

ChemLawn initiates sign-posting program

ChemLawn has begun posting signs on lawns after chemical treatment as part of a test program initiated in July in Montgomery County, Md. The signs read: "Lawn care application. Keep off until dry."

ChemLawn president Jack Van Fossen told a news conference in Rockville, Md., that other parts of the right to know program include notification of application product content, filing of chemical information with local government authorities, licensing of pesticide applicators, and prior notification to those hypersensitive to lawn care chemicals.

"While ChemLawn recognizes the safe nature of the products used in lawn care applications, it also recognizes that both its customers and the community at large may benefit from knowing when and where applications are made, whether on public or private property," says Van Fossen.

He says the right to know program is a result of pending legislation in Montgomery County as well as the trend toward local regulation of pesticides.

Van Fossen says the use of markers on chemically-treated lawns will expand if well-received in Montgomery County. "It is our hope that these markers will become a universally



Sign posting announcement. Chemlawn President Jack Van Fossen, center, explains his company's plan to voluntarily place a lawn marker on every Montgomery County customer's lawn following treatment. Also pictured are Montgomery County officials Michael Gudis and Esther P. Gelman.

recognized symbol of lawn care application, whether by service companies or the homeowner," he says.

Other points of the right to know

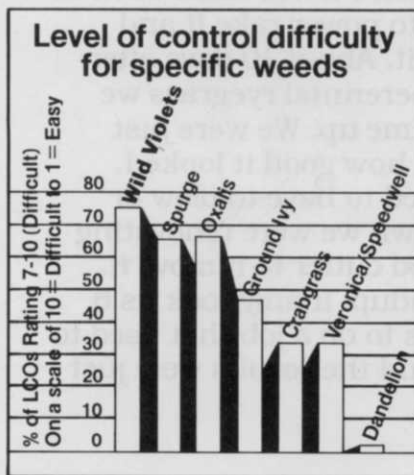
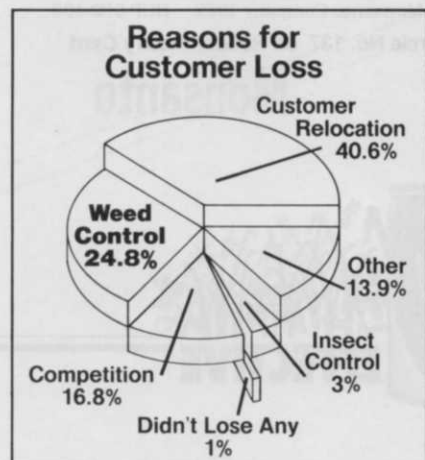
program may be expanded if ChemLawn's evaluation, scheduled for later this year, shows a positive public reaction.

RESEARCH

Weed control is cited No.1

Weed control is the key to holding down chemical lawn care customer turnover.

According to a survey conducted at last year's Professional Lawn Care As-



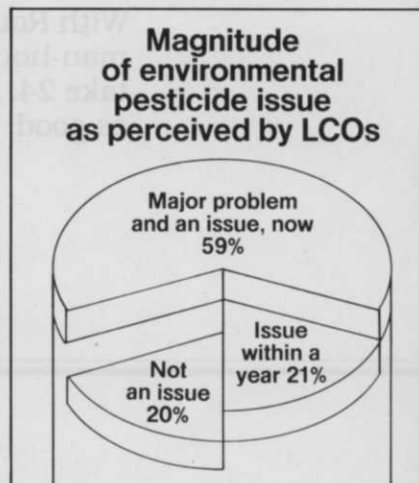
sociation of America convention, unsatisfactory weed control was the No.1 reason given for customer loss among firms with 5,000 or more accounts. Among the largest operations—those with 20,000 or more customers—poor weed control accounted for 58 percent of customer losses.

The No.1 culprit named in the survey was wild violet, with 75 percent of the respondents ranking it the tough-

est-to-control. Oxalis and spurge were next, followed by ground ivy, crabgrass and veronica/speedwell.

Overall, 40 percent of those surveyed reported customer retention rates of 90 percent or more, and 58 percent reported rates of 80 percent or more.

The survey was conducted by Dow Chemical Co., Midland, MI.



GOLF

\$1.7 billion spent on course maintenance

A joint National Golf Foundation/Golf Course Superintendents Association of America study says U.S. golf courses spend \$1.7 billion annually on maintaining their facilities.

"The Golf Course Maintenance Report," available through the NGF, is based on data from a fall, 1984 survey of more than 2,300 golf courses nationwide.

The study indicates \$137 million is spent each year for new maintenance equipment and \$103 million is spent on projects to improve existing facilities. The remaining \$1.5 billion represents yearly maintenance operating costs.

