## COVER STORY

### 8 Defining your image
Whether you’re head of a golf or landscape maintenance department or a lawn or landscape company, your success is defined by your customers’ perceptions.
*Jerry Roche*

## FEATURE

### 14 LM Reports: Tree care
Tree care goes beyond pruning. Other tree care methods include placement and preventive measures during construction.
*Terry McIver*

### TECH CENTER

### 22 Perfect pruning
When and how to prune all plants—from small flowers and shrubs to mighty oaks—and what tools to use.

### 26 SPECIAL SECTION: New horizons in disease control
- 26 Treating summer decline
- 28 Two products prove better than one
- 29 Prevention on the golf course
- 30 Social responsibility results in new “vision”

### GOLF & ATHLETIC TURF

### 1G Saving environmental $$$
Golfers at Highlands Golf Course in Nebraska get beautiful views at every tee in spite of reduced mowing, water and pesticide use.
*Ron Hall*

### 6G A new buying co-op
The United States Country Club Association is a new buying cooperative designed to help golf course superintendents purchase products at lower prices.
*Ron Hall*

### 8G Stadium conversions
Two weeks is all they get a San Diego’s Jack Murphy stadium. Speed, proper equipment and a sharp crew are needed to get the job done.
*Steve Wightman*

### 12G Summer burnout
Relax. You can get through the year’s two hottest, most stressful months by exercising or taking time out to talk to your favorite bartender.
*Jerry Roche*

### 14G Paying your people
Options are available to help you flatten your payroll, especially in times of huge overtime payments.
*Ron Hall*

### 18G Muny courses benefit all
Cities are using landfills, gravel pits and farmlands to make space for the deluge of Baby Boomer golfers entering the ranks.

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**JULY BONUS:**

### 7th annual SEED POCKET GUIDE...
...featuring turfseed blends & mixes, and your first look at results from the 1994 national turfgrass trials.

POLYBAGGED WITH THIS ISSUE
18 We get letters...
Two readers take pen in hand to tell us their reactions to the April package of articles about what's happening to the green industry in Washington.

19 Cottonwood on life "support"
A 300-year-old cottonwood tree is saved by a specially-designed mechanical support system.

19 Ozone standards hang over D.C. industry
The District of Columbia and 18 surrounding counties in Maryland and Virginia are among the first in the nation to be required to meet EPA-imposed ozone standards.