

TWELVE EXPERTS TO ADVISE MAGAZINE FOR GREEN INDUSTRY

Weeds Trees & Turf proudly presents its first Industry Advisory Board. The twelve Green Industry leaders will advise the magazine staff as to editorial content, opinion, and direction.

Rodney L. Bailey, President
Evergreen Services Corp.
Bellevue, Washington

Alva Burkhalter, Ph.D., Chief
Bureau of Aquatic Plant Research and Control
Florida Department of Natural Resources
Tallahassee, Florida

William H. Daniel, Ph.D., Professor
Department of Turf Management
Purdue University
West Lafayette, Indiana

Robert Felix, Executive Director
National Arborist Association, Inc.
Wantagh, New York

Roger Funk, Ph.D., Research Director
Davey Tree Expert Company
Kent, Ohio

Michael J. Hurdzan, Ph.D., Partner
Kidwell and Hurdzan, Inc.
Golf Course Architects and Consultants
Columbus, Ohio

Dale K. Manbeck, President
Manbeck Nurseries, Inc.
New Knoxville, Ohio

William A. Meyer, Ph.D., Research Director
Turf-Seed Inc.
Hubbard, Oregon

Harry D. Niemczyk, Ph.D., Professor
Turfgrass Entomology
Ohio Agricultural Research
and Development Center
Wooster, Ohio

Robert Shearman, Ph.D., Turf Specialist
Institute of Agricultural and
Natural Resources
Lincoln, Nebraska

Eugene P. Van Arsdel, Ph.D., Associate Professor
Forest Pathology
Texas A & M University
College of Agriculture
College Station, Texas

Paul N. Voykin, Chief Superintendent
Briarwood Country Club
Deerfield, Illinois

The expertise of the Board members is broad on purpose, the magazine covers a wide field of professions. Associations were contacted in the selection process for their recommendations. The final group gives the magazine a broad informational base and provides the reader with input rarely possible in trade publications.

These twelve dedicated individuals are glad to discuss the magazine at trade shows, regional conferences, or any industry gathering. We encourage you to discuss your ideas with them. They will pass your ideas on to us for action.

Certainly, any reader should still feel free to contact either Bruce Shank or Ron Morris (telephone 216-651-5500) any time with ideas for improving the magazine, news, or articles. Call person to person with a message and we'll call you back. The office address is 9800 Detroit Ave., Cleveland, Ohio 44102, if you prefer to put your ideas on paper. Don't forget the free comment card in this issue, either.

In order for you to get to know the magazine's Board, each member has written a "State of the Industry" message about their particular area. For the next few months these statements will be published. We welcome your response to their statements for the "Letters" section of the magazine, this column is a forum for industry discussion in an effort to help progress through communication.

Rodney L. Bailey



Rod Bailey is president and general manager of Evergreen Services Corp., a division of SBG Inc., in Bellevue, Washington. SBG Inc. is a business counselling firm co-directed by Bailey and Thomas C. Graham.

Rod received his A.B. in economics from Stanford University in 1959 and entered the MBA program there to study small business and production management. Bailey has been an industrial engineer for Proctor & Gamble and a small business consultant for Harry J. Prior & Associates in Seattle. His major responsibilities were cost control, inventory control, planning, business organization, economic analysis, and site location. In 1971, he formed SBG Inc. in the Puget Sound area.

Bailey is a member of the Associated Landscape Contractors of America, the Professional Grounds Management Society, Washington State Nurserymen's Association, and the Community Associations Institute. He is past president of the

Seattle chapter of the American Institute of Industrial Engineers.

Rod and his wife live in Woodinville, Washington, with their three children.

There are few industries today with the breadth and depth of exciting challenges which exist in landscape contracting. The scope of this industry has expanded greatly in recent years to include many specialty firms in maintenance, design/build, erosion control, irrigation, lawn care, spray application, tree care and others. The environmental "boom" of the '70's is consolidating into much more than simply an influx of new companies. There is an emerging industry with the capability of coordinating action and focusing on itself in understandable terms.

The history, status today, and challenge for the future are nowhere better stated than in ALCA's Crystal Ball Committee report, *Landscape Contracting Today and Tomorrow*. I urge everyone involved in the Green Industry to obtain a copy and read it.

Between 80 and 90 percent of the companies actively engaged in one phase or another of landscape contracting classify as small businesses. They have the common challenges of all small businesses today in America including development of professionalism in all phases of management, coordination of support for legislative representation, a growing need for people development and training and a need to keep up with increasingly rapid technical changes and advancements. Sharpening management and financial skills and obtaining capital for the growth needs of the next few years are particular areas of need throughout our industry.

With a growing multiplicity of trade associations and groups representing various phases of our industry, it is necessary to find the means for improved coordination and communication between them.

The state of landscape contracting ten years from now will depend entirely on how well these challenges are met.

William A. Meyer, Ph.D.



Bill Meyer is research director of Turf-Seed, Inc., and president of Pure-Seed Testing, Inc., both in Hubbard, Oregon. He was previously research director for Warren's Turf Nursery in Palos Park, Illinois.