"Personnel costs constitute the largest single expense category for maintaining the nation's golf courses," says GCSAA executive director Jim Prusa. "On the average, 60 to 70 percent of a golf course maintenance budget is for personnel costs, including salaries and wages, payroll taxes and employee benefits."

Dr. Joe Beditz, NGF director of research, tells WT&T that the courses surveyed ranged from the very small

to the very large. "I consider the figures to be conservative," he says.

The study also says the nation's golf courses have a maintenance equipment inventory valued at over \$1.8 billion.

Dr. Beditz says the expenditure figures will rise steadily in the future as the baby-boom generation ages and more courses are needed to accommodate the number of golfers.

He says another larger, more in-depth study will be conducted this fall on the nation's golfers and courses.

ASSOCIATION

Gail Morgan resigns as ALCA director

Gail Morgan, executive director of the Associated Landscape Contractors of America (ALCA), has resigned her position effective this month to begin a new pursuit.

"I'm taking on a new career of a husband and step-child," she tells WEEDS TREES & TURF. Morgan has been executive director since 1983.

She and her fiancé will marry this fall. They are in the process of building a home on Maryland's eastern

shore. Morgan says she will continue with ALCA on a temporary part-time basis to make for a smooth transition.

Landon Reeve, ALCA past president, is heading a search and selection committee to find a replacement. ALCA says it would like to replace Morgan before she moves to temporary part-time.

"I leave with many, many regrets," she says. "I've made many good friends. ALCA has been my family the last couple years."

ASSOCIATIONS

GCSAA gives \$12,000 to research program

The Golf Course Superintendents Association of America (GCSAA) presented a \$12,000 check for turfgrass research to the United States Golf Association (USGA) at the 1985 U.S. Open in Birmingham, MI.

GCSAA says the funding signifies the group's continuing commitment to the USGA/GCSAA Turfgrass Research Program.

"We look forward to continued success on our working relationship with our good friends at the GCSAA,"



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says USGA president James R. Hand. "On behalf of the USGA, I pledge our continued commitment to achieving the joint objectives of our Turfgrass Research Program."

The Turfgrass Program is aimed at developing improved turfgrasses that use 50 percent less water, require less maintenance, yet are still pleasing to the eye. The program was implemented because of the lack of, yet increased demand for, potable water for irrigation.

IRRIGATION

Former President Ford to speak at conference

Former U.S. Pres. Gerald R. Ford will give the keynote address at the Nov. 17-21 Irrigation In Action conference in Fresno, CA. He will speak on "Trends in American Politics and the Economy."

The event combines the Irrigation Association-sponsored International Irrigation Exposition and Conference, and the Third International Drip/Trickle Irrigation Congress, sponsored by the American Society of Agricultural Engineers.

Pres. Ford will speak at 9 a.m. on Nov. 18 in the Fresno Convention Center's Saroyan Theatre. A capacity crowd is expected for the event with seating preference given to early registrants.

Up to 10,000 participants from 35 countries, 400 exhibitors, and 200 speakers are expected for the event.

EQUIPMENT

New models debuted at anniversary show

Excel Industries' introduction of its four newest Hustlers highlighted the company's week-long 25th Anniversary "Excelebration" held at Excel's headquarters in Hesston, KS.

The four new Hustler machines, along with the full line of tractors and mower accessories, were demonstrated throughout the week and the 1,300 guests were treated to a barbeque and the Sixth Annual Excel Invitational Golf Tournament.

The event featured a full schedule of activities including a community open house, plant tours, and special entertainment. Excel president Roy Mullet accepted awards from the Kansas Dept. of Economic Development and the Hesston Chamber of Com-

merce in recognition of the company's contribution to Kansas industry.

Begun as a backyard machine shop in 1960, Excel boasts 1984 sales figures approaching \$20 million. The company calls the introduction of the hydrostatic Hustler mower in 1969 "one of the keys to Excel's success."

Since entering the turf and grounds marketplace, Excel has developed 17 primary tractor models and more than 20 special attachments.



Excel hydraulics expert Ray Rilling (left), president Roy Mullet (center) and John Regier, who built the first Hustler, chat near a display of two early Hustler models during the Excelebration.

INDUSTRY

Chemical employees now firm's part-owners

Employees of the Hawkeye Chemical Company in Clinton, IA, are part of an investment group that has purchased the company from Texaco Inc.

The investor group, comprised of Hawkeye employees and management personnel, and venture capital companies, completed the leveraged buyout in June.

"What that means is that rather than buying a company for a large number of dollars, you put up a lesser amount—a little down and a lot borrowed," Hawkeye marketing manager Jim Ramstead tells WT&T. Employees have invested through a thrift plan, he says.

He says the new arrangement will benefit both employees and management. "The employees now have an ownership position and they certainly have a lot more interest in the company," he says.

