftek) will display a new Tow-eze Car Dolly.
Walker Mfg. has a new model tractor.
Many, many more events are scheduled during the three-day confab.

Pre-registration for Expo ‘94 is free; on-site registration is $20. To register, write Expo ‘94, 6100 Dutchman’s Lane, 6th Floor, Louisville, KY 40205; or phone (800) 558-8767. Within Kentucky or outside the U.S., call (502) 473-1992. For your convenience, Expo ‘94’s fax number is (502) 473-1999.
President’s Clinton’s health plan...won’t work. The competition in his plan is a fallacy.

If a truly competitive system were adopted, quality of care would improve and prices would go down. This could be done without employer mandates and at the same time ensure low income individuals are covered, choice of doctors remains, and government involvement is minimized.

*Bill Caras*
Caras Nursery & Landscape
Missoula, Mont.

In our industry, many nurseries, irrigation supply houses and other companies have gone out of business because landscape contractors...were not spared from the economic downturn.

Our goal is “Stay alive until ’95.”

There’s no doubt that business will eventually turn around. The contractor who pays close attention to cash flow and wise business practices will endure the lean times and be around for the up-turn in business—hopefully, with far less competition than before.

*Michael R. Selden*
Reliable Landscape
Tarzana, Calif.

Experience has been defined as “something you don’t get until just after you needed it.”

The key is looking ahead and being prepared. And the true test of your preparedness is not what you know how to do, but what you do when you don’t know what to do.

*Gary Thornton*
Thornton Landscape
Maineville, Ohio

Often, the superintendent’s position is not recognized until something goes wrong. Good greens, fairways and tees are taken for granted in many cases.

We must do more to [tell] our employers what we do day-in and day-out, and the problems we encounter. We should be proud of what we accomplish and not be afraid to let our clubs know the importance of our position.

*William Shirley*
Idle Hour Club
Macon, Ga.

The next time one of your subordinates screws something up because of a decision they made on their own, just think about all the times you did the same thing yourself and learned by your own mistakes.

Your company will grow beyond your wildest dreams and imaginations. And the “hiccups” along the way will look like little errors when compared to the success of the overall picture.

*Peter Berghuis*
California Landscaping
Cupertino, Calif.