

Meeting the nutrient needs of turf and ornamentals.

LESCO has a fertilizer to meet your regional and cultural requirements, whether your turfgrass responsibilities include maintaining a golf course, athletic fields or residential/commercial landscapes.

LESCO fertilizers feature sulfur-coated urea as a nitrogen source because years of research and performance have proven it to be the most efficient and economical form of controlled-release nitrogen.

We also offer sulfur-coated diammonium phosphate as a phosphorus source and sulfur-coated



The LESCO facility in Martins Ferry, Ohio is the largest sulfur-coating plant in the world.



sulfate of potash as a source for potassium to increase efficiency and safety of these nutrient sources.

Leading the industry in sulfur-coating technology and production.

LESCO was the first commercial producer of sulfur-coated urea in the United States and to this day is one of only a few producers in the world.

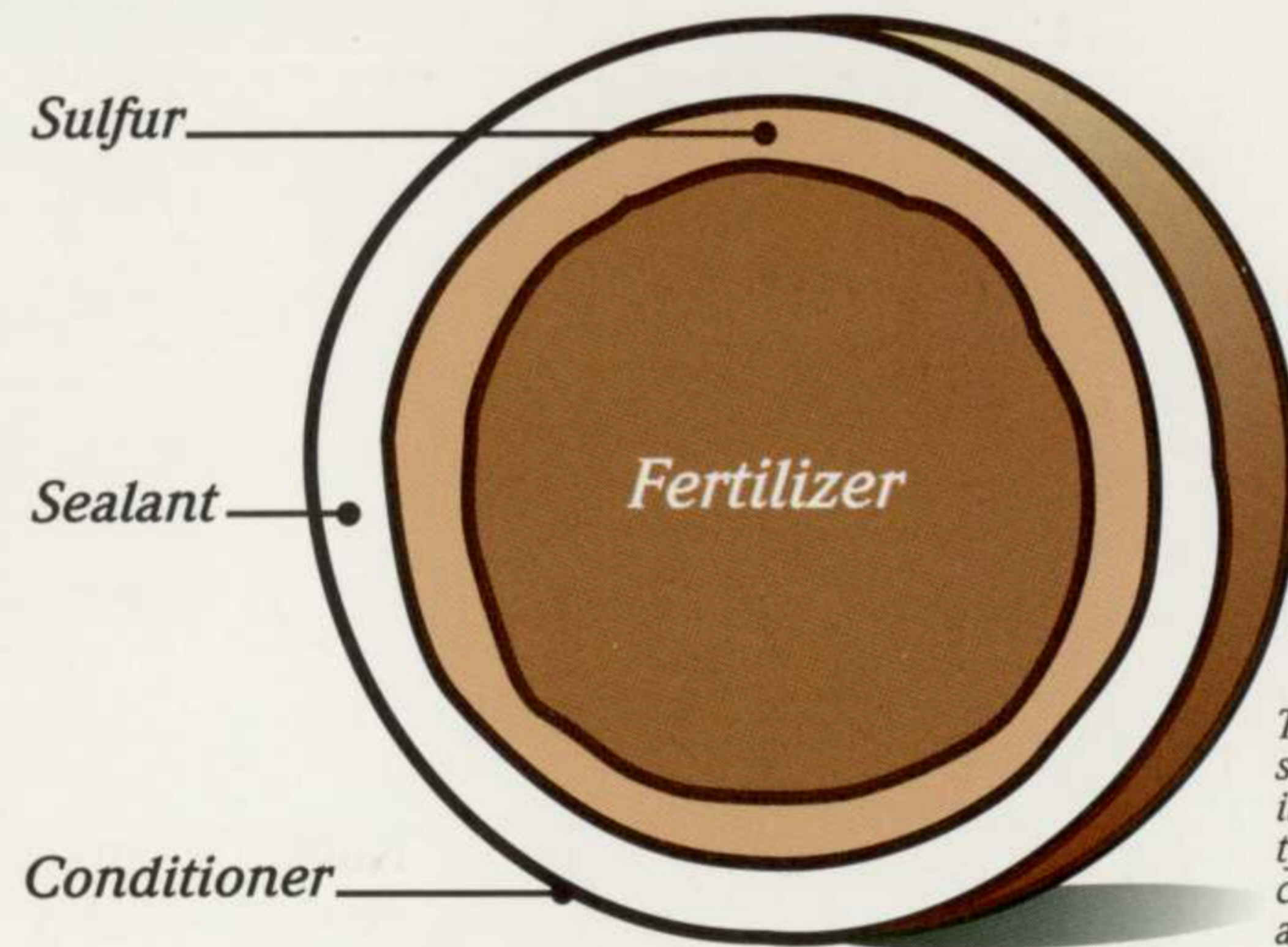
Today we produce sulfur-coated fertilizers at our state-of-the-art facility in Martins

