

## ASSOCIATIONS

### ALCA members receive good business tips

"It's as easy to make \$1,000 as it is \$100. You just have to multiply your thinking by 10."

Gunther Klaus, keynote and most popular speaker at the recent ALCA Landscape Management Division conference, has a long and diverse business background. It showed during a three-hour presentation to more than 200 ALCA members. Here are some more of his gems:

- "When everybody else stops, you've got to go that extra step. That way, you'll always be ahead of the crowd."

- When you do something really well for a customer, that customer will tell three other people. But when you screw up something for a customer, that customer will tell 13 other people."

- "We're obsessed with the bottom line. But nothing will happen on the bottom line unless it happens on the top line first. That's where it's at."

The conference was held at Dallas's Fairmont Hotel.

The other featured speaker was Carol Sapin Gold, who discussed



Gunther Klaus captivates ALCA audience in Dallas.

"The Hidden Side of Customer Relations." Other sessions covered pricing, estimating, seasonal color, liquid fertilizer application, proposals, extras and image-building.

The conference was not without its lighter moments, especially during the annual Brag-Blooper Night.

David Cardenas of Crystal Springs Landscape Maintenance, Morgan Hill, Calif., received a \$100 prize for a

blooper he once pulled: planting some exotic flowers upside down. The kicker was that when the client wouldn't pay Cardenas for the work, he took her to court—and won!

George Morrell of Clark-Morrell, Lithonia, Ga. won the \$100 "brag" prize for the third consecutive year.

New LMD officers will be installed at the annual ALCA convention later this month in Tampa.



PGMS officers for 1986: (from left) executive director Allan Shulder; first vice-president Jeff Bourne; president Clarence Davids Sr.; second vice-president Russell Studebaker; treasurer Ted Shull.

## ASSOCIATIONS

### PGMS names top man, slate of officers

The Professional Grounds Management Society (PGMS) held its annual convention Oct. 19-24 deep in the heart of Texas (Arlington).

Charles Baiano, grounds supervisor for Sleepy Hollow Restorations of Tarrytown, N.Y., was named "Grounds Manager of the Year" at the group's awards banquet.

A longtime PGMS member, Baiano has guided Sleepy Hollow Restorations to several awards in prestigious shows like the Westchester Spring Garden and

Flower Show.

Among other highlights: tours of both the Dallas and Fort Worth park systems; Warren Purdy's two talks; John Watson on landscape illumination; Dr. Ricks Pluenneke on the computer's role in grounds management; WEEDS TREES & TURF advisor Dr. Kent Kurtz on sports turf; and a two-day trade show.

PGMS officially recognized its officers for 1986. They are: president, Clarence Davids Sr., Clarence Davids & Sons Inc. of Blue Island, Ill.; first vice

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### GCSAA conference in San Francisco

The International Golf Course Conference and Show will be held Jan. 27 to Feb. 4 at Moscone Convention Center in the heart of San Francisco.

Rooms at 10 area hotels have been reserved for attendees of the huge show, sponsored by the GCSAA.

For more information, contact the GCSAA at (800) GSA-SUPT.

president, Jeff Bourne, Howard County Parks and Recreation in Maryland; second vice president, Russell Studebaker, Tulsa Parks Dept.; treasurer, Ted Shull, Kettering Medical Center, Kettering, Ohio.

Allan Shulder remains as executive director.

Next year, PGMS and the Associated Landscape Contractors of America (ALCA) combine their shows. The joint PGMS/ALCA convention will be held in Milwaukee in November.

## New sports turf association seeking allies on sports field

Turf industry leader Dr. Fred Grau pleads for unity in a national drive for safer sports fields.

"It's not just a cause anymore. It should be a crusade," said Dr. Grau to a 12-member "sports turf summit" this past October in Beltsville, Md. The gathering, the second summit convened at the Agricultural Research Station this year, will seek the help of allied green industry associations

for safer ballyards.

"Let's bring all the splinters together," said Dr. Grau, who along with Dr. Jack Murray of the USDA co-chaired the meeting.

"This is an opportune time for us to concentrate our efforts," Murray added. "We've got to let people know who we are and what we're doing."

Attendees of the summit



Jack Murray, left, and Fred Grau chaired turf "summit."

agreed to form the National Sports Turf Council (NSTC) under the wing of The Musser Foundation which Dr. Grau directs. The NSTC will act as an "umbrella" organization. It will seek the support of allied associations and suppliers serving the industry.

The next step for the fledgling council will be the drafting of policy statements by a committee

chaired by Dr. Eliot Roberts of the Lawn Institute.

