

CONVENTIONS

GCSAA breaks all kinds of size records

The Golf Course Superintendents Association of America Conference and Trade Show continued its growth trend with this year's show.

The 1987 show broke all existing records, attracting 12,588 attendees who viewed exhibits from 331 exhibitors, including new exhibitors. Exhibits covered 108,500 square feet of exhibit space. Among the exhibits were 81 exhibitors new to the show.

The traditional ribbon-cutting ceremony was held by the Board of Directors Saturday. Some rainy weather later that day, January 31, kept many of the conference visitors of the golf course and on the trade show floor, making for quite a few happy exhibitors.

Attendees voiced praise for 29 educational seminars presented by 44 instructors. Almost 400 hours of education were offered, including seven new seminars.

Educational programs were also conducted by the USGA Green Section, the American Society of Golf Course Architects, the National Golf Foundation and the Sports Turf Managers Association.

Elected as GCSAA officers were Donald Hearn, presi-



GCSAA show sets record with 331 exhibitors, 12,588 attendees.

dent; John Segui, vice president; Stephen Cadenelli and Randy Nichols, directors. Dennis Lyon was appointed secretary/treasurer.

On hand to present programs and/or awards were pro football Hall of Famer Bart Starr, Marie Osmond and the Osmond Brothers, and NBC sports commentator Jay Randolph, who presented the "Old Tom Morris" award (see "golf notes").

CONVENTIONS

Inventor honored by Jake

The late Lawrence L. Lloyd, past GCSAA member and inventor of the Turf Groomer greens conditioner, was posthumously honored by Jacobsen at a special reception held during the GCSAA Conference and Trade Show.

A plaque picturing the Turf Groomer and commemorating its inventor was presented to his wife Barbara by Jacobsen president John R. Dwyer Jr.

"Very few people succeed in following through with all of the steps that are so crucial to the development of a new product," Dwyer observed.



Barbara Lloyd (left) honored by John R. Dwyer Jr. of Jacobsen.

"We are gathered here today to honor one man who did succeed."

Mrs. Lloyd said she wasn't surprised when her late husband finally perfected a saleable product. "He didn't finish the 10th grade, but machine-wise, he was very good," she noted. "He worked during the day, and then worked on the Turf Groomer

weekends and nights."

The Turf Groomer is a machine that slows thatch build-up, improves green speed and reduces grain while promoting a healthier, more consistent putting surface.

Golf notes

Several awards were presented at the GCSAA Convention and Trade Show in January:

● NBC commentator Jay Randolph presented the GCSAA's highest honor, the "Old Tom Morris" award, to Robert Trent Jones Sr. Opined Jones: "The design of courses will be hurt tremendously if they don't do something about the ball. It's too hot (long) nowadays. These guys are driving past the natural and designed obstacles that make skill part of golf."

● GCSAA president Riley Stottern presented the association's prestigious Distinguished Service Award to Dr. James Love of Wisconsin and David Gourlay Sr. of Canada.

● Stottern also presented the Leo Feser Award to David Harmon, superintendent at the Golden Horseshoe Golf Club in Williamsburg, Pa. for his contribution to *Golf Course Management* magazine.

Winning supers in Jacobsen's Grand Prize Drawing:

● Donald Silven of Warwick Country Club in Rhode Island won a 27-inch Sony Triniton television.

● Tim Sedgley of Saticoy Country Club in California, Dexter Holtberg of Hilands Golf Club in Montana and Jonathan Peck of Los Angeles Country Club all won 19-inch Trinitons.

Seed Research of Oregon recognized Dr. Richard Skogley, David Fleming and The Terre Company.

Skogley of the University of Rhode Island was recognized for excellence in turf research, Fleming of Singing Hills Country Club in California for top superintendent and Terre of New Jersey for marketing excellence.

