

by the Editorial Staff, *Weeds Trees & Turf* magazine

Condo growth spurring industry

Condo dwellers want—and will receive—better quality landscape plantings and maintenance. This represents an additional market for the nursery and landscape industries, reports a select committee of the American Association of Nurserymen.

“New plant material introductions emphasizing small garden, high-intensity planting concepts must occur,” says the committee, which meets annually to prepare of list of trends. “Like the single-family home dweller, there will be an increasing need to enhance property value and provide the psychological benefits of a beautiful environment.”

Some developers, committee members feel, will operate their own nurseries and maintain landscape crews for the planting and maintenance demanded by tenants of multi-family units.

‘Working’ folk boost golf’s impact

It’s not the “idle rich” you see approaching that putt. It’s working folk just like you and me. Or maybe our children, our spouses, or our retired parents.

The National Golf Foundation says 60 percent of golfers in the Southeast are either retired, students, or homemakers. The 40 percent making up the “employed” segment of golfers have a median income of \$33,000.

How much do golfers spend on their hobby? A Foundation golfer profile survey of the Southeast suggests an annual figure of \$1,280 for green fees or dues, equipment, cart rental, clothing and shoes. Again, this is a median, meaning that half the respondents reported lower expenditures, half higher.

Distributor turns baseball sponsor

David Meyer, secretary-treasurer of L.W. Meyer & Son in Sullivan, Wis., an Ariens distributor, is a big sports fan. He has found a way to plug both his company and his Milwaukee Brewers.

In each of the last three seasons, he has given the Brewer grounds crew Ariens equipment for field maintenance in exchange for a sponsorship role in local Brewer broadcasts fed to some 50 stations in Wisconsin and Michigan’s Upper Peninsula. The Brewers’ Charlie Moore is the Ariens spokesman during the telecasts.

“It’s helped us,” he says, “especially from a product awareness standpoint.” On July 22, the Brewers held the third annual Ariens Dealer Appreciation Night where Ariens equipment was paraded around the field prior to the game. Some 256 people representing 100 dealers attended the event.

“The event has grown every year even though the Brewers are far from first place” and not drawing well, he says.

Harry Gill, superintendent of grounds and maintenance at Milwaukee County Stadium, and his grounds crew are now using the equipment on the field, where football’s Green Bay Packers play half their home games. Meyer & Son is located some 30 miles west of Milwaukee

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