Look for NSTC to begin a search for an executive director soon also. Murray said he would like to see a director in place (possibly headquartered in Beltsville) within a year.

Says Murray: "I just think in 10 years we're going to be overrun with things we should have done five years before, or even today."

## Pro gridders say real grass better

Most National League Football players prefer grass over synthetic turf.

That's the message John Macik, of the NFL Player's Association, delivered recently to the second "Sports Turf Summit" in Beltsville, Md. A

dozen top turf experts attended The Musser Foundation-sponsored summit.

Macik said the Player's Association sent surveys to 1,300 NFL players during the spring of 1985.

Survey results?

Of the 465 responding players, 380 favored natural turf, 55 indicated no preference, and 30 said they'd rather play on synthetic turf.

The NFL Player's Association advocates natural turf playing surfaces in an effort to protect the careers of professional football players. Macik added he feels the natural-versus-synthetic argument is heating.

Says Macik: "I think you're going to see the NCAA and other athletic powers putting together some forums to determine how they're going to deal with this controversy."

The five best playing surfaces voted by NFL players are all natural grass: Tampa Bay, Miami, Denver, Anaheim and Los Angeles.



NFL's John Macik

## New lab for ag center

The Ohio Agricultural Research and Development Center (OARDC) of Ohio State University has received a new laboratory to study the fate of insecticides on turfgrasses.

The Wooster, Ohio, lab, under the direction of Dr. Harry D. Niemczyk, professor of turfgrass entomology, will place emphasis on the fate and movement of insecticides in thatch and underlying soils.

"This facility will allow us to undertake some long-overdue studies on what happens to insecticides and

pesticides after they are applied to turf," Niemczyk tells WTT.

One project examines the role of microbial degradation in the breakdown of insecticides used for grub control.

"We have to begin to pay a good bit more attention to things like groundwater contamination," cautions Niemczyk.

Equipment and staff funding comes largely from the Ohio Turfgrass Foundation and allied industries.



Lab technician Jill Karner works with a flash evaporator.



Fallen telephone poles and debris littered most parts of the course.



The water swept away some golf cars, including this one.

NEWS

# Flood-damaged course pleads for assistance

Preston Country Club, a small community golf course in Kingwood, W.Va. needs assistance following a devastating flood on Nov. 4-5, 1985.

Water from nearby Cheat River caused \$1,163,000 damage, according to club superintendent Art George, who detailed the club's plight in an exclusive letter to WEEDS TREES & TURF.

"Our goal is to try to save nine holes for play in 1986, and commence rebuilding our other holes as resources permit," George wrote. "We have little to offer contributors that might aid our plight except our sincere thankfulness, down-home hospitality and the personal reward for helping fellow golfers."

Insurance provides only \$75,000 for clubhouse reconstruction which is expected to cost \$240,000 to replace. Most of that money will be used to pay off the existing mortgage.

"Flood insurance was not main-

tained on the remaining buildings because no one dreamed the Cheat River could flood to that extent," George wrote. "It might be noted that at no time in recorded history had the golf course or the Preston Country Club ever before flooded, and the November flood exceeded by 10 feet any recorded flood of the river."

Here is the golf course damage caused by the flood which claimed 35 lives and 1,000 homes:

- all maintenance equipment destroyed;
- golf carts and cart storage building washed away;
- one-third of clubhouse (now condemned) washed away;
- 70 percent of golf course covered with river silt, sand and rock deposits from one inch to six feet in depth;
- pump station washed away; and
- electric power lost for nine days.

"We can and must rebuild our golf course and country club, and it must

be done on our existing land because it has no greater value for our community, and represents the only flat ground in the area available for a golf course," George wrote. "Our main problem is that, with the cost of golf course materials and construction, we simply cannot afford a conventional reconstruction approach. That is why I am writing you for any help, suggestions or input that you might offer in our time of need."

The country club is a non-profit corporation owned by 130 stockholders. Its 1985 budget was \$200,000.

Golf course architect Michael Hurdzan of Columbus, Ohio, was one of the first to offer assistance.

"Our situation is near desperate and we do not want our community to lose one of its best assets," George concluded.

To offer assistance, write Preston Country Club, Kingwood, WV, 26537, or phone (304) 329-1780.



A shed crumbled under the raging current, damaging some golf cars.



A worker surveys damage to the clubhouse where water reached the second floor.

