

LANDSCAPE MANAGEMENT

GOLF

After visit by Hugo, Charleston courses look like 'war zone'

CHARLESTON, S.C. — A week after Hurricane Hugo tore into the South Carolina coast, golf course superintendents expressed awe over its destructive power, and thanks that the death and damage toll was not what it could have been.

Up to 90 percent of the trees were gone on many South Carolina courses. Salt water intrusion, downed power and telephone lines, damaged or destroyed buildings and courses strewn with debris were the major problems faced by superintendents.

The courses that sustained the most damage are those within a 75-mile radius of Charleston Harbor, especially those on the neighboring islands to the north. The Sept. 21 storm slammed into South Carolina there and moved inland to Columbia, where it turned north toward Charlotte, N.C. It left behind a wide swath of destruction that may cost \$3 billion to repair.

"It looks like a war zone," said Tom Cannon, superintendent of Patriots Points Links, an 18-hole, 7,100-yard public course right on Charleston Harbor. "I was in the Vietnam War and I've seen a lot of devastation there. I've also had a couple of brushes with hur-

ricanes. But the damage that was done to the Charleston area was awesome and unbelievable. It's just absolutely devastating."

Damage to Patriots Point Links was typical of that endured by many other area courses. Ninety percent of the trees on the course were gone or damaged. The 16th hole, a par three that juts out into Shrimp Creek, was submerged, as were the fairways of the 17th and 18th holes. Also, half of the maintenance building was destroyed and the pump house was flooded after its roof was blown off. There was trash everywhere.

"People are scattered all over here and yonder," said Cannon of his employees. "I've got together a small base crew and everybody is pitching in. It's an extremely stressful situation because everyone has friends or relatives that were hit really hard. Morale is fairly high, though. Most people are over the shock and have grit their teeth and are ready to start digging out from this storm."

Tony Brown, superintendent of The Country Club of Charleston, said that his course may have been spared severe salt-water damage because of

the heavy rains before and after Hugo. "There has been ample opportunity for that salt water to run off or be flushed into the soil," said Brown. "It's kind of strange; a lot of areas submerged by salt water aren't showing a lot of damage."

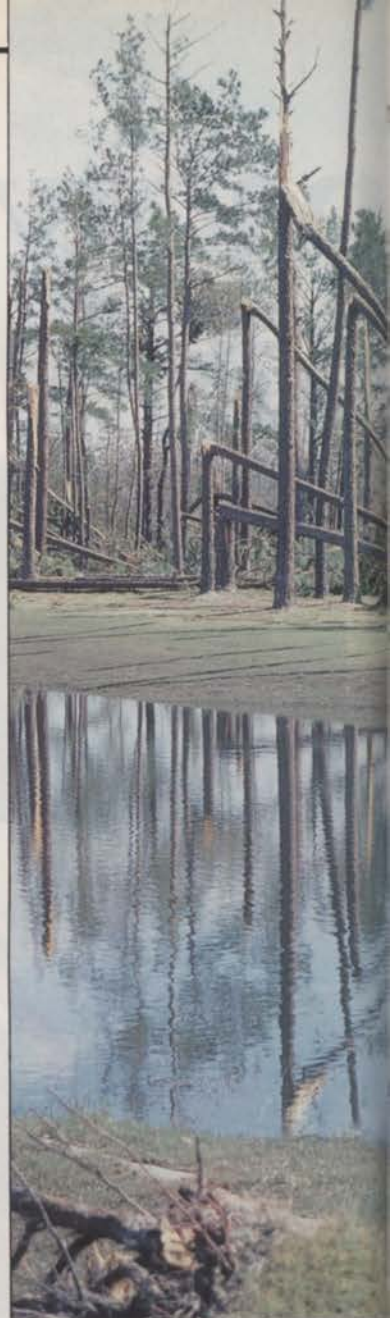
Brown and Cannon credit local media and Civil Defense officials for providing enough warning of the storm's direction and fury. "They probably saved several hundred thousand lives," said Brown.

Dr. Paul Alexander, a turf specialist at Horry-Georgetown Tech in Conway, S.C., urged area superintendents to run a salinity or soluble salts test as soon as possible. Bermudagrass registering more than 1,500 ppm or bentgrass more than 950 ppm need to be flushed thoroughly or the grass will die.