Ferry, Ohio. The plant is fully automated for greater efficiencies in manufacturing and for a consistently uniform,

quality product. This enables us to offer our fertilizers at competitive prices.

The LESCO facility at Martins Ferry is the largest sulfur-coating plant in the world. Its products are shipped to fertilizer users worldwide.

The sulfur-coating technology was developed as a means of slowly releasing plant nutrients from water soluble sources over an extended period of time. The coating process involves spraying fertilizer particles with molten sulfur and then applying a



This cross section illustrates the typical composition of a sulfur-coated fertilizer granule.

coat of sealant. As the particles are cooled, a conditioning agent is added to keep the particles free flowing. The last step is a screening process that ensures uniform particle size.

The slow-release characteristic of a sulfur-coated fertilizer is determined by the thickness of the coating. Nutrients are released from sulfur-coated fertilizer by diffusion through pores in the coating and by natural breakdown of the coating.



Offering the most sulfur-coated fertilizer options in the industry.

By sulfur-coating different sized particles, LESCO has developed three distinct granular fertilizer product lines: Elite, Mini and Standard in a variety of analyses. Whether the turfgrass is a low-cut golf course putting green or a high-cut utility area, LESCO has a fertilizer that's right for the job.

LESCO formulates products for regional and seasonal needs and recommends fertilizers based on agronomic and cultural requirements.

LESCO Landscape & Ornamental Fertilizers.

LESCO Landscape & Ornamental Fertilizers are designed with a thicker sulfur coating for a much longer feeding duration than turf fertilizers. They feature 100 percent sulfur-coated nitrogen, phosphorus and potassium to provide superior nutrient availability and safety during all stages of ornamental plant production and maintenance. The steady, gradual nutrient release insures efficient uptake by plant roots.

LESCO Custom-Blended Fertilizers

If our wide selection of standard fertilizers doesn't meet your needs, LESCO can custom-blend a fertilizer to meet your specifications.

We can design fertilizers in a wide range of high analyses and high performance blends. Nutrient sources and release rates can be custom selected. Micronutrient packages can also be custom designed.

LESCO can also custom formulate and package private label fertilizer blends.

Delivering the benefits of sulfur-coated fertilizer.

Sulfur-coated fertilizers have several advantages over conventional water-soluble fertilizers. They offer slower and more controlled release of nutrients over a longer period of time for a more uniform growth response and a lower burn potential. There is also significantly reduced risk of volatilization, run-off or leaching from the root zone.

This slow-release feature enables you to make fewer applications at a higher rate, saving time and labor. Also, a more consistent growth rate reduces mowing requirements and the need to collect unsightly clippings.

