

# WT&T

## GREEN INDUSTRY NEWS

### GOLF

## Greens at Masters once too slow, now too fast

Although there is a definite hush and adherence to protocol at Augusta National, the conversion of its greens from Bermuda to bentgrass to add challenge to the course irritated some professionals during the Masters.

Some newspapers, such as the *Chicago Sun Times* went to lengths to infer that grass was a small matter of no general consequence and that courses should convert to AstroTurf. Cute quips from sportswriters only added to the ignorance of the public to golf management.

The course maintained its tight policy that only the club chairman could speak on club matters, thus stopping any interviews with the superintendent. The full story is still not known and pieces of information, right or wrong, are coming from players rather than the superintendent.

The greens were renovated last August after an advisory committee and a number of other consultants met with Hord Hardin, the chairman. The Bermuda greens were fumigated with methyl bromide and seeded with PennCross. The greens were not rebuilt to USGA specifications for bentgrass. The club thought they could limit rebuilding to only those greens which showed problems.

Weather took over from there with an unusually hot September, rainy October, and cold winter. Club members

were allowed to play on the greens in mid-October. Some inferred fungicides had burned some of the young PennCross but this has not been proven.

So far the problem has only been linked to bad weather and the poor soil structure of some greens.

If you consider the number of experts that were involved and who made the final decisions, superintendent Lloyd

Mackenzie should be clear of any guilt.

In an article in *Golf Digest*, Hardin said those greens that were involved are likely to be rebuilt as originally planned.

Some players inferred that the greens have been hard for a long time. The lure of fast greens in the future may be tempered with consideration of the rootzone.

### CONVENTION

## Nurserymen to hold annual in Cincinnati

The American Association of Nurserymen is planning its 106th annual convention and trade show at Stouffer's Cincinnati Towers July 18-22.

Themed "An Industry Together-Pathway to Profit," the convention will highlight educational sessions by each of the AAN family groups: Garden Centers of America, Wholesale Nursery Growers of America, National Landscape Association, and Horticultural Research Institute.

Topics will deal with concerns of the nursery industry and solutions to existing problems. Tours of Cincinnati-area wholesale, retail, and landscape businesses and tours for spouses attending the convention are also planned.

For more information, write American Association of Nurserymen, 230 Southern Building, Washington, D.C. 20005, 202/737-4060.

### PROMOTION

## Clifford advances in post at Mallinckrodt

Mallinckrodt, Inc. has promoted Nick Clifford from senior business manager to business director for specialty agricultural products in the specialty chemicals division.

Clifford joined Mallinckrodt, a lead-

ing supplier of specialty agricultural chemicals to the turf and ornamental industries, in 1965. He has held a variety of sales and marketing positions in the specialty chemicals division.

### CONVENTION

## Florists to stress marketing at meeting

Themed "Advertising, Merchandising and Marketing: Strategy for Success," the annual meeting of the Society of American Florists promises to focus on the critical issue to the floral industry. Speakers and programs at the meeting planned for July 29 through August 1 at the Denver Hilton have been specifically scheduled for their expertise in marketing.

Somers White, a nationally known motivational speaker, will address the crowd on "Being Sold on Yourself and Selling to Others." Herb Mitchell, AAF, AIFD, will discuss "Teaching Your Employees to be Salespeople." George Kresch, professor of marketing at Colorado State University, will give a program on various types of advertising, analyze the good from the bad, and explain what members of the association can do.

Former President Gerald Ford will speak at the Friday luncheon. The New Varieties Exhibit on the first day gives growers a chance to compare their fresh flowers, decorative foliage, flowering plants, foliage plants, and bedding plants with their competitors.

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The Nebraska Turfgrass Foundation gave its Distinguished Service Award to Harold Glissmann (left) of Omaha during the Nebraska Turfgrass Conference. Keith Weidler, turf foundation president, presented the award.