

# SHORT CUTS

**BORN AGAIN...**Bob Peterson, after 21 years with E.F. Burlingham and Sons, has decided to start his own business. When Peterson's good friend **Miller Ritchie**, a former president of Pacific University, asked Peterson why he doesn't retire to play golf and travel, the reply was: "I'm a lousy golfer, and I've traveled over a million miles by air. For my new company, I'm still traveling all over the U.S. I don't need to retire to travel!" Says Dr. Ritchie, "I think he's hooked on the seed business."

**ASK YOUR NEIGHBOR...**It may sound a bit corny, but **Don White**, Ph.D., of the University of Minnesota told his audience at the Canadian Golf Course show to turn to the person sitting next to him or her and ask, "What have you learned about turf in the past year?" Everyone came away with even more turf knowledge. **LANDSCAPE MANAGEMENT** learned that the pesticide/lawn care controversy is as rampant in Canada as it is in the U.S.

**THIS MONTH'S STARS...**A tip of the **LANDSCAPE MANAGEMENT** cap to **Jim Watson** of the Toro Co. and **David Minor** of Minor's Lawn Care, Fort Worth, Texas. Watson was named winner of the most recent Fred V. Grau Turfgrass Science Award for significant career contributions in turf science. The award was given by the Crop Science Society of America. Minor, meanwhile, appeared in the December 1987 issue of *Inc.* magazine for having one of the 500 fastest-growing private companies in America. Minor's Lawn Care ranked No.446 with sales growth of 572 percent from 1982 to 1986. Minor's was founded in 1980 and finished 1986 with sales of \$1.4 million.

**PVP FOR AN ALL\*STAR...**A plant variety protection certificate was awarded to All\*Star perennial ryegrass. Certificate No.8300059 was awarded to International Seeds, which has sold international marketing rights for All\*Star to J&L Adikes. All\*Star, which contains insect-resistant endophytes, is also marketed by Jacklin Seed, Vaughan's Seed and Rothwell Seed in Canada.

**A GOOD FOLLOW THROUGH...**GCSAA and the Professional Golf Association has begun a cooperative effort to get golfers to replace divots, repair ball marks and rake bunkers. The campaign, with the theme "After you follow through, don't forget to follow through," is bolstered by the participation of pro **Tom Watson**. He is featured on a 17-by-22-inch color poster which is being distributed to all members of both organizations, about 25,000 total, according to **John Segui**, president of GCSAA. Notes **Jim Awtrey**, executive director of PGA, "Today's golfer must understand his responsibility to help maintain the conditions of the course." Four-color ads in various publications will support the posters.

people the opportunity to share common experiences with LCOs from throughout the country."

Talks by Lawn Doctor support personnel and guest speakers covered a number of subjects geared toward better business practice. Guest speakers included Fred Langley, regional manager of public affairs for Dow Chemical, and William Bleuel, Ph.D., of Pepperdine University.

## AWARDS

### Heyser receives county award

Heyser Landscaping, Inc., Norristown, Pa., received the Outstanding Land Development Award from Montgomery County in March. Heyser received the award for the Montgomery Hospital Expansion project done in 1987.

The company implemented a landscape design around a 600-space parking garage, street-level retail shops and the Montgomery Professional Building.

William Heyser recalls that the company had a space of sidewalk approximately 400 feet long and 25 feet wide to put beds in. The design allowed a minimum of five feet each on the curb side and store-front side of the beds for pedestrian traffic. In the process, Heyser took an area that could have ended up with some ordinary planting beds and injected some imagination into the design.

"The beds are all free form," Heyser says, no two alike, each with different types of plant material, some with boulders, mounds and benches.

Plant material included ornamental grasses, annuals, hybrid rhododendrons, various types of juniper, Japanese hollies, dogwoods and birch, among others.

Beds ranged in size from 10 to 12 feet wide and 45 feet long. "Beds were arranged so there would be easy access to shops," Heyser says. He and his staff studied pedestrian traffic patterns to determine the shape and pattern of the beds. "They're attractive for both pedestrians and hospital employees," Heyser says.

The project was completed in three stages over the course of about three weeks.

The Montgomery County Planning Commission began the annual awards program to stimulate better quality development. The Outstanding Land Development Award is given to the project that best implements site design techniques.

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