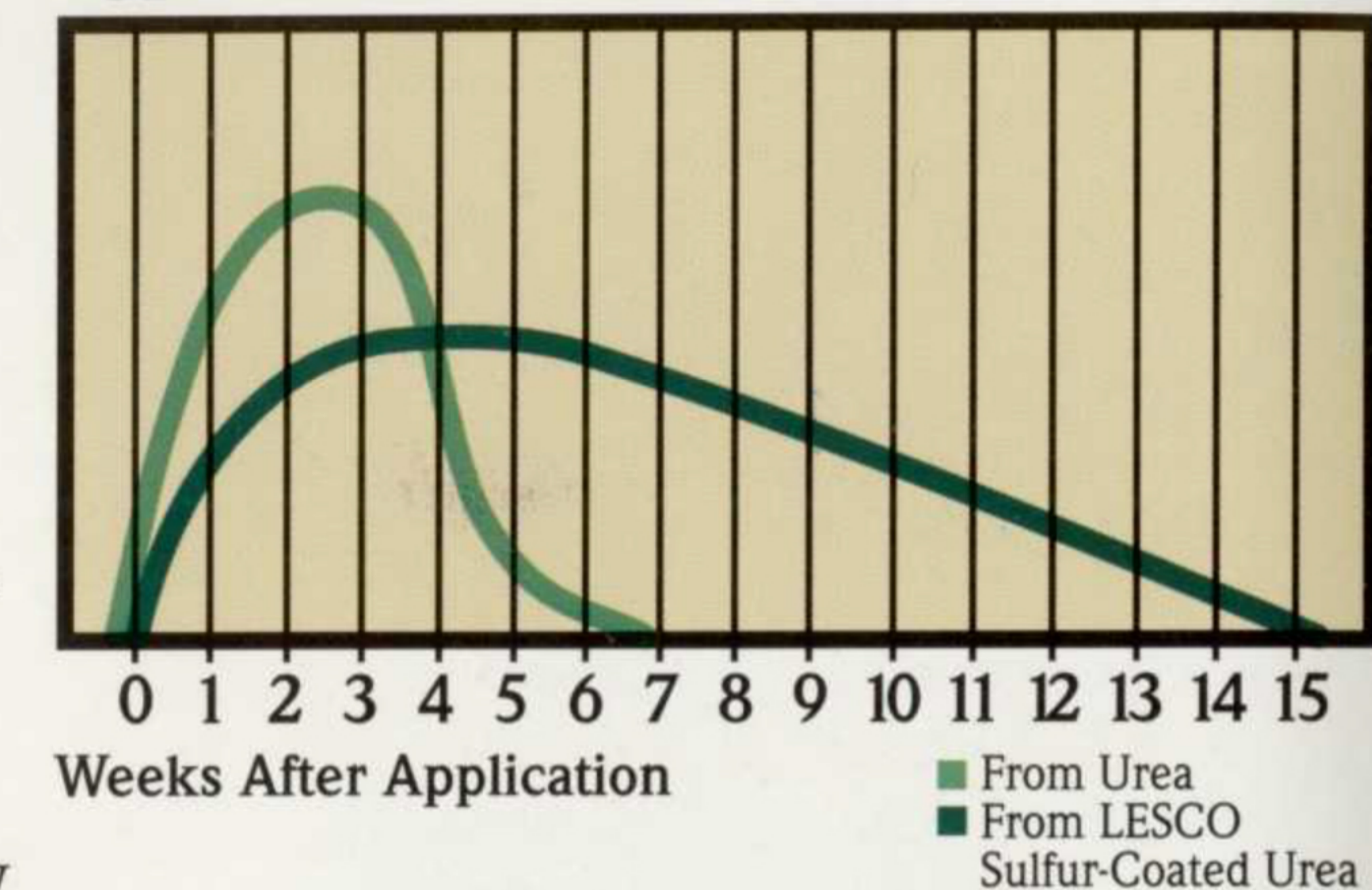
LESCO sulfur-coated fertilizers are produced in a uniform particle size that minimizes segregation in blends.

Sulfur-coated fertilizers also offer benefits over other slow-

release nutrient sources. For example, there is no significant delay in nutrient release following application so you begin to see results more quickly.

Nutrient release from sulfur-coated fertilizers is not adversely affected by excessive rainfall, irrigation or soil pH. It is also not dependent upon warm soil temperatures or bacterial activity.

Typical Growth Response



Buying results: fertilizers that work.

You can count on LESCO sulfur-coated fertilizers to perform. And you can count on the experts at LESCO to help you with all of your turfgrass challenges. Our team of fertilizer and seed specialists, golf course specialists and lawn care specialists are accessible and ready to help.