Four other businesses are involved in the ownership. The investor group was formed by The Sterling Group of Houston, a privately-owned investment banking group.

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Good report from Lesco

Lesco, Inc., Rocky River, OH, recently circulated a positive annual report to its shareholders.

One of the points chairman and chief executive officer James I. FitzGibbon made was that the company is now developing a riding greens mower which "has good potential."

"We now manufacture or license for manufacture about 80 percent of the products we sell," FitzGibbon said. "I want to see that number improve to 90 percent or better."

In the name of research

A check for \$736 was recently presented to the Southern California Golf Course Superintendents Association by Target Chemical Co. According to GCSASC president Steve Jessup, the funds will be used to promote the educations of students working toward degrees in turfgrass management.

Scholarships will be awarded to juniors or seniors at Cal Poly who meet research and scholarship criteria. A portion of the funds are earmarked for furthering research in this area at the University of California, Riverside.

Ohio company joins elite club

Toledo Turf Equipment of Toledo, OH, has joined The Andersons' \$100,000 Club, according to company officials.

Toledo Turf Equipment was inadvertently excluded from the list of The Andersons' elite distributors in the July, 1985, issue of WEEDS TREES & TURF.

Jacobsen holds 18th turf seminar

It's been said that college is the place to learn theories but the real world is where the real education begins.

Jacobsen Division of Textron Inc. once again gave college students the opportunity to experience the real world during its 18th annual College Student Turf Seminar held recently in Racine, Wisc.

The 44 students, from the U.S. and Canada, received instruction in basic management and technical aspects of turf care from Jacobsen executives and area turf professionals during the week-long seminar.

Among the courses held were budgeting, preventative maintenance, personnel selection, and equipment selection.

Established in 1967, the seminar is aimed at students planning careers in golf course or park management, landscaping, or similar positions.

"Our seminar has been designed to give students an introduction to the professional world of turf and grounds care before they launch their careers," says Jacobsen vice-president, sales, Ned Brinkman.

"By having accomplished practitioners from various areas of our field work closely with the student, and by providing them with hands-on experience, we hope to make them better decision-makers on their way to management positions."

ASSOCIATIONS

Roadside group eyes grassroots participation

The year-old National Roadside Vegetation Management Association (NRVMA) is anxious to build support among local subdivisions as well as at the state level where many of its members now come from.

"We have good representation from state governments. We want to get more counties, parishes, and municipalities involved so we can be as responsive as possible in developing a total vegetation management program," says Bob Berger, NRVMA vice president and an official in the Washington State Highway Dept.

Last fall the NRVMA drew 300 paying guests to its first conference. This year the number is expected to increase to 500. Because of the growth, the NRVMA is considering taking on an executive director as well as adding board members.

The NRVMA's second conference set for Oct. 1-3 at the Radisson Muehlebach Hotel in Kansas City, MO, might also see the implementation of a national awards program and a split of at least part of the program into warm and cool season grass sessions.

Although Berger, in charge of this year's conference, is confident a sizable trade show can be built in conjunction with the annual conference, booth space is limited this year.



NRVMA officers Standing: (left) Andy Lewis, president, and (right) Chuck Middleton, secretary/treasurer. Lewis works with the Florida Dept. of Transportation, Middleton for Velsicol. Seated is Robert Berger, vice president and an official with Washington State Highways.

MAINTENANCE

Double engine life with simple measures

George R. Thompson of Briggs & Stratton says four quick procedures provide money-saving performance and longevity dividends with outdoor power equipment.

They are: use clean, "fresh" gas, change oil regularly, service the air cleaner, and clean the cooling system periodically.

Thompson says Briggs & Stratton engines work equally well on regular or lead-free fuels, but lead-free results in reduced combustion deposits and longer engine life. It is not recommended that fuel be used from one season to another. A 30-day supply is adequate.

An oil change is recommended after 20 to 25 hours of engine use. Thompson recommends a high-grade oil with high viscosity. Oil levels should be checked regularly.

If the air cleaner is of the "oil foam" variety it can be cleaned with kerosene or liquid detergent, then re-oiled with clean engine oil. Air cleaner elements should be cleaned

every three months or every 25 hours, whichever comes first, Thompson says, more often under dusty conditions.

A clogged cooling system can cause overheating and eventual engine damage. It's important to clean the cooling system. Debris can enter the blower housing and clog the cooling fins.

PEOPLE

Names in the news

Eugene D. Baston, president of the Golf Course Superintendents Association of America (GCSAA), has moved west to Waco, TX, where he is now golf course superintendent of Ridgewood Country Club. He is the former superintendent of Percy Marcum Golf Club in Birmingham, AL. Ridgewood CC, located adjacent to Lake Waco, is an 18-hole private course with tennis courts and a marina.

