

GCSAA breaks attendance records in D.C.

The numbers tell the story for the Golf Course Superintendents Association of America's 56th International Golf Course Conference and Show in February in Washington D.C.

"I guess you could describe it as a smashing success. Or, how about a resounding success?" GCSAA publicist Clay Lloyd says.

Either way it was big. Real big.

Preliminary results show about 9,000 registrants (almost 1,000 more than the '84 conference in Las Vegas) and a significant jump in the number of exhibitors, again over the previous high set the year before in Las Vegas. Included in the 290 exhibitors in the most recent GCSAA trade show were 66 first timers.

One of those first-time exhibitors, Guy Atkisson of Dietrich's Tree Well, said traffic was steady and good even though his booth was located in an annex next to the main hall.

"The quality of the traffic through here was what impressed me," he said.

Bob Knocke of Griswold Controls, also in the annex, had a major problem—his equipment didn't arrive, but he still said traffic and interest was good.



Throng awaits to tour the trade show floor.

Bob Speaker, western regional manager for Yamaha, had a front row seat as far as booth space. Located right at the main door, he said booth traffic was much better in D.C. than in

Las Vegas last year.

"We had a lot of interest in our new electric golf car," he said.

Charles Putnam of Weathermatic,
continued on page 12

INDUSTRY

NOR-AM buys Upjohn's plant health business

NOR-AM Chemical Company, marketers of Ureaform Powder Blue, Turcam, and Ficam, recently purchased the plant health business of The Upjohn Company, Kalamazoo, MI.

The major products included in the purchase are the Acti-dione line of fungicides for turfgrass, lawns, and ornamentals; Banol turf fungicide; Proxol insecticide; Enide pre-emergence herbicide; Botran fungicide; Collogo postemergent herbicide; SOK-BT biological insecticide; and Botec peanut seed protectant.

A joint announcement by Leo Ekins, president of NOR-AM, Wilmington, DE, and David Phillipson, vice president of the Agricultural Division of The Upjohn Company, Kalamazoo, MI, indicates the former Upjohn products will be marketed and distributed "in accordance with NOR-AM sales and marketing policies."

NOR-AM, a subsidiary of Schering

AG, a company headquartered in West Germany, manufactures and sells a wide variety of agrochemical, specialty chemical, industrial chemical, and animal health products.

The purchase price of the transaction was not disclosed by either NOR-AM or Upjohn.

INDUSTRY

GCSAA show brings luck to three

Some superintendents went home from the Golf Course Superintendents Association of America show a little richer after winning WEEDS TREES & TURF annual sweepstakes drawing held at the show in February.

George W. Cavanaugh of Bear Lanes Country Club in West Palm Beach, FL, pocketed \$1,000 after he submitted his name at the Rainbird booth. Joe Leopold of Tualatin Development, Portland, OR, won the \$500 second prize with an entry submitted at the Barebo booth and Harry Nichol of Burning Tree Country Club, Green-

wich, CT, took home \$250. His entry was submitted at the Irri-trol booth.

Our congratulations to all the winners and participating exhibitors at the GCSAA show.

INDUSTRY

Sale of Stauffer Chemical in works

Chesebrough-Pond, Inc., in an all-cash transaction that could amount to \$1.25 billion, is seeking to acquire Stauffer Chemical Company. Boards of both companies recently approved a plan for Chesebrough to purchase Stauffer common stock at \$28 per share.

Stauffer, headquartered in Westport, CT, makes and markets chemicals and chemical-related products including such Green Industry products as Betasan, a preemergence herbicide, Imidan, an insecticide for trees, Aspon, an insecticide for turf, and the nematocide Vapam.

"First of all, this is just a proposal at
continued on page 12

Drainage key to good sports turf

Preparing turf for major league sporting events "is working in a high speed lane where maintenance is measured in hours," says David N. Fleming, who's experienced on both the golf course and on the ball field.

Fleming, veteran superintendent at Singing Hills Country Club, El Cajon, CA, serves as consultant to Jack Murphy Stadium in San Diego. He spoke recently at the GCSAA Conference in Washington D.C.

Drainage is the key to good sports turf, Fleming says, pointing to his own experience at Jack Murphy. A flood in 1980 deposited a layer of silt on the stadium turf, harming the field's drainage. To restore proper drainage Fleming says crews removed the contaminated soil, tilled to a depth of 30 inches, then resurfaced the field with a sand base before resodding with mature hybrid Bermudagrass.

One key to the success of the project was the washing of all silt from the roots of the sod, Fleming points out.

Pregerminated ryegrass seed worked into divots immediately after a sporting event, and the use of heavy geotextile materials to protect turf during concerts and motorsport events also help him to restore the

Jack Murphy field to playing condition quicker.