EQUIPMENT

Lesco gets rights to mixing system

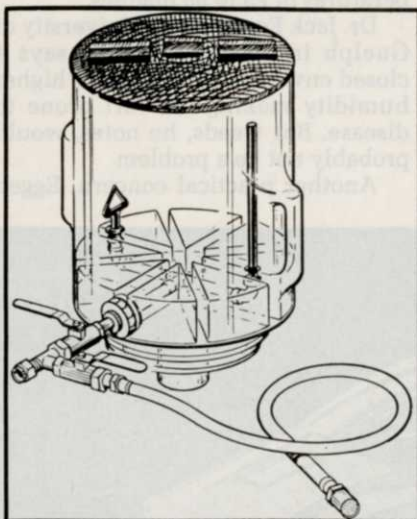
A Closed Mixing System for use with pesticide containers and wettable powder bags has been obtained by Lesco, Inc., Rocky River, Ohio.

"This system minimizes pesticide exposure during the most critical period, spray tank loading," notes Dr. Bruce Augustin of Lesco, who refined a design of Bob Brock, a golf course superintendent in the Washington, D.C. area.

The system mixes bagged pesticides into spray tanks without opening the bag. The rinsing action of the system efficiently empties wettable powder bags. The system is completely portable, allowing it to be used on any spray tank.

Wettable powder bags are opened by thrusting them on top of an arrowhead-shaped knife mounted on a spray nozzle. A water valve is opened, and the Closed Mixing System does the rest. All the operator needs to do is remove and dispose of the bag and triple-rinse the containment vessel by turning the valves back on three times.

A hole in the bottom of the containment vessel allows all product



and water to run directly into the spray tank.

"We use 3/4-inch pipe, which gives maximum pressure for a quick wash-out," notes Augustin.

The vessel can also be used for washing out one- to five-gallon containers, which are placed upside-down over another, taller nozzle.

Lesco hopes to have the Closed Mixing System on the market soon. For more information, call Dr. Augustin at (800) 321-5325 nationwide, (800) 362-7413 in Ohio.

ATHLETIC TURF

Real grass in a dome?? Maybe, say Toronto fans



Rose Marie Branson: tired of living in a plastic world

It was a meeting of the minds...Some of the best in turf science. And, a meeting of emotions...some of the best Blue Jays fans in Toronto. Together, it made for an historical day in the athletic turf industry: The first time that a North American city has seriously looked at putting natural grass in a new dome stadium.

Well, some skeptics might point out that years ago Houston tried it in the Astro Dome, but the grass died. No one has dared discuss the issue since.

Things have changed. The turf industry has changed. "The technology is available although it may not have been applied previously," says Dr. Jim Watson, vice president of Toro. "There are new construction techniques which were not available five to seven years ago. There are new management techniques. We know far more today than previously."

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1-2-3

"In case of accident..."

This is a common phrase, but in the case of pesticide storage and use, it can be backed up by some valuable information.

Roger Cagle, superintendent at Indian Hills Country Club, Marietta, Ga., gave attendees at the GCSAA show some tips on surviving chemical accidents and—just as important—preventing them.

If an accident occurs, he says, the worst thing to do is to attempt to cover it up. Do the opposite:

- Inform everyone affected by the problem, including the greens committee chairman, the club pro and manager and members.

- Take action. Develop a plan to deal with the problem, keep a high profile and keep unaffected areas of the course in good condition.

A good prevention plan can reduce the possibility of accidents, Cagle says.

1. Store chemicals properly.

- Store chemicals in their original containers and keep them labeled.

- Isolate higher-risk chemicals.

2. Use proper application techniques.

- Train employees properly on equipment and chemicals.

- Clean spray equipment thoroughly after use.

- Calibrate the equipment frequently to ensure proper application rates.

- Maintain good records. If a problem does occur, good records can go a long way toward diagnosing them.

3. Color code the chemicals. This can be done by manufacturer or type. Doing so reduces the chances of mistakenly using the wrong chemical for a job.

DOMES from page 11

The day of grass education was organized by Blue Jays fan Rose Marie Branson who says she's tired of living in a plastic world. The *Toronto Star* sponsored the seminar.

Besides Watson, Dr. Bill Daniel, inventor of the Prescription Athletic Turf system and Steve Wightman, field man-

degrees, while shoots need temperatures of 75 to 85 degrees.

