

STAFF

Executive Editor
Bruce F. Shank, Cleveland
 Managing Editor
Maureen Hrehocik, Cleveland
 Assistant Editor
Ron Hall, Cleveland
 Publisher
Dick Gore, Atlanta
 Senior Vice President
Tom Greney, Chicago
 Group Vice President
Robert Earley, Cleveland
 Production Manager
Anne MacLean, Duluth
 Production Supervisor
Marilyn MacDonald, Duluth
 Graphic Design
Denise Johnson, Duluth
 Graphic Coordinator
David Komitau, Cleveland
 Circulation Supervisor
Laurie Miller, Duluth
 Directory Coordinator
Corinna Betterman, Duluth
 Reader Service Manager
Gail Kessler, Duluth
 Promotion Director
Linda Winick, Cleveland

OFFICES

ATLANTA
 455 East Paces
 Ferry Road
 Suite 324
 Atlanta, GA 30305
 (404) 233-1817

CLEVELAND
 7500 Old Oak Boulevard
 Cleveland, OH 44130
 Editorial: (216) 243-8100

CHICAGO
 11 East Wacker Drive
 Chicago, IL 60601
 (312) 938-2344

SEATTLE
 1333 N.W. Norcross
 Seattle, WA 98177
 (206) 363-2864

DULUTH
 120 West Second Street
 Duluth, MN 55802
 (218) 723-9200

MARKETING REPRESENTATIVES

Dick Gore
 Atlanta (404) 233-1817

Ron Kempner
 Atlanta (404) 233-1817

Joe Kosempa
 Cleveland (216) 243-8100

Robert Mierow
 Seattle (206) 363-2864

HBJ A HARCOURT BRACE JOVANOVICH PUBLICATION

Robert L. Edgell, Chairman; Richard Moeller, President; Lars Fladmark, Executive Vice President; Arland Hirman, Treasurer; Thomas Greney, Senior Vice President; Ezra Pincus, Group Vice President; Joe Bilderbach, Vice President; James Gherna, Vice President; George Glenn, Vice President; Harry Ramaley, Vice President.

Liability insurance rates jump

If you apply pesticides and haven't received a liability insurance bill recently, be prepared for a shock. Negative publicity about pesticides and falling interest rates are causing insurance companies to increase premiums, in some cases doubling or tripling them.

Large corporations, such as ChemLawn and Orkin, have developed self-insurance programs. Small companies, on the other hand, find it virtually impossible to develop sufficient reserves in case of a serious mistake and lawsuit.

Some pesticide applicators are opting for higher deductibles to moderate liability insurance premium increases. Others aren't worried as much about higher premiums as they are about availability of coverage in the future. A structural pest control operator said he could get by if insurance premiums increased from one percent of sales to five percent, but without insurance he would have to close his doors.

Smaller applicators should explore group plan options. Then, perhaps, they could develop self-insurance reserves like the big firms.

Reentry period for granulars eyed

Post-treatment reentry period differences between liquid and granular pesticides could cause a shift to liquids, Stanley Sweir, turf entomologist for the University of New Hampshire said in that state's Turf Talk newsletter.

Sweir said the Environmental Protection Agency is looking closely at liquid and granular formulations of Ciba Geigy's Triumph for reentry period differences. The agency, according to Sweir, is considering a 14-day reentry period for the granular and 'until dry' for the liquid applied formulation.

Delays longer than a few minutes or hours are impractical for commercial applicators. If EPA persists in sticking granulars with reentry periods, Sweir questions whether any new granular formulation will ever be approved for turf.

Baby boom to create a golf boom

As baby boomers reach the 35 to 54 year age group, they will swell the lines at first tees across the U.S., predicts Joe Beditz, National Golf Foundation Director of Research.

Beditz is predicting a 75 percent increase in middle-aged golfers by 2000.

"Our statistics tell us the greatest potential market is with the relatively young adult age group," says NGF President David Huebner. "If the percentage of players in that group could be increased over the next five years, it could generate a substantial multiplier effect as golfers move into the older age categories." NGF is planning promotions to increase the number of golfers to 21.2 million by 2000.