

# LANDSCAPE MANAGEMENT



**30 COVER STORY: MILLION DOLLAR MOWERS**  
 by Terry McIver. Mowing/management companies in 1989 marketed smarter, survived heavy rains and became more influenced by political issues. The challenge now is to capitalize on the '90s.

**36 WARM-SEASON INSECT CONTROL GUIDE**  
 by Patricia P. Cobb, Ph.D. Strategy through streamlining is keeping turf managers ahead of the pests in southern climates.

**48 IN WINTER'S WAKE**  
 by Will Perry. Depending on where you live, winter gave you a good head start or added a few new wrinkles to your spring regimen. So what else is new?

**52 REDUCING MOWER DOWNTIME**  
 by Bob Tracinski. Proper maintenance, combined with the ability to recognize danger signals early, will help you keep your mowers out of the repair shop.

**58 NOZZLE SELECTION**  
 by Steve Pearson, Ph.D. Reducing coverage gaps, chemical costs and drift are just some of the many benefits of choosing the right nozzle for your sprayers.

**68 ARTIFICIAL OR NATURAL?**  
 by Jerry Roche. Leading athletic field experts claim a place for artificial turf. But, like George Toma of the Kansas City Royals, most would opt for natural grass, given the chance.

**74 METER ADVANTAGES MEASURE UP**  
 by Jim Ware. Accurate soil moisture readings require the technical advantage gained from a variety of measuring devices. Here's how these special tools can help.

**78 IN-HOUSE AND PICTURE-PERFECT**  
 by Terry McIver. The Eastman Kodak landscaping team operates as a well-run business within a larger corporate structure.

**82 GETTING THE CHECK IN THE MAIL**  
 by Ed Wandtke. Collecting late accounts involves tact and perseverance. And if that fails, there are always collection agencies.

## DEPARTMENTS

- 4 As I See It . . .
- 8 Green Industry News
- 16 Athletic turf
- 20 Short Cuts
- 25 Events
- 28 People
- 84 Jobtalk
- 86 Products
- 107 Classified
- 112 Ad Index
- 114 Problem Management

## LM

### Editorial Staff



**Jerry Roche**  
 Exec. Editor



**Will Perry**  
 Mg. Editor



**Terry McIver**  
 Assoc. Editor

## LM

### Editorial Advisory Board



**Doug Chapman**  
 Horticulturist  
 Dow Gardens  
 Midland, MI



**J.R. Hall**  
 Extension Agronomist  
 VPI & SU  
 Blacksburg, VA



**Kent Kurtz**  
 Professor  
 Horticulture  
 Cal Poly-Pomona



**Harry Niemczyk**  
 Professor  
 Ohio State University  
 Wooster, OH



**A. Marty Petrovic**  
 Assoc. Professor  
 Cornell University  
 Ithaca, NY

LANDSCAPE MANAGEMENT (ISSN 0894-1254) is published monthly by Edgell Communications, Inc. Corporate and Editorial offices: 7500 Old Oak Boulevard, Cleveland, Ohio 44130. Advertising Offices: 7500 Old Oak Boulevard, Cleveland, Ohio 44130, 233 North Michigan Avenue, 24th Floor, Chicago, Illinois 60601 and 3475 Lenox Road, N.E., Suite 665, Atlanta, Georgia 30326. Accounting, Advertising Production and Circulation offices: 1 East First Street, Duluth, Minnesota 55802. Subscription rates: \$25 per year in the United States; \$50 per year in Canada. All other countries: \$100 per year. Current issue single copies (pre-paid only): \$2.50 in the U.S.; \$5.00 in Canada; elsewhere \$10.00; add \$3.50 per order for shipping and handling. Back issues, if available, \$10; add \$3.50 per order for shipping and handling (pre-paid orders only). Office of publication: Edgell Communications, Inc., 1 East First Street, Duluth, Minnesota 55802. Second class postage paid at Duluth, Minnesota 55806 and additional mailing offices. Copyright© 1990 by Edgell Communications, Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical including photocopy, recording, or any information storage and retrieval system, without permission in writing from the publisher.

POSTMASTER: Send address changes to LANDSCAPE MANAGEMENT, P.O. Box 6198, Duluth, Minnesota 55806.

ABP BPA

EDGELL COMMUNICATIONS