You can also be sure of the availability of LESCO fertilizers. Our products are warehoused in over fifty locations across the U.S. to serve your needs.

Contact your LESCO sales representative or call toll free (800) 321-5325 for more information on fertilizers or any other LESCO product.



*Elite Turf Fertilizers
(with micronutrients)*



Mini Turf Fertilizers



Standard Turf Fertilizers

LESCO fertilizer granules are formulated with a variety of phosphorus and potassium sources and are also available with iron, manganese and other micronutrients.

LESCO Elite Turf Fertilizers

This is the smallest particle size available and is designed for the most demanding turf management programs with turf cut below one-half inch. LESCO Elite Fertilizers provide 11 times as many particles per given area as the standard LESCO products.

The Elite Fertilizers are especially well-suited for use on golf course greens and tees or fairways cut with light-weight mowers. Particle size and density virtually eliminate mower pickup.

LESCO Mini Turf Fertilizers

The Mini Turf Fertilizers are designed for more demanding turf management programs with turf cut above one-half inch. They provide three times as many particles per given area as the Standard LESCO products.

LESCO Standard Turf Fertilizers

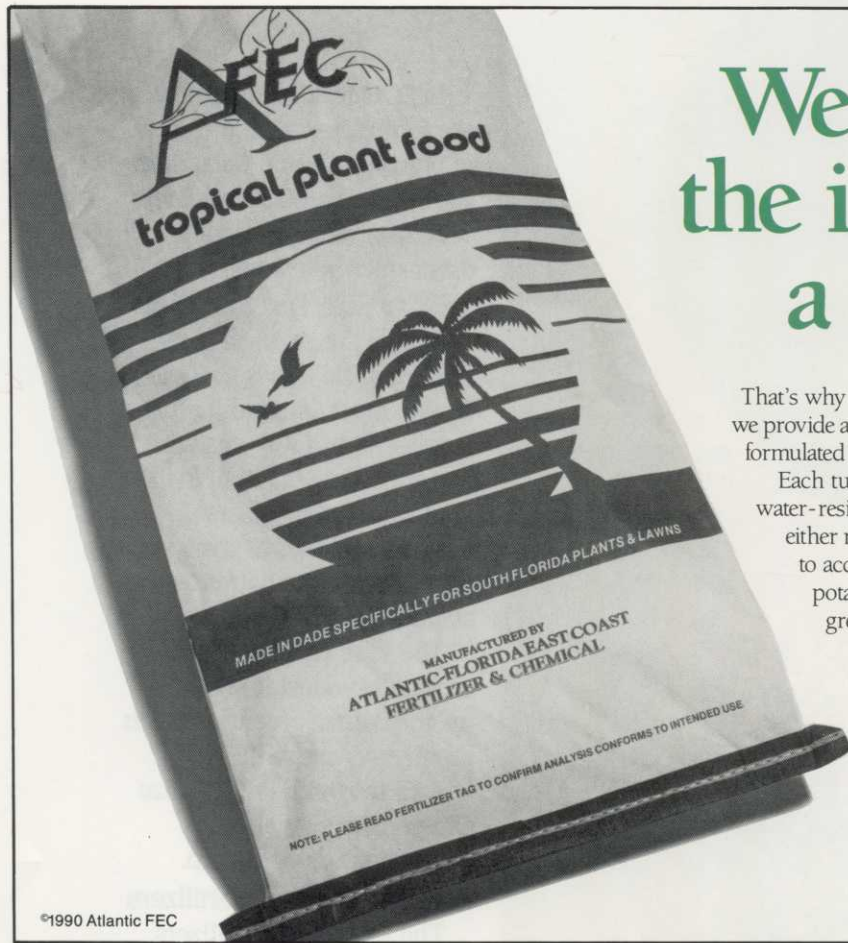
Designed for most turf management programs with turf cut above one inch, LESCO Standard Turf Fertilizers are produced in a wide array of analyses.

For more information contact your LESCO Sales Representative or call toll free **(800) 321-5325**. In Cleveland, call (216) 333-9250.

