

TRADE SHOW

Sun shines for English turf show

Good news in threes for the grounds industry in England this September.

Consider. The IOG International Exhibition at the Royal Windsor Racecourse (about half an hour's drive from London's Heathrow Airport) drew 33,800 visitors in three days. The site's 30,000 square meters of outdoor exhibition space showcased 301 exhibitors.

And perhaps the biggest surprise: sunshine smiled on organizers all three days.

"This is the best weather we've had in September since 1969," says Richard Frost of the Institute of Groundsmanship (IOG) which sponsors the sprawling outdoor display of grounds equipment and supplies. "The weather gave us some extra visitors."

This, the 40th anniversary year for the exhibition, was a record breaker. In 1984 the show drew 31,396.

"The response we've had from exhibitors was fantastic. They did a tremendous business and many are already booked for next year's show," Frost tells WEEDS TREES & TURF, the only U.S. publication attending the show.

As expected, the majority of visitors to the show were from the United Kingdom with the European contingent the next biggest group. Several major U.S. manufacturers exhibited, but Americans made up less than one percent of the visitors.

With an eye to attracting even more international inter-



Gordon Argo of Sisis Equipment (left) demonstrates slitter for WT&T associate editor Ron Hall at IOG Show in England.

est, organizers are changing the name of the show in 1986 to the IOG Sports & Leisure World Trade Exhibitions. This year products from 20 nations competed for buyer attention with UK offerings.

"By changing the name, we think Americans will get a better understanding of what we're doing," Frost says. "Also, we're covering a much broader spectrum now including landscaping, management, and maintenance."

Dates for next year's show at Windsor are Sept. 16-18.

For information contact The IOG, 19-23 Church St., The Agora Wolverton, Milton Keynes Buckinghamshire MK 12 5LG.

ACADEMIA

WT&T advisor promoted

A. Martin Petrovic, a member of the WT&T editorial advisory board, is now associate professor, with unlimited tenure, in the College of Agriculture and Life Sciences at Cornell University in Ithaca, N.Y.

Petrovic, a turfgrass scientist, has been a faculty member in Cornell's Department of Floriculture and Ornamental Horticulture since 1979.

"I think it shows the steady development of the turfgrass program at Cornell," he tells WT&T of the tenure appointment. "The program is something we've been trying to build for years. It shows stability."

At present, Petrovic and colleagues are working on the AREST facility (Automated Rain Exclusion System for Turfgrass studies), where they are researching water use on turfgrasses and the fate of fertilizers and pesticides.

The project will be functional next year and should provide several years of research data, he says.

Petrovic has authored or co-authored some 60 technical and popular



Dr. A. Martin Petrovic

articles on wide-ranging turfgrass science topics.

Other research projects he has been involved with include the effect of the soil-dwelling fungus, Mycorrhizal, on the drought tolerance of turfgrasses, and the factors that influence the development of thatch in turfgrass culture.

The Cornell turfgrass program head holds both bachelor's and master's degrees from the University of Massachusetts. He earned his doctorate degree from Michigan State University in 1979.

ASSOCIATIONS

ALCA chooses exec. director

Terry Peters has been chosen new executive director of the Associated Landscape Contractors of America. Peters began work at the ALCA office on Oct. 21st.

The Reston, Va., resident most recently was director of member services for the International Hardwood Products Association. Since 1979, he has also worked as director of expositions at the Rehab Group Inc. and as convention and exhibit coordinator for the International Concrete and Aggregate Show.

Peters was finalist from among approximately eight people called in for interviews by ALCA's Search Committee.

He is a graduate of Juniata (Pa.) College with a degree in psychology. He and his wife have two children.

Peters takes the reins from Gail Morgan, who resigned at the end of September to marry and relocate.

DISTRIBUTORS

Toro distributor has mower deal

Toro distributor North Coast Distributing Inc. of Warrensville Heights, Ohio, (a Cleveland suburb) introduced a novel plan to market its out-front rotary mowers.

Local dealers will receive a substantial discount on the price of the mowers if they adhere to guidelines established by North Coast.