Dr. Jack Eggen of the University of Guelph in Ontario, Canada says a closed environment may have higher humidity making the turf prone to disease. But weeds, he notes, would probably not be a problem.

Another practical concern, Eggen

CHEMICALS

EPA, scientists call Milorganite safe to use

Researchers and federal environmental officials have stressed the fact that no link exists between amyotrophic lateral sclerosis—also known as Lou Gehrig's Disease—and Milorganite.

"You can continue to use Milorganite," says Alan Rubin, chief of wastewater solids criteria branch in the U.S. Environmental Protection Agency's Office of Water. "There has been no causal link between Milorganite and ALS," Rubin emphasizes that the cause of ALS, a rare disease that kills by slowly destroying nerves that control muscles, remains unknown.

Possible links between the disease and the natural organic fertilizer were first made in the *Milwaukee Sentinel* before quickly spreading to national media.

The link was first suggested after it was learned that three former San Francisco 49ers had contracted the fatal disease. Three out of 55 team members is an unusually higher incidence for ALS.

No one could confirm Milorganite was used on the field when the three played. But Dr. Benjamin Brooks, director of a research clinic at the University of Wisconsin-Madison, told the *Sentinel* that the fertilizer might have been the cause. Some research has suggested a link between the disease and exposure to a toxic substance in diet or environment.

In a televised interview in Milwaukee, Dr. Alfred Rimm, chief of biostatistics at the Medical College of Wisconsin, said Dr. Brooks was "out of his water"—that as a neurologist, he should stay out of epidemiology. Dr. Rimm also said there was no need for a study of Milorganite since there is no basis for the alleged link.

One television editorialist in Milwaukee accused the *Sentinel* of sensationalism in its handling of the story.

At this point, it is too early to tell if the allegations will have any effect on spring sales. Milorganite is manufactured from sewage sludge by the Milwaukee Metropolitan Sewerage District.

SEED

Turfseed supply may remain low

Though it is a bit early to tell for certain, indications are that the 1987 seed supply will be similar in quantity to



The proposed Toronto dome stadium may use natural turf.

ager at Denver's Mile High Stadium, which uses a PAT system, addressed the crowd of about 100.

The Toronto dome stadium will be built with a retractable dome. Daniel suggested leaving the stadium open most of the time, closing it only to protect people. Daniel says the underground pumps in the PAT system would help the turf to survive indoors.

"We're making a living area for roots," Daniel says. "We now have the technology to manage the root zone."

Watson says that turf variety would depend on what's available in the area, but recommended a fine-leaf tall fescue with a five to 10 percent Kentucky bluegrass.

"The most critical thing is light," Watson says. "You cannot give consideration to grass unless you're prepared to provide light."

Even if the dome is left open most of the time, lights will be necessary for those times when it is closed.

Watson says that 10,000 foot-candles of light are necessary for turf to grow at its full capacity. It can grow, however, with 2,000 foot-candles. He recommends at least 40 to 50 percent of full sunlight capacity.

The lights could be on retractable tracks, although such aspects are engineering considerations.

Heat is another consideration. Watson says roots grow in 55 to 65

points out, is an external greenhouse to grow extra sod or store the turf if it's taken out each winter so trade shows can be used in the dome. Another option is to let the turf die and re-sod each winter with new sod. Or, the stadium committee may decide to maintain the turf year-round, with a raised floor for trade shows.

Wightman says that stadiums can be used for multi-purpose events, like rock concerts. He says the use of geotextile materials, such as Warren's TerraCover, to cover the turf before laying down plywood or chairs helps distribute weight, protects the blades, and allows the turf to breathe. When he used this system for the Bruce Springsteen concert, the turf received little damage.

Mile High Stadium can be converted from football to baseball in 13½ hours, says Wightman. This conversion includes completely moving the seats.

"We have overnight versatility and yet we have not sacrificed the safety and playability of the field," Wightman says.

Safety is the prime motivating factor in going with grass. Statistics prove that injuries occur more often on synthetic surfaces.