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The Florida Green

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Welcome!

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Coming in future issues

COVER STORIES

Hammock Dunes at Palm Coast and Weston Hills in Fort Lauderdale are scheduled for the first half of 1991.

FGCSA SPOTLIGHT

Complete coverage of the 62nd International Golf Course Conference and Show in Las Vegas, the annual Poa Annua and Crowfoot classics, and profiles of the winners of the 1990 Distinguished Service and President's awards.

ALSO...

How do you justify, hire and train an administrative assistant?... Spend a day with a USGA Green Section agronomist on a TAS visit... Look at the cooperative program between the USGA and the New York Audubon Society... Read about the annual USGA Green Section conferences in March.



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Ray Hansen

Administrative assistant can save a lot of money

In an era when we are paying our assistants \$20,000-plus and mechanics \$12 per hour or more, they should be allowed to do what they do best.

Should you have an administrative assistant?

As I call fellow golf course superintendents around the state, I am amazed at how many mechanics answer the telephone. Before I hired an administrative assistant at Delaire CC, my mechanic was supposed to answer the phone when no one else was in the shop. Each time this happened, he was away from his mechanic duties from 5 to 15 minutes.

In an era when we are paying our assistants \$20,000-plus and mechanics \$12 per hour or more, think of how much of their time is spent doing tasks that could be accomplished by an administrative assistant for much less money. Consider all the necessary reports to be filled out and records kept: equipment service reports, employment

service reports, OSHA reports, inventory of chemicals, to name a few; remember the time spent dealing with the uniform supplier each week, calling for prices of supplies, plus the ordering and receiving. This all takes time and is usually accomplished by some highly paid employee. An administrative assistant can do this and much more for a lot less money. Even if this person only works part time, you would be surprised at how much he or she can save your operation and allow the mechanic and assistant to do what each knows best.

I know some will say, "I have an answering machine." Answering machines are great when no one is in but when you are running a business, a phone call should be received. It could be an emergency.

TURF NEWS

ROUNDUP

USGA grants \$151,000 for research at FGCSA green at Fort Lauderdale

If you build it, they will come.

The USGA Research Committee last month legitimized the two-year effort of the FGCSA to build a research green at the University of Florida's Fort Lauderdale Research and Education Center by awarding two research grants worth \$151,000 for work at the facility.

Drs. John Cisar and George Snyder will get \$135,000 for a three-year study of mobility and persistence of pesticide and Dr. Monica Elliott received \$16,000 to study the organism that causes bermudagrass decline.

The projects were two of 18 approved by the USGA panel for its special \$2.8 million environmental research program. The committee considered 25 pro-

posals in the final screening at Innisbrook Resort in Tarpon Springs early in December.

The committee also approved another \$758,000 in grants under the USGA's regular research program. No Florida projects were under consideration for regular funding.

"The fact that a USGA-spec green was available for pure research played a role in the committee's decision," said John Foy, Green Section Regional Director for Florida. "So did the fact that Florida has more golf courses than any other state.

"But basically, they were just solid research proposals that met the criteria for the special environmental research program."

The USGA had solicited project proposals in three areas: golf course benefits, alternative pest management, and pesticide and nutrient fate. The Cisar/Snyder and Elliott proposals were the only Florida projects to make the list of 25 finalists.

The largest grants of \$500,000 each went to two joint ventures, each involving three universities.