Robert T. Giaquinta, a 37-year-old research manager in Dupont's Agricultural Chemicals Department,

earned special recognition from his peers recently. Dr. Giaquinta was named the 1985 Outstanding Young Plant Biologist by the 4,000-member American Society of Plant Physiologists at the society's annual meeting in Providence, RI.

The author of numerous research articles and book chapters on photosynthesis and related topics, Dr. Giaquinta garnered the award for his research on biochemical mechanisms of sugar transport in crop plants and their relationship to increased yields. He is president of the Plant Growth Regulation Society of America.

The American Society of Golf Course Architects accepted four new associate members during its summer meeting in Ireland. They are: **Kenneth Dye Jr.**, Houston; **Steven P. Forrest**, Toledo, OH; **Clyde B. Johnston**, Hilton Head, SC; and **Damian V. Pascuzzo**, Walnut Creek, CA. The group also elected three regular members: **Gary Linn**, Palo Alto, CA; **William Love**, Wheaton, MD; and **David Rainville**, Tustin, CA.

Dr. David Casnoff is new director of turf research at the **Northrup King Co.** He oversees the company's na-

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SPORTS TURF

by Ron Hall, associate editor

Infield action

It's arguably the most exciting play in sports and too often one of the most painful; the simultaneous arrival of baseball and runner and the slide over baked clay at home plate.



Don Sadler, the barrel-chested maintenance supervisor for the Canadian city of Etobicoke (pronounced AY-TOE-BE-COE) near Toronto, works to take the sting out of the play. That's just one of the benefits of a properly prepared infield; firm for good footing and true hops, yet soft enough that it doesn't flay a sliding baserunner.

Catch the action any summer afternoon.

He's your boy, he's all arms, legs, and joints working at cross purposes and he's rounding third, jets working. The relay from centerfield to the

shortstop to the plate is chest high. The teen-age baserunner's automatic pilot flashes down, and the runner, right knee tucked, skids in a scraping duststorm of flying gravel.

First there's just a touch of red below the rip in the knee of the baseball pants (pants that some sponsoring merchant shelled out money for and under normal circumstances couldn't be cut with a chainsaw), then the blood spreads along the outside of the calf from knee to ankle.

The composition of the infield is the key. Many of Sadler's fields, particularly the softball fields, contain six inches of worked-in hazemag.

"It's crushed round gravel, not crushed stone," says Sadler. "Crushed stone has jagged edges. You don't want that."

The material—available from most sizable aggregate companies—should be screened to $\frac{3}{16}$ th-inch-minus.

Although Harry Gill, veteran groundskeeper for Milwaukee County Stadium and the professional baseball Brewers, prefers "more pointy" chips of sand and not round beach sand which he feels stays "loose and movey," both groundskeepers agree that crushed limestone screenings or rock dust is unacceptable.

Major league groundskeepers' jobs hinge on their ability to provide major league-quality infields, but the infields of many of our community ball fields—most of them totally skin—aren't adequate. Too much clay baked by the mid-summer sun and given perfunctory smoothing and raking, they play like concrete. Rains and they don't drain; players skate.

Sadler, an avid amateur softball player, gives his infields the attention they deserve, including working the material around the bases several inches down with a rake before play.

tionwide program of development and testing from the Northrup King Research Station in Mount Joy, PA.

N. Wayne Rish has been promoted to vice president marketing-agricultural chemicals for **Elanco Products Co.**, the agricultural marketing division of Eli Lilly and Co. Rish joined the company in 1969 as a sales trainee, worked his way up, and in 1982 was named director of agricultural sales for Elanco.



N. Wayne Rish

A native of Lexington, SC, Rish holds bachelor's and master's degrees in agriculture from Clemson University.

Vermeer Manufacturing Co., Pella, IA, has appointed **Lyle Borg** vice president of sales and marketing of all Vermeer products in North America. He had been sales manager for both industrial and agricultural divisions.

Carl Boat, senior vice president of Vermeer who had handled sales and marketing, now directs international operations. Also, **Larry Hutchinson** is new education and training manager with **Al VanderLinden** filling Hutchinson's previous post as industrial service manager. **Lee Wright** steps in as Vermeer's service manager, a responsibility similar to that of VanderLinden, only in the agricultural division.

Mickey Strauss, president of American Landscape Inc. of Canoga Park, CA, has been installed as president of the **California Landscape &**



Mickey Strauss



Don Fisher

Irrigation Council. He also served as president of the California Landscape Contractors Association in 1981.

Don Fisher will be working with Southern California architects, irrigation consultants, and municipalities in his new post as specification sales manager for **Toro Irrigation** of Riverside, CA. Fisher joined the Irrigation Division in 1978 as a warehouse supervisor.