"Technologically I have no question about our ability to grow grass in a dome stadium," Watson says.

last year's supply—not good.

Many of the shortages, says Gayle Jacklin of Jacklin Seed, would be a result of limited supplies in 1986 being drained. Because of heavy demands from the south, tall fescue supplies in general will be down a bit. Bluegrass will also be down, despite an increase by Jacklin to 80,000 growing acres producing about 58 million pounds of seed. "No carryover will cause the shortages," she said.

However, turf-type ryegrass supplies will be up 10 to 15 percent, but

again, shortages from no carryover will keep supplies tight and prices up. Bentgrass also has been given an increase in acreage, up 35 percent, and supplies of Pennlinks, Penn-cross and Seaside should be good, she said.

For those who can hold on, Jacklin said 1988 could prove to be a good year for seed. With more acreage, bluegrass should be in good supply, and prices will begin to fall once again.

Jacklin made her observations at the Iowa Turfgrass Conference.

CORPORATIONS

Company offers \$285 million to purchase ChemLawn

Waste Management Inc. has offered ChemLawn president Jack Van Fossen \$285 million to purchase the company. But Waste Management might not be the only company interested in buying out ChemLawn.

According to market experts, the fact that 4.1 million ChemLawn stock shares changed hands the day following Waste Management's offer might point to the possibility of other companies also being interested in purchasing the Columbus, Ohio-based company.

Another development was that stockholders bid ChemLawn stock up to \$29 per share, two dollars more than Waste Management's offer.

In a letter to Van Fossen, Waste Management chairman Dean Buntrock wrote: "Should ChemLawn enter into discussions with any other party, we would expect any discussions conducted on an even and illuminated playing field. You may be able to demonstrate to us that there are values in ChemLawn that we have not recognized which would justify an even higher price."

Waste Management, one of the nation's largest solid waste disposal and recycling companies, is based in Oak Brook, Ill.

PESTICIDES

Acclaim! finally given registration

The Environmental Protection Agency has granted registration to Hoechst-Roussel Agri-Vet Co. for Acclaim! 1EC herbicide.

Acclaim! controls crabgrass, goosegrass and other grassy weeds. It can be tank-mixed with pre-emergence products as part of a planned program or used alone as a single-application post-emergence treatment. Acclaim can also be applied selectively to specific problem areas, eliminating broad coverage waste, Hoechst notes.

GOLF

Aerial photography aids superintendents

Aerial photography can help train new employees, says Pat Lucas, superintendent of Innis Arden Golf Club in Old Greenwich, Conn. Lucas, who spoke to the GCSAA conference, says aerial photography is a good manage-

continued on page 18

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SHORT CUTS

MIXING IT UP...Landscape managers mixing pesticides have more exposure than applicators, Dr. Bruce Augustin of Lesco told the audience at Maryland Turfgrass '87. "Be sure to use impervious aprons, gloves and maybe even a respirator when mixing," he said. He added that most turf pesticides used professionally can be bought retail. The only real difference is the concentration. Augustin said that windshield washer fluid has a higher toxicity than any pesticide you could use.

SPEAKING OF MARYLAND...Another speaker at Maryland Turfgrass '87, Dr. John Street of Ohio State University, said that landscape managers should concentrate on mixing nitrogen put on turf in spring and early summer. "The more nitrogen you put down, the more top growth you get," Street said. "Top growth shoots take priority over roots and rhizomes for available nitrogen in rapid growth situations. You don't want to take your turf into the summer stress period with bad roots." He added that more emphasis should be placed on fall and late-season fertilization. He said that spring green-up can be speeded up by two to four weeks with this type of fertilization, and that the greening-up period can be extended one to two months in the late season.

HEAR YE, HEAR YE...Knox Russell, landscape superintendent at the Bahama Princess resort in Freeport, calls it his "messenger plant." It's not uncommon to see initials carved in or other messages written on the clusia plant outside the front entrance of the hotel. "The leaves are soft," Russell explains. "It doesn't really hurt the plant."