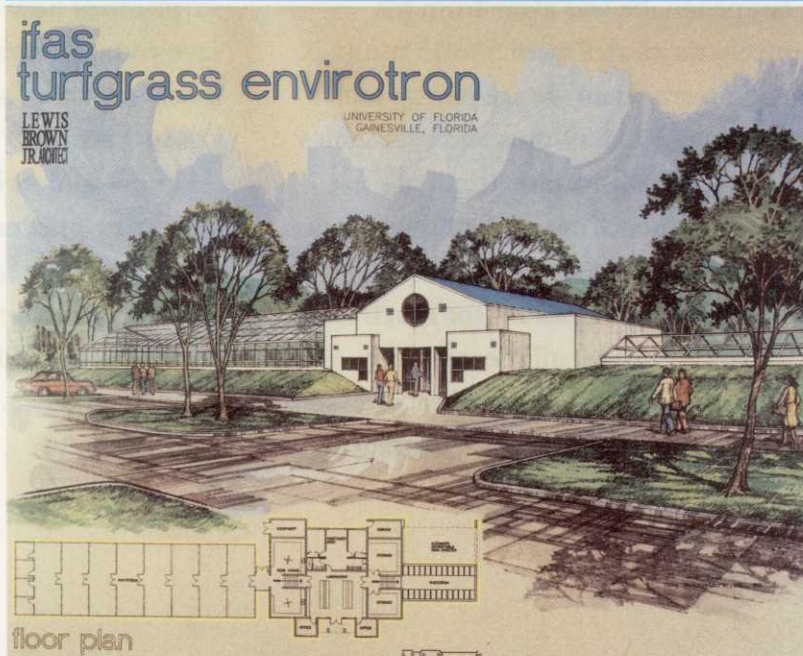
Penn State, Cornell University and the University

CORRECTIONS

Zaun Equipment, Inc., was omitted from the list of Diamond Sponsors of the Crowfoot Classic on Page 5 in the Fall 1990 issue.

The FGCSA's half-acre research green at the Fort Lauderdale Research and Education Center cost \$80,000. A zero was omitted from the value in the President's Message in the Fall 1990 issue.

The Florida Green regrets both typographical errors.



Legislature shortens Envirotron campaign

When the Florida Legislature moved up the starting date of its annual session from April to March, "They cut 30 days off my fund-raising campaign for the Envirotron," said Bob Yount, executive director of the Florida Turfgrass Association. The FTGA must raise its half of the \$700,000 before the Legislature meets.

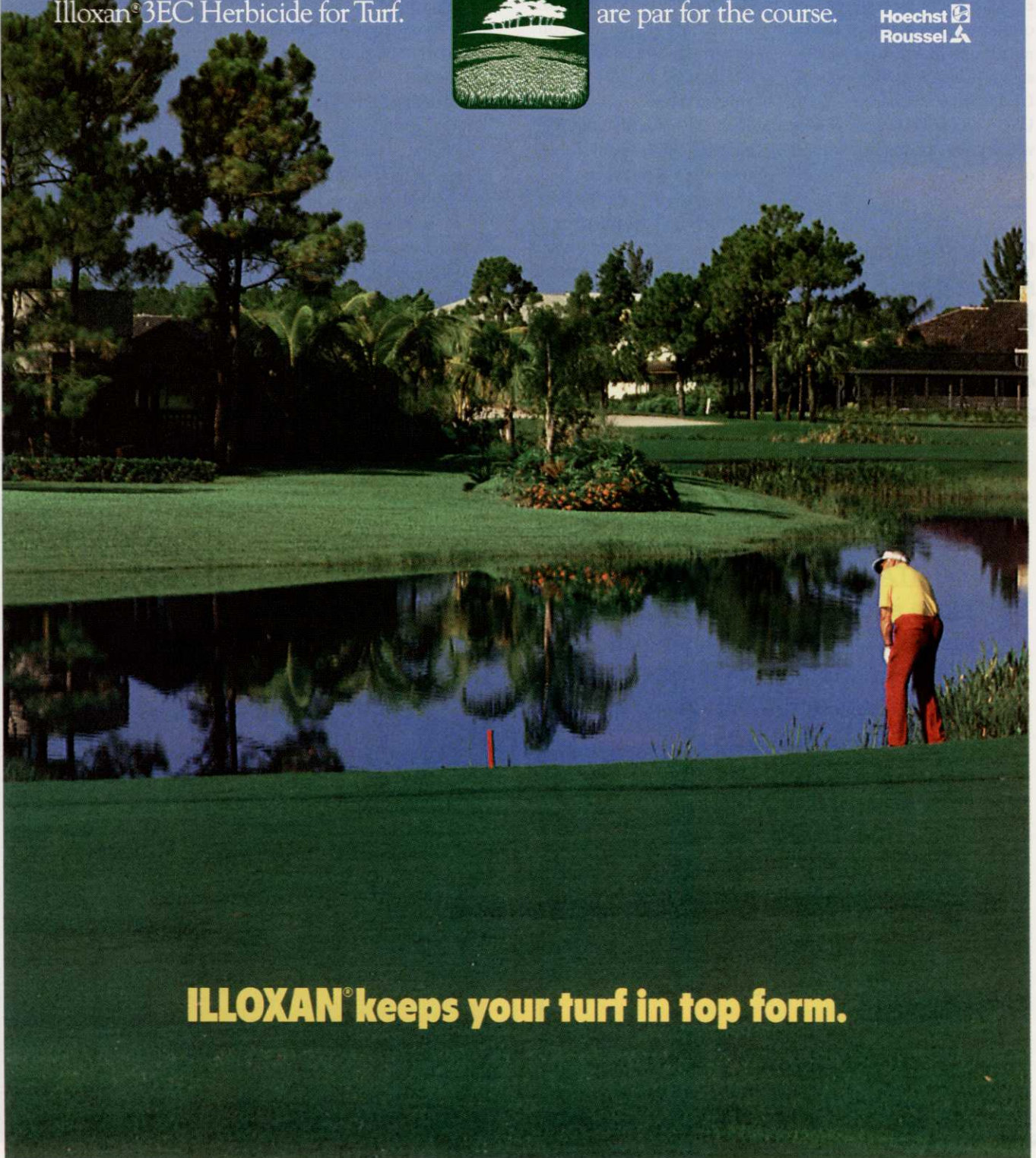
Keep crowfootgrass out of the game!