"I brought a little of the golf course industry to the stadium," Fleming says.

STAUFFER from page 8

this point," Chesebrough spokesman Ronald S. Ziemba tells WTT. "We have no plans to make any major changes to Stauffers. The products they now have will be subject to the same scrutiny that they now are. The Chesebrough ownership will not make a difference in this respect."

At presstime, the offer was reportedly conditioned on Chesebrough's ability to purchase a minimum of 50 percent of outstanding Stauffer shares.

Ralph E. Ward, chairman of Chesebrough says his company is buying Stauffer "to give us some new products" through its research capability.

Stauffer ended fiscal 1984 (Sept. 84) with sales of \$1.5 billion. Chesebrough-Pond's Inc., Greenwich, CT, makes such divergent brand name products as Vaseline, Ragu spaghetti sauces, Health-tex children's apparel, and Bass shoes. It had estimated sales of \$1.8 billion during 1984.

Although some analysts speculate Chesebrough is making the effort to acquire Stauffer to protect itself against a possible takeover, Ward maintains new products are at the root of the purchase.

Says Ward, "Stauffer's substantial research capability will be well complimented by Chesebrough's marketing expertise."

Ward claims Stauffer Chemical will remain intact following its purchase, and no layoffs at either company are planned. Chesebrough reportedly employs about 22,000, Stauffer Chemical 11,600.

GOLF

Dealing with unions? Know the rules

"Don't try to fight it," Gary L. Myers says of golf superintendents faced with a union situation at their courses.

Myers, superintendent at the Desert Inn Country Club, Las Vegas, told attendees at the recent GCSAA Conference they will have better success at union courses by knowing the rules and keeping the lines of communication open.

continued on page 16

GSCAA SHOW from page 8

Dallas, said he got a number of good leads from this year's show.

"Monday (the traffic) was unbelievable," he said. "Golf has been at a peak the last three years and probably next year, too. The economy is better and renovation is being done. Budgets can support improving irrigation systems."



Learning what's new—a major part of the GCSAA show.

And, the people who viewed the record-breaking number of exhibits had no complaints, either.

John Hamilton of the Nicklaus Sports Center in Cincinnati attends the conference every year.

"I always find something new here, especially in chemicals. It's a really good chance to talk to reps and dealers."

GCSAA's Lloyd said several factors were probably involved in the large numbers.

"Certainly the location of Washington D.C. in a great population center had something to do with it. There are also a lot of golf courses in that area."

Impressive as the attendance figures were, organizers of the conference put together an outstanding package of educational and instructional sessions. More than 110 of the nation's top golf course superintendents pooled their expertise to present 330 hours of instruction. Perhaps the most popular sessions—as measured by the audiences they drew—were sessions dealing with golf course design and the use of computers in golf course maintenance and management.

The attendance the D.C. area drew underscored the GCSAA's announcement of a mid-year conference in September in Indianapolis, IN.

"We'll be going after different demographics with a smaller show," GCSAA Executive Director John Schilling said. "We also want a show where supervisors as well as crews and maintenance workers can come and take advantage of everything we had at the international show."

The size of the conference also obviously impressed several notable guests. CBS sports commentator Pat Summerall, in his keynote address during the opening session, lauded the GCSAA. "It's this kind of support that makes your association the strong group that it is today," he told a capacity crowd.

And former President Gerald Ford, this year's winner of the Old Tom Morris Award, was visibly taken back by the 1,400 attendees at the closing banquet at the Sheraton Washington. Ford, showing a warmth and wit which surprised many of those in attendance, said he was impressed by the "magnitude and unity" of the GCSAA.

UPDATE

States crack down on certification

Say goodbye to the written test exemptions for private applicators, open book tests, and high pass rates on certification exams, warned state pesticide officials in Maryland, Virginia, and the District of Columbia, during the recent Interstate Ornamental Plant Management Conference held at the University of Maryland.

These states have also recently passed laws allowing fines to be levied against pesticide law violators in compliance meetings, instead of drawn-out court actions. The punishment now closely follows the crime.

Mark Greenleaf, head of the pesticide branch of the District of Columbia Department of Consumer and Regulatory Affairs, told the audience the certification examination is being expanded from 32 questions to 50, no books will be allowed in the test room, and failure rates have risen from seven percent to more than 30 percent. Furthermore, pending legislation could require private applicators to take the written examination like everyone else.

Greenleaf also said his department now conducts unannounced inspections of jobs. Although the District of Columbia recognizes certification from Virginia and Maryland, it requires licensing in the District before work can proceed.

An exemption from licensing for corporate pesticide applicators may also be changed. This could force private golf course superintendents and nursery owners to either get licensed or hire outside contractors to apply pesticides, said Greenleaf.