"The only thing you can do is pump those areas out and replenish them with fresh water. On tees and greens get out there with gypsum and make that application to tie up the salts in the soil," observed Alexander.

"The big thing that saved us was that the storm moved so rapidly we didn't get the anticipated rainfall of 10 to 15 inches."

Dr. Tim Bowyer of



Numerous evergreen trees like these at the Oaks Plantation Athletic & Country Club were sheared off at mid-trunk by the damaging winds of Hurricane Hugo.

Southern Turf Nurseries sent a letter to superintendents. "Salts may be leached from the profile through the application of gypsum," he wrote. "Regular ag gypsum can be applied at the rate of 1-2 tons per acre. This will provide little negative effect on soil pH while at the same time freeing sodium from the sodium profile and replacing it with calcium."

The president of Car-



olinas GCSA, Randy Allen of Dunes Golf & Beach Club in Myrtle Beach, said his area escaped serious damage. Still, his 35-acre irrigation lake showed salt intrusion of 9,500 ppm, and more than 300 trees were lost, many large oaks.

"When I rode around our golf course I just thought, 'Good Lord, I just can't believe all this happened,'" Allen added. "But when I look at the footage of Garden City and other places that were totally destroyed, I feel fortunate. I had never lived through a storm of that magnitude and hopefully I won't have to again."

—Will Perry □

An eyewitness to weather history

CHARLESTON, S.C. — "I completely underestimated that storm. I will never do it again. My wife and I decided to ride out the storm in our home. Like I said, I was in full combat in Vietnam and it was as bad or worse than that.

"We could hear the wind starting to scream, so we went into a hallway in the middle of the house. The wind just kept picking up and picking up until you couldn't even hear yourself talk. The wind started to buck the house...I felt several times that the wind was going to pick up my house and flip it.

"We laid there like that for an hour and a half. The power was off, all the radio stations were off; there were no lights or TV. We were afraid to move. I mean we were just laying there listening to the house shake.

"Then it was the eeriest thing. The eye came over the area and just as fast as those winds picked up they quit. They just stopped. There was no wind. It was hot, balmy and humid. I opened the front door and saw my neighbor up on his roof trying to patch a hole made when a tree fell on his house. About 20 minutes later, the winds started picking up again and it was like a freight train coming through the living room for the next hour-and-a-half to two hours.

"I woke up the next morning and I was still shaking. I opened my front door the next morning and I did not recognize the place where I lived.

"The damage is simply unbelievable. You cannot imagine it. It looks like someone dropped an atom bomb on the place.

"I don't think people took the storm seriously. They think we're down here crying about the wind damage. People don't realize the amount of devastation that has taken place. If it hadn't been for the evacuation, there would have been substantially more deaths."

—Tom Cannon
Patriots Point Links
Charleston, S.C. □

TECHNOLOGY

System reclaims sewage

BEVERLY HILLS, Calif. — Atlantic Northern Corp. has developed a water recycling system that reclaims sewage wastewater for agricultural and landscaping purposes otherwise endangered by the increasing water shortage.

Micropure will be put on the market nationwide by the end of the year, says company president Craig Rhoades. It will be offered to the private and public

sectors to conserve fresh water and cut water bills.

The unit uses an electrical charge to kill bacteria in the water. It then "globs" and filters out solid waste, which can be used as fertilizer. The household unit is about the size of a refrigerator and doesn't have high pump or electricity costs, Rhoades notes. "Maintenance isn't very high, either." Total processing costs run \$1.50 to \$1.75 per

ASSOCIATIONS

ALCA searches for new exec

FALLS CHURCH, Va. — The Associated Landscape Contractors of America (ALCA) is searching for a new executive director in the wake of Terry Peters' resignation.

ALCA has formed a Search Committee to conduct interviews with possible candidates. The person the committee seeks will have "strong interpersonal skills," says ALCA president Ron Kujawa. That person could come from the landscaping industry, from marketing and sales, or it could—like Peters—be a person currently directing another association.