'SUPER' GOLFER...Mike Apodaca, golf course superintendent at Revenaux Country Club in Springs, Texas, won the 1987 golf championship with a two-day total of 144. This was his second GCSAA golf championship, the first coming in 1982. Gary Bennett of South Carolina, who was one stroke back after the first day, finished second at 145. The championship was played at Fred Enke Municipal Golf Course and Ventana Canyon Golf and Racquet Club.

TREE MAN...Dr. Alex Shigo, the retired chief scientist for the U.S. Forest Service, has completed work on two books concerning proper tree care. *A New Tree Biology* provides new information on pruning, defects, fertilization timing, tree starvation and numerous diseases affecting trees. The second book, *A New Tree Biology Dictionary*, is an expanded index for the first book, providing terms, topics and treatments for trees and their proper care. The two-book set sells for \$61, which includes postage and handling inside the United States (\$2 extra for each set ordered outside the U.S.). Orders can be sent to: Shigo and Trees, Associates, 4 Denbow Rd., Durham, NH, 03824.

PHOTOGRAPHY from page 14
ment tool.

"Go over aerial photos with new employees so they can get areas set in their mind," Lucas says. "But it's still not a substitute for going out in the field."

Lucas says superintendents need to follow a few simple steps to get a workable aerial photo of the course:

- Clear the course of all leaves and debris. The picture should be shot at a time when trees are dormant and no snow or ice is on the course.

- Avoid shadows. It's best to take the picture at noon.

- Take it on a day when the weather is clear.

- Allow adequate lead time for painting of the golf course.

How long this last step takes depends on the size of the course. Lucas uses a painting machine to paint an "X" about three feet across every irrigation head. He uses paint to outline all greens and fairways.

Use a reasonable scale for the photo. Lucas recommends that one inch equal about 80 feet.

"The photos can provide improved communication with crew members and greens committees," Lucas says.

To explain things, Lucas places a clear plexi glass sheet over the photo and draws on the glass rather than on the actual photo. For example, he will circle the areas which received wetting agents, how much, and what time the applications took place.

He does the same thing for tree maintenance by coding each tree with a number and letter. The number represents the hole; the letter shows the tree type.

He inputs much of this information into his computer so he can get printouts of work from past years.

CEMETERIES

Computers help cemetery managers

Preserving the nation's heritage is the responsibility of cemetery managers. Jan Burrows from the Cemetery Mapping Service says computers can help managers live up to that responsibility.

"Cemetery managers have the responsibility to create, maintain and preserve," Burrows told the Kentucky Cemetery Managers Association. "You are part of your community whether you have a monument or memorial park...20 acres or 100 acres."

At small cemeteries, landscape managers are sometimes asked to know where to find information on past burials. Families who come in

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from out of town may need to find out where a loved one is buried.

Burrows says custom-designed software makes that job much easier than looking through the cemetery.

Through such software, maps can be made of the cemetery. The maps can show sections of the cemetery, which lots are sold, and information about who is buried in which lots.

Burrows says all programs should have print-out capabilities in case the family wants a record. But, she warns, don't rely solely on the computer.

"I strongly believe in storage off premises," she says. "Keep extra maps in a safety deposit box. I know of one cemetery that lost 30 years of records in a fire."

ATHLETIC TURF

Frequent aerification, regular fertilization for playable fields

Maintaining a high school football field, often with a limited budget and heavy traffic, is no easy task. But Mike McCaffrey, turf care expert for Carroll (Iowa) Community Schools, has developed a solid program which includes frequent aerification and fertilization.

McCaffrey begins his program in March with renovation to heavy traffic areas on the football field such as midfield. After three or four weeks, he sprays Trimec on renovated areas to prevent knotweed.

In mid-April he aerifies the field and drags in the cores before overseeding with a 50-50 mix of Manhattan II and Baron. He then fertilizes with two percent siduron and ¼ lb. of nitrogen, and lets the field set for a month.

In May he applies two percent siduron again, and in another month applies Dacthal and 1 lb. of 19-4-6 fertilizer.