Options for waste disposal

Changes made last November in the Resource Conservation and Recovery Act (RCRA) could have a large impact on the Green Industry concerning pesticide wastes disposal.

The National Workshop on Pesticide Wastes Disposal in January in Denver emphasized various disposal options including physical, biological, chemical, land application and incineration treatment of wastes under RCRA and FIFRA laws.

The EPA estimated there were 55,000 "hazardous waste generators" in 1984, but estimates that number will climb to 175,000 in 1985.

The RCRA amendments have been called the "most significant rewrite of any environmental statute." The new authority and directives in the amendments impose significant restrictions and prohibitions on future land disposal of hazardous wastes, close many regulatory loopholes and subject a broad range of wastes and waste generators to regulation for the first time. Any organization that produces 100 kg (220 pounds) of listed waste material per month is covered by the new law.

Senator John H. Chafee (R-RI), the chief Senate architect for the major RCRA changes will be the featured speaker at a luncheon April 18th in Washington D.C.

UNIONS *from page 12*

"You need to know the contract inside and out," Myers reports. "If I know the rules better than the employees, that gives me the edge." Myers also recommended keeping a close working relationship with the shop steward, eliminating the need to deal with a business agent.

Myers claims the two-week strike at his unionized Desert Inn course two years ago "was the worst two weeks of my life," and he advises superintendents to "be prepared for the worst" when negotiations begin.

"Unions are not the best thing that you can have happen to your golf course, but in some situations they're not that bad."

Says Meyers, "If your club can give your employees good salaries and good benefits, then you're better off without a union."

INDUSTRY

Lesco trucks on call coast to coast

For the first time, turf managers on the West Coast will be getting visits from the white and green Lesco trucks.

The Rocky River, OH, based company is establishing five new "warehouse on wheels" territories, including routes in Palm Springs and San Diego, CA. Lesco, which began serving turf managers by truck in Florida in 1976, should have a total of 32 trucks on the road by midyear. Other new routes include Hartford, CT, the Florida panhandle, and New Orleans.

Says Lesco Vice President Herb Cole, "All those (golf) courses in the new areas we have been serving on a mail-order basis will now have the convenience and the service of buying material directly off the truck



from a salesman trained to make recommendations for a particular area."

Lesco, Inc., a manufacturer and distributor of turfgrass and horticulture equipment and supplies, had truck routes in 15 states prior to this latest expansion.

GOLF

Leasing is gaining popularity on courses

The popularity of leasing on golf courses, operations as well as equipment, continues to gain strength in the United States.

American Golf Corp. (AGC), a multi-course company headquartered in California, reports it expects to enter into lease arrangements with as many as 20 additional courses this year.

Mike Heacock, director of golf course maintenance for AGC, tells *Weeds Trees & Turf* more public courses, financially stung by the recession several years back, are looking to leasing to provide the capital and expertise to keep their facilities top-rate. "Right now the fallout from that (recession) is really hitting us," Heacock reports.

AGC operates more than 50 courses in 11 different states and recently picked up courses in Toledo, OH. AGC



Mike Heacock

runs the whole show when it leases a course. The majority of its agreements are with public courses, but it also maintains private daily fee courses as well as some of its own.

Heacock says equipment leasing has advantages also, the most obvious being the absence of a large initial outlay of cash. AGC leased \$2 million in equipment the past two years.

But, leasing doesn't mean you can forget proper equipment maintenance. Says Heacock, "If you don't maintain this equipment as if it were yours, you may find yourself with something that wears out in four years instead of five. And you're still paying for it."

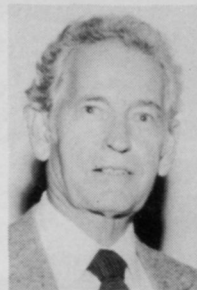
PEOPLE

Names in the news

Chalk up another honor for turfgrass authority **Dr. Bill Daniel** who is retiring from Purdue University this spring. The Ohio Turfgrass Foundation recently presented Dr. Daniel with its Professional Excellence Award. Dr. Daniel, longtime teacher and researcher in the turfgrass field, plans to continue as a consultant for athletic fields, golf courses, and large

turfgrass facilities after leaving academia.