This season there is a solution to a problem that has cropped up on a lot of golf courses—crowfootgrass. Now you can beat crowfootgrass (silver crabgrass or goosegrass) postemergence with Illoxan® 3EC Herbicide for Turf.

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of Massachusetts will share one grant while the University of Nebraska, Iowa State and Kansas State will share the other. Both projects involve the fate of pesticides and fertilizers.

Some of the money awarded to the Fort Lauderdale researchers will help pay for maintenance of the research green. Approximately one-fourth of the 20,000-square-foot green was built to USGA specifications. Both USGA-funded research projects will be performed on that portion of the green.

Golf trade group still seeking funds for lobby effort

Why are the Florida Golf Council and better schools dis-

treasingly alike?

Everyone agrees both are needed but not enough people seem willing to pay for them.

"Florida Golf Day," proclaimed for Nov. 17 by then-Gov. Bob Martinez, netted only \$6,000 in seed money for the organization. The minimum goal, thought to be conservative, was \$25,000.

The need for such a trade group is apparent to those who attended a hastily convened but remarkably successful golf summit in November.

All agree that the trade organization should work with legislative representatives and regulatory staff to present the golf industry's views on proposed regulations.

Florida's citrus industry, with \$862 million in receipts,

certainly has its collective voice heard in Tallahassee.

Golf, with direct annual spending of \$1.6 billion and an economic ripple effect of \$5.2 billion, so far has been silent.

Nancy Oliver, interim executive director of the council, is trying to end this silence. To reach those who will form the broad base of support, she and members of the council's board and steering committee are hitting the road.

Regional meetings began in November in Tallahassee and were held throughout December in Jacksonville, Orlando, Tampa, Sarasota, Sebring, Fort Myers, Naples and Miami.

The meetings were to inform the public and members of the golf industry about the council's potential impact.

The response has counteracted Oliver's disappointment with the Golf-Day fundraiser.

"After the first two meetings, we had people telling us the organization that is needed," Oliver says. "They are also willing to support us financially, and that's very encouraging. I'm confident the Florida Golf Council can be a success."

Money, obviously, is a key factor in the council's eventual success, but a clear focus is also important.

Ron Safford, director of sports development for the state's Department of Commerce, says the council should go beyond gathering and providing information. Part of the problem is public relations.

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