After a July 1 field evaluation, he applies ½ lb. of 18-5-9 for green-up, and in early August aerifies in three directions.

The third week of August he aerifies again and applies 21-2-20 at 1 lb. in preparation for the first scrimmage the next week. By mid-October he sprays with Trimec for broadleaf weeds.

His final treatment, in late October or early November, includes aerification in four or five directions and an application of 8-4-24 fertilizer for good spring green-up.

He irrigates on the average of 1¼ inches per week and keeps the grass at three inches, cutting in varying patterns three times a week.

McCaffrey suggests keeping play

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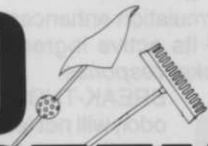
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on the field to a minimum, and perhaps most importantly, getting the parents and the school board on your side. For turf management, though, he follows the GRASS system reported in *WEEDS, TREES & TURF*, September, 1986.

McCaffrey spoke on the subject at the Iowa Turfgrass Conference.

TREES

Shigo says: don't feed sick trees

Contrary to proper belief, fertilizer is not tree food. So said Alex Shigo, a tree expert formerly with the U.S. Forest Service. "Do not feed sick trees with fertilizer," he told attendees at the GCSAA show in Phoenix. "Trees are different from people."

Shigo, who has his own consulting firm, Shigo and Trees, Associates of Durham, N.H., also gave tips on proper pruning of trees. "Branches are not attached to trunks of trees," he said.



He said there is a collar that the branch is attached to; the collar should never be cut. A flush cut removes the collar, doing damage to the tree and inviting fungal infections.

The proper method involves locating the branch bark ridge on the top of the branch, and the branch collar on the bottom. The cut should be made so that both remain on the tree.

Shigo added that wound dressing should never be used to promote callus growth. If the cut is done properly, the wound will close and form its own callus, or "doughnut," during the next growing season.

TURF

Most turf grasses not made for the shade

While humans love to sit in the shade on a hot sunny summer afternoon, the grumblings we hear while sitting there might be coming from the grass. While we might not, it would rather

be out in the open sunning itself.

Clark Throssell, assistant professor of turfgrass science at Purdue University, notes that only a few cool season turfgrass varieties perform well in the shade.

Fine fescues, he told attendees of the Iowa Turfgrass Conference, do the best, but would perform better if the shaded area was a dry one. Tall fescues did well also, but only if fescues were planted, with no mixing. *Poa trivialis* performed well in wet shaded areas, while improved varieties of bluegrass did moderately well, he added.



Clark Throssell

The reason for the general poor performance, he said, "is a lack or alteration of light." The light quality is diminished because trees absorb the same light needed by grass, and since the trees get to it first, they get the most. In addition, trees affect the intensity and duration of light on the turf.

Trees alter conditions by moderating temperatures, leveling out the highs and lows, decreasing wind, increasing humidity and intensifying competition for water and nutrients.

As a result, turf experiences reduced shoot density, more upright growth, increased plant height, decreased root depth and thinner leaves and cell walls, causing fewer carbohydrates to develop in the cell walls, reducing photosynthesis and transpiration rates and making them more susceptible to disease.

But things are not hopeless, he noted. Certain cultural practices can help turfgrass performance. Start by planting open canopy trees. If it's too late for that, then prune lower limbs and try to thin dense tree crowns, he said. "By removing dense vegetation, there's better air movement," he said.

Tree roots can also be pruned, but Throssell recommends using caution to avoid killing the tree in the process. Also, remove fallen leaves from under the trees. The grass will grow the best when trees have thinned in the fall, and have yet to thicken in the spring. In all, he said, the grass should receive three to four hours of direct sunlight each day to grow well.

Other cultural practices which help include raising the mowing height, irrigating deeply but infrequently and controlling traffic. Also, avoid excessive applications of nitrogen. "Don't force any more growth," he said. "The grass is struggling as it is."

PEOPLE

Ex-arborist association secretary passes away

Dr. Paul Tilford, executive secretary of the National Arborist Association from 1940 through 1965, passed away recently.

