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Cover Story: Survival of the Fattest
by Terry McIver. The biggest companies did the best in 1988, "The Year of the Drought," according to LANDSCAPE MANAGEMENT's third annual survey of landscape contractors.

New and Improved Mowers
With 1989 comes new and improved mid-size riding mowers.

Training Insurance
by Lawrence Kokkelenberg, Ph.D. Just because you've spent time and money training employees doesn't necessarily mean they've learned anything. Here's how to make sure they absorb new information to apply to their job.

The Tradition Continues
Ordinances protecting trees date back 300 years in Newark, N.J. Under tree pioneer Carl Bannwart, more than 60,000 trees were planted in the city. Today, those traditions live on.

Posterizing Landscapes
by Ronald C. Smith, Ph.D. You can provide your landscape clients with an additional service if you've got someone on staff who can design and/or build attractive wooden fences.

Paradise Under Glass
by Terry McIver. The Opryland Hotel complex is a greenhouse away from home, with enough plant varieties to rival Heinz.

Where the Trees Come From
by Douglas J. Chapman. Several new biological concepts have allowed researchers to fine-tune the art of tree propagation.

The Sentry's Watchdog
by Jerry Roche. Anywhere you travel in Wisconsin to talk golf, the subject always turns to the course and the corporate layout at Stevens Point. That's Sentry Insurance headquarters and Sentry World.

Where Your Employees Are Legal?
by Richard Lehr. It is the employer's responsibility to make sure he has no illegal aliens on his payroll. The penalties for not complying are strict.

Emergency!
by Carl Kovac. Crews at Cleveland Hopkins Airport are schooled in immediate mobilization, for the times when hundreds of airline passengers' lives depend on the snow removal job they do.

Kent Outshines Common White Clover
by R. E. DeGregorio and R.A. Ashley. Although white clover in a lawn can be slippery, stain clothes and is unsightly to some, many prefer it to a grass monoculture.

One Step Beyond
by Rudd McGary, Ph.D. It's very easy for lawn care operators to say they are going to diversify. This is a classic case of 'easier said than done' and it may make or break your business.
Ferry-Morse Gold Tag Brand Covers the 1988 Rose Bowl

New generation ryegrasses provide perfect playing surface on return to the Collegiate Football Classic.

PASADENA, CA – It's a thrill to earn your way into the Rose Bowl, the oldest and most prestigious collegiate football classic; but to return again and again is a mark of a tough competitor.

The Rose Bowl turf management team needed a fast-germinating, uniform growing and appearing ryegrass blend to overseed the dormant bermudagrass base. Because of its superior performance in the 1986 Rose Bowl, the combination of improved varieties Citation II, Birdie II and Manhattan II produced by Turf-Seed, Inc. were re-called to duty. Seeding began on November 16, 1987 and was 'perfect' for the kickoff on New Year’s Day.

The dark green color and density provided a base that set off the colorful graphics in the Rose Bowl tradition. And after hard use, the playing surface looked great . . . even under television scrutiny. Ferry-Morse gave it their best . . . Gold Tag Blend, and the rest is history.

If this blend can look and perform this well under the most critical of conditions, think of what it will do for your athletic field!
Brace now for change in climate

To those of you who survived the Drought of 1988:
You think you had it rough? The hot, dry weather of last summer might be a portent of things to come.

According to William W. Kellogg, Ph.D., global warming is just beginning. Kellogg, senior scientist with the National Center for Atmospheric Research, says that the warming trend should lead to a general drying out in the central part of North America—not good news for many landscape, golf and lawn care people.

"Thus, we should see more dry years in the heartland of the United States and Canada as the earth grows warmer," Kellogg says. He points out that 1983, 1985, 1986 and 1987 were four of the warmest years on record as far as the global average.

Other sources agree. Fortune magazine predicts that the average global temperature will rise 2 or 3 degrees by 2050. Business Week magazine says it will climb 3 to 8 degrees by 2040. Further, Business Week says temperatures in the Eastern and parts of the Midwestern United States will increase 3.6 to 5.4 degrees by 2029.

This is no small change. According to these reports, even a minimal change in average global climate will have a discernable effect on our way of life.

"The climate change in store for the world will create new and serious problems and enormous readjustments," Kellogg continues. "If we can know what to expect, we have an improved chance to survive. The biggest danger lies in complacency and the belief that somehow we can all muddle through."

There is a moral here. How will warmer weather affect your business? How did it affect your business last summer? What changes can you make to ensure a healthy business through more summers of droughty conditions?

You should begin planning now, not only for your business’s welfare through the immediate coming years, but also down the road.

According to these reports, things are only going to get worse.

Jerry Roche, editor
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Los Angeles landscapers taught to water smarter

LOS ANGELES — Facing a mandate to cut watering by 10 percent, key landscape planning and maintenance personnel for the City of Los Angeles reacted last fall. They sharpened their water management skills and heightened their awareness of unnecessary water use at a day-long water budgeting seminar.

The seminar, one of a series being given to municipalities and other government agencies throughout the Southwest, is part of an ongoing program sponsored by the Toro Company's Irrigation Division and Pacific Equipment and Irrigation, a Toro distributor.

Richard Klink, chief landscape architect for the city's Department of Parks and Recreation, says he picked up valuable skills for determining water requirements and cost. "We're practicing better methods of programming our controllers, based on evapotranspiration rate," notes Klink, "so we are able to use the minimum amount of water necessary to keep things growing without risk of stressing the plant material.

"We have a mandate from (the Department of) Water and Power to cut back on water use at least 10 percent, and we believe we can do that just by properly programming our clocks."

Jerry Fragnoli of Pacific Equipment and Irrigation came up with the idea for the program.

"We are facing a water crisis," says Fragnoli. "The seminars are designed to help save our landscapes and our industry. It's as simple as that. For the third year, California's using more water than is being replenished by rainfall. If it happens again in 1989, there's a great possibility that the entire state may cease approving new landscaping."

Los Angeles is considering closing parks with manually-operated quick-coupler sprinkler systems, because water use cannot be accurately monitored with the systems. Also the East Bay Municipal Water District (which includes Oakland, Calif.) recently adopted regulations that severely curtail new landscape installations.

Seminar participants are led through a series of practical water budgeting exercises in the Toro Company's day-long seminar.

INDUSTRY

Ag schools note industry for its growing importance

LAS VEGAS, Nev. — Dick Bitterman, associate dean at the University of Nevada at Reno, says more colleges of agriculture are recognizing the importance of the green industry.

Speaking at the Desert Turfgrass Exposition, Bitterman said more colleges "are working more with the students, and are turning out some of the industry's future leaders."

Bitterman also said he sees two problems facing the green industry in the near future: one, soil depletion caused by increased chemical use, and two, water conservation.

According to Bitterman, $500 million of pesticides and herbicides were purchased in 1988. "But we can't do that much longer," he warned. "A great deal of our soils are being destroyed due to pollution problems.

"Water waste is another problem that will get worse before it gets better," said Bitterman.