"We're lucky to have a good, competent and professional staff in Washington," says Kujawa. "That gives us the luxury to take our time and get the person we really want. We don't have to rush."

During his four-year tenure with ALCA, Peters administered a growth in the association's insurance program from \$10 million to \$30 million; merged the Interior Plantscape Association into ALCA; and helped create the Green Industry Exposition.

Anyone interested in being considered as ALCA executive director should contact the organization at 405 N. Washington St., Falls Church, VA 22046; phone is (703) 241-4004. □

gallon.

The city of Monterey, Calif., has cut its water costs by 20 percent using the Micropure system, Rhoades notes.

"We're moving out of the 'disposable society' frame of mind," he says.

Urban and rural communities using septic tanks and overloaded municipal sewer systems could also irrigate their farmlands, golf

continued on page 14

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Bill Heald (left) and Mark Neville of B&S Lawn Sprinkler adjust a sprinkler irrigation head at the entrance to the Fairlane Woods community in Dearborn, Mich.

INNOVATIONS

Market seen for 'enhancements'

DEARBORN, Mich. — A new market for sprinkler irrigation contractors has emerged in the United States, according to Mark Neville of B&S Lawn Sprinkler Systems & Service of Southfield, Mich. This market for "landscape enhancement" items (aerator-fountains, night-lighting, artificial waterfalls, etc.) is virtually untapped, he says.

"The scales could turn to where we do more lighting than sprinklers," he says. "It probably would make us more profitable."

Because night-lighting and fountains are less developed markets than sprinkler irrigation, there is less competition and less price sensitivity among customers than in sprinkler irrigation, Neville believes.

His company was responsible for the landscaping at nearby Fairlane Woods.

"Landscape enhancements extend our options tremendously," he notes. "There's not a full-fledged apartment building in this area that has a great variety of landscape lighting, pumps, waterfalls and so on. It gives credibility to the product. People know they can count on it."

"Where there may have been skepticism with customers about landscape lighting in the past, they'll

feel comfortable now."

B&S installed Loran night-lighting at Fairlane Woods' entrance security booth, below a waterfall in a pond at the entrance, around the pond, down the main road along the woods' edge, around the clubhouse grounds, on an island with a gazebo in a larger pond, and in the pond adjacent to the clubhouse shining onto a stone wall.

This new concept includes all hardware that can enhance the exterior of a property, says Ernie Hodas, president of irrigation supplier Century Rain Aid. That is to say, landscape lighting, aerator fountains, bridges, gazebos and underwater lighting. □

SEWAGE from page 11

courses and parkways while conserving fresh drinking water, says Rhoades.

"Available clean water in the U.S. has reached a crucial turning point. Fresh water for agriculture and irrigation will become scarce because potable water has become a premium commodity."

For more information on the system, write Rhoades at Atlantic Northern Corp., 9300 Wilshire Blvd., Suite 470, Beverly Hills, CA 90212; or phone him at (213) 452-7254. □

Savage Heat Waves, Water Shortages, Parched Farms Year After Year After Year

The National Arbor Day Foundation Urges You to Plant Trees to Fight the Greenhouse Effect

The Greenhouse Effect may take hold of the Earth in your lifetime.

If that happens, the huge polar ice caps may melt, causing oceans to flood coastal cities. Drought will plague America's breadbasket. Rivers that supply water to cities will dry up. Heat waves will be commonplace.

A sharp increase in atmospheric carbon dioxide is a major cause of the Greenhouse Effect. Trees remove carbon dioxide from the atmosphere, but mankind has destroyed a third of the world's forests.



You can make a difference. Trees you plant may be our best line of defense.

Free Booklet. The National Arbor Day Foundation has published a free tree planting guidebook titled *Conservation Trees*. Return the coupon below and I'll send your free booklet by return mail.

John Rosenow

John Rosenow, Executive Director
National Arbor Day Foundation

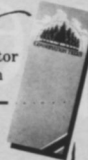
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LAWN CARE

Service still king, but is hard to find

MINNEAPOLIS — Service in America stinks.

That's the opinion of author Ron Zemke who does not hesitate to tell the lawn care industry so.

Why is service so lousy when most businesses realize how important good service is to their success?

