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strategies, not vague overviews or platitudes," says conference director Carole Dornblaser.

Among the important topics to be covered are: effectiveness in hiring, equipment buying and costing, insurance and liability, and handling collections. Business-building strategies such as marketing, obtaining credit, assigning business value, and budgeting are also offered.

For more information, contact Dornblaser or Dawn Pratt, HBJ Expositions & Conferences, P.O. Box 5555, 50 Washington St., Norwalk, CT, 06854; (800) 243-2815.

MAINTENANCE

Landscape contractor assigned to Cairo

Marvin Gross, owner of Marvin's Garden & Landscape Service, Sarasota, Fla., will be getting a trip to Cairo, Egypt, early next month.

Gross will be visiting the African continent as a horticultural advisor to an Egyptian company that specializes in horticulture and landscaping.

The trip is being paid for under the auspices of the International Executive Service Corps, of which Gross is a member.

"I'm trying to do something more with my life than going in at 7 a.m. every day," Gross tells *WEEDS TREES & TURF*. "My management is in place, doing a good job, and I'm ready for something a little different."

Gross will be leaving for Cairo on Feb. 7 and spending two or three months abroad.

Marvin's Gardens is celebrating its silver (25th) anniversary this year. Gross has been in the business for more than 30 years. The business was featured in the February, 1985, issue of *WEED'S TREES & TURF*.

TURF

Grass growth regulator labeled for tall fescue

Stauffer Chemical's grass growth regulator Short-Stop is now labeled for use on tall fescue in 17 states east of the Mississippi.

The product is being marketed for highway and power line rights-of-way,

airports, industrial parks, schools, cemeteries, golf course roughs, public parks, and other utility turf areas.

Short-Stop is available in granular form. Stauffer spokesman Greg Bushman says it can greatly reduce the need for mowing by preventing seed head formation. It can be used around evergreens, deciduous trees, and ground covers without injury.

RESEARCH

Iron reduces chill injury to bermuda

One pound of iron in chelate form applied per acre has been shown to reduce chill injury to bermudagrass, according to research being done by Dr. R.E. Schmidt at Virginia Polytechnic Institute and State University.

"The trick with warm season locales is predicting when the chill will come," noted Dr. Paul Rieke of Michigan State University, explaining the research at the GCSAA's Mid-Year Turfgrass Conference.

According to Schmidt's work, the iron should be applied four to six weeks before the first anticipated light frost. "Iron preserves the plant's chlorophyll, keeping it active with a greener color and physiology," said Rieke. "Iron affects respiration, and that influences plants under stress conditions either cold or warm."

Schmidt experimented with iron rates of one-fourth pound per acre all the way up to four pounds per acre.

INDUSTRY

Toro's interest grows in Olathe

An increasing number of Toro distributors will be carrying products manufactured by Kansas-based Olathe Manufacturing, Inc.

Late in 1985, The Toro Company purchased "a significant but minority percentage of the voting stock of Olathe," Toro reports.

The agreement calls for Olathe to develop and produce accessories for Toro products with Toro providing marketing and distribution for Olathe products. Olathe produces seeders, spreaders, chippers, aerators, and mower accessories. That company, employing about 100 workers, was founded in 1971 by C.D. ("Buck") Rogers and Steve Rogers.

Says Toro President Kendrick B. Melrose, "Olathe produces a full line of turf care equipment accessories that will complement and round out our product line."



Marvin Gross