The guidelines, presented to dealers at North Coast's field days Oct. 2-3, say a dealer must:

- 1) attend the mid-size mower sales training seminar (held in November) presented by Toro personnel;
- 2) identify five potential new accounts by Nov. 30 and 15 by Jan. 31;
- 3) schedule sales calls with the potential accounts by Feb. 21;
- and 4) schedule a field day or open house in March or early April at their locations or North Coast.



North Coast Distributing employees and the 40-foot, inflatable Toro 21-inch rear bagger.

By following the guidelines, a dealer gets a hefty chunk off the cost of mid-size commercial mowers (minimum: five units).

North Coast vice president of marketing Mike Muetzel says the promotion is part of a concentrated effort to market

the out-front rotary mowers.

"We're giving the boat away, but you have to follow the guidelines to get the discount," he tells WT&T.

In the process, he hopes dealers will improve both their organizational and sales skills.

CLIMATE

Lots of snow predicted for U.S. frost belt

Northern areas, get out your snowshoes for the winter of 1985-86.

The Homelite/Jacobsen Snow Almanac says expect more snow this winter than a year ago.

The annual 28-page illustrated collection of snow facts, published by the Homelite Division of Textron Inc., gives snow forecasts for 114 cities.

And if you live in Sault Ste. Marie, Mich., look out. You lead the pack with a predicted snowfall of 132 inches for the 1985-86 winter. That's 11 feet of snow!

Don't be laughing too hard in Syracuse, N.Y. You're predicted to have 119 inches of the white stuff.

Other notables on the top snowfall list include Caribou, Maine (119 inches); Rochester, N.Y. (117 inches); Buffalo, N.Y. (105 inches); Duluth, Minn. (103 inches); and Flagstaff, Ariz. (100 inches).

As an added treat, the publication also lists what city will receive the most snow in a 24-hour period. Caribou, Maine, will capture the next Donner and Blitzen Award for the heaviest 24-hour accumulation.

By the way, The Homelite Division of Textron Inc. is a manufacturer of outdoor power equipment including snow throwers.



The Homelite Jacobsen snow almanac for 1985-86.

TURFGRASS

West Germans plan 2,000 new athletic fields

To those in the turf business looking to expand but not knowing where to go, how about West Germany?

As part of its "Golden Plan," the German Athletics Association (GAA) has called for construction of 2,000 new athletic fields, each offering about 28,000 square meters (33,600 square yards) of usable space.

The GAA says the plan is in response to a still unsatisfied need for athletic fields and leisure-time recreation areas. About 4.5 square meters of recreation space per citizen is GAA's goal.

The fields won't stand alone, the

ASSOCIATIONS

Landscape contractors to meet in Denver

The Landscape Contractors Division of the Associated Landscape Contractors of America will hold a conference Dec. 7-10 at the Denver, Colo. Fairmont Hotel.

The theme "Selling Performance" will focus on professional sales skills. John M. Grogan will make a two-day presentation.

For more information, write the ALCA office at 405 N. Washington St., Suite 104, Falls Church, VA, 22046 or phone (703) 241-4004.

GAA says. They will be integrated into the overall landscape and feature dressing rooms and ample parking for visitors and public vehicles.

Today in West Germany there are 242 million square meters of athletic surfaces but the GAA says many need major renovation.

The GAA isn't stopping there. It plans to preserve new and reconstructed facilities by initiating economical and efficient maintenance procedures.

To those in the turf business: "Sprechen Sie Deutsch?"

by Ron Hall, associate editor

Are Brits better?

An English pub is a friendlier place than an American bar. People smile more. The beer is better.

A good pub, like an old friend, gathers you in and embraces you. That's the magic being weaved in a small gathering of English blokes just before the last pint is emptied, the wrap-up to the opening day of Britain's third annual National Turf Conference.



Our drinking mates? Bill Mills, editor of "The Groundsman" magazine, Ray Davies and Peter George, both park managers (administrator/groundsman) in southern England boroughs. We talk shop.