"Because," says Zemke, "they try to manage the delivery of services the same way they manage the production of commodities," and those two concepts are like night and day.

Zemke believes there are four keys making up "the service triangle."

- Understanding customer wants and needs.

- An articulated service strategy, a sense of what is to be accomplished with the customer. "When everyone in the organization knows what you are trying to do to and for the customer," says Zemke, "you stand a chance of it happening."

- Delivery systems—or rules—that are designed with the customer in mind.

- Well-trained employees who understand the needs and wants of the customer, and who are in line with the company's strategy for meet-



Ron Zemke

ing those needs.

Zemke says the corporate hero of the 1990s will be the executive who understands the world of service, and strives to satisfy the needs of both internal and external customers.

"The successful organizations will be those known for their steadfast commitment to service quality, and their ability to deliver it without fail."

"If you're not serving the customer," says Zemke, "you'd better be serving someone who is."

Zemke's latest book is titled "Service America! Doing Business in the New Economy." □

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SEED

Demise of field burning?

MARTINSVILLE, N.J. — This year may in fact be the last time open burning of seed fields is allowed in Oregon, says Gary L. Parker, general manager of Lofts Great Western Seed Co. Next year, growers will be spending substantially more money to eradicate remnants of the 1990 crop, he says.

"We'll be okay this year," Parker says. "They (the Oregon state legislature) are not going to shut us off completely, unless something truly unexpected happens."

Parker, addressing visitors at the Lofts Annual Field Day,

says that propane burning is the most likely alternative, though it will add anywhere from \$20 to \$70 to the cost of field burning. "I think the actual increase will be closer to \$40 an acre," predicts Parker. "Yes, it's an added expense, but if the legislature says that's the way it's going to be, that's the way it's going to be."

Parker notes that propane equipment will cost growers close to \$30,000, but that isn't his biggest worry. "We're at the point now where they want to regulate propane burning too. We're a little nervous about that. Hopefully calm heads will prevail." □

PESTICIDES

New pyrethroid is approved by EPA for use by lawn care companies

KANSAS CITY, Mo. — The EPA has accepted registration of Tempo insecticide for use on home lawns.

Tempo, an advanced-generation pyrethroid from Mobay Chemical Corp., was introduced for indoor pest control and ornamental insect control in 1988.

"Tempo can be used effectively at lower rates of active ingredient than most organophosphates, carbamates and other pyrethroids on the market," notes Mobay marketing manager Hal Paul.

Tests show Tempo to be compatible with commonly-used fungicides, liquid fertilizers and other insecticides in tank mixes. Mobay is also promoting Tempo for tick control in response to concerns about Lyme disease nationwide.

Registration for use on commercial turf and golf courses is pending. □



NEXT MONTH:

- LM's "State of the Green Industry" report
- Part 2 of Dr. John Briggs' "Bio-Controls for Turf"

but you wrap up the deal."

His football fame has opened up some business opportunities for him.

"I am doing a job for a Cadillac dealer and I could see that he respected me. It was, 'Hey, I'm working with Wendell Tyler,'" he says.

Word-of-mouth will spread faster if the job is done right, Tyler notes. But it will also spread fast if the job is done wrong.

"The key is service: be there on time, do what you're paid to do, and do the job the best you can," he says.

One of his workers is foreman Jahmal Taylor, a 20-year-old with an unusual background: 10 years as a member of the Crips, a Los Angeles street gang.

Taylor used to walk the streets, armed with a .357 Magnum, selling dope. Tired of gang life, Taylor sought out the Inner City Youth Ministries Academy in Rosamond.

The academy, established by Tyler and former gang member Jojo Sanchez, is a place where troubled youth go to straighten out their lives.

Tyler's All-Pro Lawn Care serves as an occupational training program for the youth academy.

Tyler was attracted to the Antelope Valley because of its rapid growth. The area is one of the fastest-growing regions in the country. The population of the area's two principal cities, Lancaster and Palmdale, grew from a combined total of 60,304 in 1980 to 128,500 this year.

Tyler started his business on the advice of a developer who told him to take advantage of the construction boom. The rapid growth of the area has provided Tyler with a pool of ready customers, and he is reaping the profits already.

—James Skeen □



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