Also honored by the Ohio Turfgrass Foundation was **Dr. Mike Hurdzan**, president of the American Society of Golf Course Architects and



Bill Daniel



Mike Hurdzan

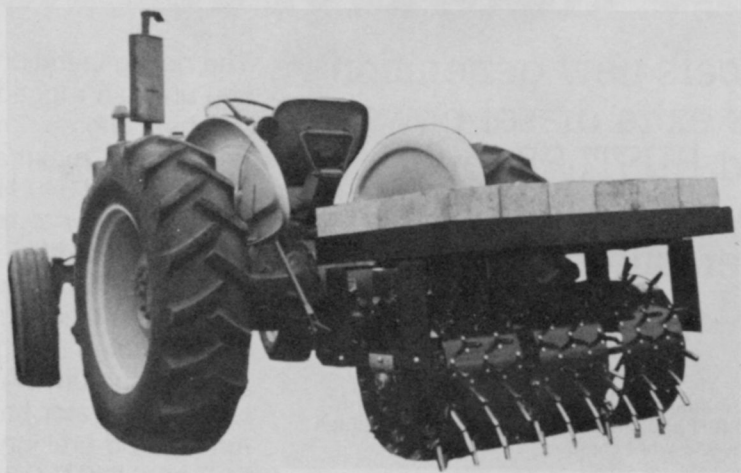
a partner in the firm of Kidwell and Hurdzan, Columbus, OH. Dr. Hurdzan has designed and supervised construction of many golf courses in the U.S. including the Dennis Highlands Golf Course (see *WT&T* Jan. 85). He is currently completing a set of books on golf course architecture.

The American Association of Nurserymen (AAN) recently gave its Distinguished Achievement Award to **Herman B. Jackson, Jr.** Jackson, head of the Plant Pest Regulatory Service at

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Lebanon eyes truckload buyers

Lebanon is changing its marketing direction to make it easier for large fertilizer users to buy directly from the company. Paul Mengle, marketing and sales manager told *Weeds Trees & Turf*. "We have assigned Ed Price and Harry Mathis to codirect sales of Lebanon products to lawn care and other large buyers. Anyone who buys a truckload or more of product can now buy directly from us." A truckload was defined as roughly 15 or more tons. Randy Rogers will direct sales of Country Club and Greenskeeper lines to golf courses.

This is bad news for some small distributors who claim they are losing customers to direct buying. Mengle indicated the move was necessary due to the price sensitivity in the lawn care market and was requested by the companies field sales staff.

The changes are part of Lebanon's "New Directions 86" program. "We are changing from a product orientation to a market orientation emphasizing versatility, reliability, and flexibility," Mengle stated.

Lebanon is a \$100 million producer of ammoniated (Ureaformaldehyde) fertilizers, bulk blended fertilizers, and impregnated granular products including herbicides and fungicides.

Adikes hooks up with Host

J. & L. Adikes relationship with Flowertime, a chain of garden centers in New England, is blossoming into a national bonanza for the seed company. General Host, which also owns the chain of Frank's garden centers in the Midwest, bought Flowertime and is setting its sights on becoming the first truly national chain of garden centers in the U.S.

There is the potential in this relationship between Host and Adikes to establish a national outlet for professional turf seed, but this is totally speculation. Currently, seed growers deal with roughly 60 regional seed distributors for national professional sales. Keep your eyes on this new relationship.

GCSAA puts heat on Indiana Turf

As soon as the Golf Course Superintendents Association announced a second show this September in Indianapolis, the phone started ringing at Bob Zwart's Indiana Turf distributorship. It seems that many of the manufacturers of turf equipment whose products Zwart sells, did not budget for such a show and need Indiana Turf to represent them. The short notice by GCSAA has both the manufacturers and Zwart in a squeeze since it would be tough for any regional distributor to represent all its manufacturers at a national show. So far, nobody is giving in, not Zwart, not the manufacturers, and not GCSAA.

In-the-Middle covers the turf and landscape distributor and dealer. Distributors are invited to send news items to *Weeds, Trees & Turf*, 7500 Old Oak Blvd., Cleveland, OH 44130.

Clemson University, serves as chairman of the National Plant Board and the National Plant Advisory Council, which meets quarterly with the USDA and APHIS.

The AAN also reports that it has created a research grant to honor F.



Herman Jackson



Blair R. Crum

Raymond Brush who will retire this August after 27 years with the AAN. The research grant is made possible through interest earned on a contribution from the National Landscape Association.

Blair R. Crum joins Porter Brothers, Inc., Shelby, NC, as vice president for sales and marketing. Crum was most recently vice president for national sales for Weiler Brush Company, Cresco, PA. He is a native of Weirton, WV.

Lesco, Rocky River, OH, announces that **Mike Oleykowski**, Bergenfield, NJ, will be working as its rep in the Hudson Valley, and **Ron Tumiski** from a Lesco truck in the Boston area. Tumiski lives in Canton, MA.



Wins a Classic

Greg Bergwin of Ridglea Country Club, Ft. Worth, TX, took home an OMC Lincoln classic 1964 Cushman Golfster from the Golf Course Superintendents Association of America Show recently. Bergwin won the collector's item in a drawing of about 1,000 entrants sponsored by the company.