Is England ahead of us in the care of the public sports fields? Does the English grounds superintendent do a better job than his American counterpart?

Yes and no.

An illustration from sports.

Ian Botham, a strapping 29-year-old, is tearing up the island cricket scene. He's a hero on the playing field and a scratch golfer who drives a 401-yard hole on a Spanish golf course, signs a million-dollar contract with Wilson, then, as legend has it, jumps into his togs to dispatch another opponent on the cricket pitch.

"An English Rambo," grins Ray. "He's hit more 'sixes' than any man in history."

"Well, is that like a grand slam?"

"Yea, that's it," Ray agrees with a perplexed wrinkle of his brows. He's as unfamiliar with American baseball as we are of cricket, but too diplomatic to show it.

Comparing the English park grounds manager to an American counterpart is like comparing Botham to K.C. Royals third baseman George Brett who flicks wicked line drives in seeming effortless disdain. Similarities and differences.

Take baseball diamonds, for instance. The numbers in Any Town, U.S.A., would astound and perhaps dismay an Englishman. Just a few, however, get the attention the Brit— as a matter of routine—devotes to his *fine turf*.

The knowledge needed to maintain the commonplace cricket pitch or lawn bowling square hones the average English groundkeeper as keenly as a topflight golf super in the States. And that's in addition to their soccer and rugby pitches which compare favorably to our football fields.

That's not the only difference.

"Certainly the financial rewards aren't there," says Mills, the magazine editor.

An annual salary of \$20,000 is virtually unheard of for a British grounds manager, even the best.

These are the things you learn over pints of warm lager on a balmy fall evening in Nottingham.

GOLF

GCSAA Mid-Year 'wasn't horrible'

Jim Prusa, associate executive director of the Golf Course Superintendents Association of America, sums up the first Mid-Year Convention and Trade Show quite succinctly:

"It wasn't a horrible showing. I'm optimistic about how it went."

More than 1,100 people showed up for the event, Sept. 20-23 in the Indianapolis, Ind. Hoosier Dome. That included more than 200 exhibitors and more than 900 actual attendees, though there were 180 no-shows Sunday.

"People kind of expected it to be a biggie," Prusa observes. "But the horrible heat that weekend hurt our Sunday attendance. Who would've thought that it'd be over 90 degrees in Indianapolis in late September?"

Attendance at the seminars was 145, just about the same as the 1981 International Turfgrass Conference the GCSAA sponsors every year.

An excellent session on the water crisis was held Monday, the same day researchers being funded by the GCSAA and the United States Golf Association made their reports.

"It was the first time in the history of the industry that we were able to bring together a group under common funding of the GCSAA and the USGA, and allow them to tell us what they are doing," Prusa says.

LPGA professional Julie Inkster was celebrity hostess of the annual benefit golf tournament, held at the Golf Club of Indiana.

The future of the Mid-Year Convention has not been determined.

TURFGRASS

Ohio researcher says fertilize in autumn

Ohio State University researcher Anthony J. Koski says don't wait for spring to feed your lawn. You'll get healthier turf by putting down nitrogen in fall too.

Says Koski, summarizing three years of study, a strong fall program provides:

- **Better winter color.** Fall fertilization may keep the grass green into mid-December.

- **Quicker spring green-up.** The excess energy produced and stored in late autumn stimulates growth in early spring.

- **Enhanced root growth.** The nitrogen fertilizer applied in autumn gives the lawn's root system a head start in spring development.

SHORTCUTS

NONAGENARIAN...Dave Lewis, known by his friends and others in the green industry as "Mr. Sprayer and Duster," turned 90 on Aug. 17. A former senior vice-president and director of H.D. Hudson Manufacturing Co., Chicago, Lewis was one of the pioneers in the lawn and garden compression sprayer business. He retired from the company in 1971 after 55 years of continuous service. He remains an active on Hudson's board of directors.

VIDEO VIBES...Spraying Systems Co., Wheaton, Ill., released a new video program called "Tune-Up for Profits." It explains sprayer calibration with an easy-to-follow personal approach. The viewer "walks" through the steps of calibration, and is provided with helpful suggestions regarding tip selection. Running time is 18 minutes. The program is non-commercial. For additional information, contact Spraying Systems, North Ave., Wheaton, IL 60188.