He spent his early career as a



Ron Dietz



Yvonne Fenner



Ralph Smalley



John Piersol



Bob Still



Duane Brooks

plant pathologist at the Ohio Agricultural Experiment Station in Wooster, heading up research on diseases of shade trees and other plants. After retiring from NAA in 1965, he became Mayor of Wooster.

Ron Dietz, Dietz Hydroseeding Co., Van Nuys, Calif., was named the Regular Member of the Year for 1986 by the California Landscape Contractors Association. CLCA also announced

that **Yvonne Fenner** was appointed meeting coordinator for the association.

The O.J. Noer Research Foundation has appointed **James Spindler** research coordinator. Spindler is an agronomist with the Milwaukee Metropolitan Sewerage District.

Ralph R. Smalley, a former soil fertility professor in the State University

of New York system and at Cornell University, was awarded the Citation of Merit by the New York State Turfgrass Association. This is the Association's highest award.

The Professional Grounds Management Society has honored two people with the Member of the Year Award for 1986. They are **Jeffrey A. Bourne**, chief of the Bureau of Parks of Howard County, Maryland, and **John**

Abernathy, Jr., landscape supervisor for the city of Lenoir, N.C. Bourne is the president of PGMS for 1987; Abernathy a member of the Board of Directors.

John R. Piersol has been promoted to chairperson of the Golf Course and Landscape Operations programs at Lake City (Fla.) Community College. Piersol has been a landscape instruc-

tor at Lake City since 1974.

The Golf Course Superintendents Association of America has named **Bob Still** media relations manager. He also serves as the tournament director for the Len Dawson Celebrity Classic in Kansas City, Mo.

E-Z-Go Textron has made a number of promotions. **David A. Johnson** has been named vice president for marketing. In addition, **J. Hampton**

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Manning has been promoted to vice president for sales. The company also promoted **Michael Aponas** to regional manager for Midwest sales, and **Robert Lee Mossman** regional manager for Southwest sales.

Carl R. Tanner has been appointed business manager, turf products, in the Vegetation and Pest Control Ventures Department of American Cyanamid's Agricultural Division.

Duane A. Brooks has been named sales representative for Tennessee by the Lesco Inc. Brooks was previously the superintendent at Rustic Woods Golf Course in Columbia Station, Ohio.



Tom Trayser

understands the need for professionalism to keep his company growing. But, he told attendees of the Iowa Turfgrass Conference February 18, landscapers and lawn care operators also need to be professional to operate a successful business. "The lawn care industry gives outdoor visible pleasure to the world," he said. "You have to please customers, preserve the environment and manage people."

The industry, he notes, has a number of components: research, either by universities or private companies; manufacturing; distribution; marketing; and service. "All are involved in the industry," he said. "The industry is the sum of the total group." Professionalism fits into all these parts.

"The term 'professional' can be used two ways," Scobee explains. As a noun it refers to a person who does something with great skill. As an adjective, the term refers to a person who is worthy of the high standards of

his profession. "We have an obligation to the industry which provided us a livelihood," he comments.

Good, clean competition promotes professionalism in the industry. Scobee added that good management, the ability to keep the predominantly white-collar customers happy, along with getting employees to act and look professional work toward building the "professional" reputation. But, above all, Scobee emphasized, "there is no lasting success without quality."



Robert Scobee

ASSOCIATIONS

ALCA installs 1987 officers

The Associated Landscape Contractors of America installed its 1987 officers at its annual convention in San Antonio, Texas. Newly-elected officers are president Joe Carpenter; president-elect Bruce Hunt; vice presidents Ron Kujawa, Bob Maronde and Eldon Dyk; and secretary Ron Mark.

Also serving on the Executive Board of Directors are Michael Currin, Donald Wilson and Melanie Reinhold Sawka.

INDUSTRY

Professionalism a must for business to grow

Coming from The Andersons, a successful company based in Maumee, Ohio, vice president Robert Scobee

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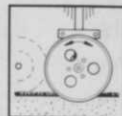
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