Bill received his Ph.D. in plant pathology from the University of Illinois in 1972. He has worked

in landscaping and as an assistant superintendent for two country clubs. His research interests are breeding and selection work on turf-type peren-

nial ryegrasses, Kentucky bluegrasses, and fescues to improve disease resistance, turf performance, and seed yields. He is a member of the American Society of Agronomy, the Midwest Golf Course Superintendents Association, the American Phytopathological Society, and Alpha Zeta Honorary Fraternity.

Meyer lives in Silverton, Oregon, is married, and has three children.

The winter of 1977-78 in the Willamette Valley of Oregon has been good for the growth and development of seed production fields. Rainfall has been abundant which is normal for this area. The rainfall along with moderate temperatures and few frosts have promoted good growth of new seedlings and old stands. One negative effect of the moderate temperatures could be the overwintering of rust fungi in old leaf tissues which will result in abundant inoculum in the spring.

State and Federal restrictions on the acres of grass seed fields to be open-burned will also result in increased quantities of rust inoculum in unburnt fields. In the 1978 production season, state regulations at the present will allow 180,000 acres to be burned which will leave at least 60,000 unburned acres. The lack of burning will result in greater disease pressures, insect problems, weed control challenges and reduced seed yields.

The popularity of the new turf-type perennial ryegrasses throughout the world has resulted in increased acreage of these varieties in the Willamette Valley in recent years. These varieties have been well accepted in bluegrass blends in the northern US and have performed very well for overseeding dormant bermudagrass greens in the southern US.

There has been an increase in the amount of variety development work being conducted by private companies in the Willamette Valley. Varieties of perennial ryegrass, Kentucky bluegrass and fine and tall fescues are being sought that have improved turf performance along with better seed producing abilities.

Stem rust in perennial ryegrass fields has been getting more severe in the last few years. Field burning restrictions are probably making this problem more severe. Plant breeders, such as myself, are striving to develop stem rust resistant varieties of perennial ryegrass in order to reduce production costs. This could be accomplished by eliminating the fungicide applications that are now required.

The seed producing abilities of all of the presently grown turfgrass species need to be improved to enable the grass seed farmers to meet the challenges of greatly increased production costs. This can and will be done through breeding programs which select attractive varieties that also combine the genetic ability of efficient seed production. Varieties are being sought which produce abundant seed heads with a high percentage of productive flowers.

Much cooperation is needed between the turf specialists throughout the world and the plant

Continues on page 74

breeders involved in variety development. As new disease problems develop and as new cultural systems are implemented there will be a need for new varieties or mixtures in the turf industry.

We look forward to the annual visit of turf experts from throughout the world each spring. The exchange of information with these visitors benefits the entire turfgrass industry.

Paul N. Voykin



Paul Voykin has been chief superintendent at Briarwood Country Club in Deerfield, Illinois, for 18 years and is the author of numerous books and magazine articles.

Paul, born in Canada, began his agronomic apprenticeship as a golf course superintendent in Jasper National Park in Alberta, Canada. Since moving to the

United States he has worked as assistant superintendent at Olympia Fields Country Club, head superintendent at Calumet Country Club, and as

chief superintendent at Briarwood. He is past president of the Midwest Golf Superintendent's Association and formerly was a commissioner for the Lake Bluff Park Board.

Voykin has authored two books; "A Perfect Lawn the Easy Way", published by Rand McNally, and "Ask the Lawn Expert", published by MacMillan & Co. Paul has had articles published in *Golf Business*, *Golf Digest*, *USGA*, *Home and Garden*, and *Flower and Garden*

I seriously believe we have an overproduction of young talent. Too many young men are underqualified and they are going for low, low salaries, undercutting the more qualified people who should be getting the top jobs in our profession.

The supreme short cut to golf course problems is a qualified and experienced golf course superintendent. And they, like a good golf professional and good club manager, don't come cheap. Sadly, and incredibly, some clubs look only at how cheaply they can get a superintendent and not how good he is.

To all the young men coming into our profession I want to say this, "All your degrees and diplomas, all your microscopes, books, and thermometers won't be worth much to you, to our profession, and to the clubs you seek to work for, unless you first get some practical experience from a qualified superintendent in your area." **WTT**

PROTECT YOUR INVESTMENT IN YOUNG TREES

Field-tested, weather-proven GUARD-TEX® tape provides needed protection against splitting, sun scald, and freezing temperatures. Distinctive odor repels rodents and other gnawing or nibbling animals.

WITH NEW GUARD-TEX® SELF-ADHERING TREE-WRAP

Easy-on, Easy-off GUARD-TEX® sticks only to itself, removes easily without leaving gummy residue.

Versatile GUARD-TEX® can be used for grafting and many nursery uses, including those shown below.



staking tomato plants training climbing roses espaliering trees and shrubs

Retail and Wholesale Nurserymen write on your letterhead for free trial roll and ordering information.

General Bandages, Inc. • 8300 Lehigh Ave. • Morton Grove, Ill. 60053



Cut It!

Cut your grass and cut your risks with Mott flail safe mowers. Under conditions wet or dry, Mott cuts and mulches everything from fine lawns to high weeds.

Cutting widths from 38 to 88 inches and gangs to 19 feet. Mott mowers have built-in Long Life Durability and for you this means Best Value Purchase.



MOTT CORPORATION
514 Shawmut, La Grange, Illinois 60525. (312) 354-7220
The Original Flail Safe Mowing System



Circle 126 on free information card

For ad on following page circle 114 on free information card