TURF ACCOUNTANT?...American visitors to London might be puzzled by shop fronts with a shingle out front announcing "Turf Accountant." Bring money. A turf accountant is a bookie.

SPEAKERS GALORE...The New York Botanical Garden, located in the Bronx, has a Speakers Bureau. Sponsored by the garden's education department, the bureau offers speakers in a wide range of topics, including horticulture, botany, and landscape design. For a brochure or information, write the New York Botanical Garden, Speakers Bureau, Bronx, NY 10458; or phone (212) 220-8747.

SOLD?...Mallinckrodt chemical division is on the trading block, according to a report in the *New York Times*. Avon Products Inc.—"the company that built the world's biggest beauty business by ringing doorbells"—said money from the sale would be used to buy back 25 percent of its stock, according to the article. Avon bought Mallinckrodt for \$711 million three years ago, and estimates are that Avon will not make much, if anything, on the sale.

FREEBIE..."What Every Plant Grower Should Know About pH for Soil Nutrient Analysis," a four-page brochure, is available free of charge from Kernco Instruments Co., 420 Kenazo Ave., El Paso, TX, 79927. The leaflet explains the relationship between pH and the nutrients in soil and the importance of alkalinity or acidity balance in soil when fertilizing. It also explains why certain soil conditions cause plant diseases and minimal plant growth.

WRITTEN SEMINAR...A popular landscape contracting seminar series is now in book form thanks to consultant Charles Vander Kooi. The book, "Estimating and Management Principles for Landscape Contractors," is \$49 plus \$2 shipping. Chapter titles include: "Setting up the bid process," "Attitudes that cost money," and "Establishing your overhead recovery." To order, send your name and address, plus a check or money order for \$51, to: Charles Vander Kooi, 6478 S. Kline Court, Littleton, CO 80127.

● **More stress resistant turf.** The increased carbohydrate production and stronger root system help create a healthier plant.

The critical factor in fall fertilization, Koski says, is timing. "For best results nitrogen should be applied after shoot (aboveground) growth stops. And that's tricky to determine."

Be advised, however, that fall fertilization will result in a faster thatch buildup, Koski says.

PEOPLE

Names in the news

David Casnoff fills the void left by the retirement of **Howard Kaerwer** from **Northrup King**. Kaerwer had been director of turf research for the Minneapolis seed supplier for more than 30 years, and a pioneer of winter overseeding in the South.

Casnoff comes to Northrup King via Texas A&M where he was doing post-graduate work. He holds degrees from Penn State University and earned a doctorate in plant breeding at the University of Nebraska.

Casnoff will be working at NK's new turf research facility at Mt. Joy, Pa. "He will be doing some breeding for us and introducing some new proprietary varieties in the not too distant future," an NK spokesman tells WT&T.

Dow Chemical moves **Vince Geiger** up to district sales manager at the Los Angeles office. **Rob Peterson** is taking Geiger's place as product marketing manager and will be working out of Midland, Mich.

Greg Bushman is the new business manager of specialty chemicals for **Stauffer Chemical**.

Art Wick, past president of the Pennsylvania Turfgrass Council and a 15-year employee of **Lesco**, becomes Lesco's vice president of research, development, and technical training.

W. A. Cleary Chemical expands its sales organization with these additions: **Fred Bosch** for Ohio, Michigan, Kentucky, and Western Pennsylvania; **Don Cherry** for Delaware, Maryland, Virginia, West Virginia, North Carolina, and South Carolina; **John Griffiths** for Iowa, Nebraska, Missouri, Kansas, and Minnesota; **Brian Winke** for Illinois, Wisconsin, and Indiana; and **Jim Lipari** for California.

Peter S. Hays joins **Seed Research of Oregon** as an agronomist. He is a graduate of Oregon State University.

Peter Gerstenberger joins the staff of the **National Arborist Association**. He will be doing some speaking and writing for that group.