**STMA EDUCATIONAL CONFAB.....**Sports turf gets a boost at the GCSAA Conference & Show at the Moscone Convention Center in San Francisco. The Sports Turf Managers Association Educational Conference will run in conjunction with the GCSAA. For information about the Feb. 1 sports sessions contact: Dr. Kent Kurtz, 1458 N. Euclid Ave., Ontario, CA 91764. (714) 598-4167.

**SHOW SITES.....**The Professional Lawn Care Association of America (PLCAA) has announced its annual convention sites through 1988. The 1986 show will be at Baltimore's Convention Center Nov. 17-21. The 1987 show will be at the Dallas Market Center Nov. 29-Dec. 4. The 1988 show will be in New Orleans.

**INTERNSHIPS AVAILABLE.....**The Chicago Botanic Garden has 15 internship positions per year for "enthusiastic, self-motivated students who will question and challenge our staff, and will contribute what they have learned in school and prior employment," according to group literature.

For an application contact Kris Jarantoski, intern coordinator, Chicago Botanic Garden, P.O. Box 400, Glencoe, IL 60022, or call (312) 835-5440, ext. 17.

**NFSA MOVES SOUTH TO ST. LOUIS.....**The National Fertilizer Solutions Association (NFSA) moved from Peoria, Ill., to St. Louis.

"St. Louis was chosen over several other Midwestern locations because we believe it offers excellent air connections for our members coming to the area and our staff travel requirements," says Jay Vroom, NFSA executive vice president.

Vroom notes that St. Louis has hosted several NFSA conventions and committee meetings. NFSA was based in Peoria for 31 years.

**PLEASE REPLACE BALL MARKS.....**Standard Golf Co., Cedar Falls, Iowa, now markets the Shur-Way tool for repairing ball marks on golf course greens. The Standard Golf/Shur-Way beats the heck out of using a tee. Instead of just raising the sunken area of the ball mark, it utilizes six narrow aerification knives to force the grass and roots from around the injured area into the center of the ball mark. The company says the Shur-Way method allows the user to repair up to 12 ball marks per minute.

**IT KEEPS GROWING.....**The International Lawn, Garden & Power Equipment Expo in Louisville, KY, gets bigger each year. The management steering committee for Expo '86 is increasing show floor space by another 50,000 square feet. That adds up to 1/4 million square feet of show space. Expo '86 will run July 28-30.

**WATER CONSERVATION.....**"Turfgrass Water Conservation," a softbound book on the subject of using water to assure turfgrass survival and maintenance, is available for \$10 plus 15 percent for mailing. The 156-page fully-illustrated work is available from: ANR Publications, University of California, 6701 San Pablo Ave., Oakland, CA 94608-1239.

## ASSOCIATIONS

### NEDA formed to fill turfgrass void

A new trade association has been born to "fill a void" in the commercial turfgrass industry, says its board of directors.

The National Equipment Distributors Association (NEDA), boasting an early membership of 40 equipment distributors in the United States and Canada, will respond to "pressing concerns in these volatile times for our industry," says Robert G. Johnson, chairman of NEDA and president of Illinois Lawn Equipment Inc., Orland Park.

Johnson tells WT&T: "We're the greatest source of the knowledge in our industry. We need each other. Where else can we go?"

Johnson says members expressed a need to share ideas on internal operations such as computer systems, employee compensation, and better product and service marketing.

The pioneers who make up the NEDA board are David L. DeBra of DeBra Turf & Industrial Equipment Co., Hollywood, Fla.; M. Frank Higgins of Sawtelle Brothers Inc., Swampscott, Mass.; Robert Henshaw of B. Hayman Co. Inc., Santa Fe Springs, Calif.; G. Daniel Boyd of Boyd Distributing Co. Inc., Denver, Colo.; Charles M. Bolt of Porter Brothers Inc., Shelby, N.C.; and Harold L. Vogler of W.F. Miller Co., Birmingham, Mich.

DeBra also serves as vice-chairman and Higgins as secretary/treasurer.

The directors were to meet in late November to hammer-out group policy. One of the issues to be addressed was whether the group, at this writing made up exclusively of Jacobsen distributors, should open its membership to competitors, says Johnson.

Stay tuned to WT&T for details.

Want to know more? Write: National Equipment Distributors Association, c/o Wiken/Reich/Wilder, 75 E. Wacker Dr., Chicago, IL 60601.

## BUSINESS

### Landscape Expo hits on industry's needs

The Landscape Exposition—March 5-7 in Valley Forge, Pa.—will offer landscape professionals the opportunity to explore some of the acute business challenges in the most comprehensive landscape management program ever devised.

"We'll focus on the specialized needs of these professionals through sessions geared to practical, hands-on

# FROM TEE



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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