

WATER ISSUES SHAPE THE FUTURE

The May, 1989 issue of *LANDSCAPE MANAGEMENT* magazine carried a cover story titled "Smart Water: Every Drop Counts." If you've been in the green industry for any length of time, we don't have to tell you how important it is to conserve water—from both environmental and financial standpoints.

Weather conditions the last two years have magnified the problems. Articles in such well-read consumer publications as *Newsweek* and *Time* have dealt directly with the recent lack of water in our environment, also pointing out expected "global warming" trends that will intensify as the 21st century unfolds.

As these publications also report, groundwater contamination and pesticide runoff are also becoming more important points of concern.

The astute and concerned landscape manager—from the golf course superintendent to the landscape contractor to the irrigation contractor—realizes the existence of presently available methods to improve water use efficiency. Chief among them are improved turfgrass cultivars like turf-type tall fescue that use less water to remain healthy, and computerized weather stations that link up to irrigation control systems.

Some other shortcuts, such as the products mentioned in this special advertising supplement, can be added to the list. Soil wetting agents, water absorbents and transpiration minimizers—AquaGro, SuperSorb and FoliCote to be specific—promise to play an increasing role in water conservation as the millennium approaches.

We hope that you, as a concerned landscape manager and an environmentalist in your own right, will take a few minutes to look over the information contained herein. Because, by using improved cultivars, state-of-the-art irrigation systems and the products being marketed by your friends at Aquatrols, the industry and the environment will be better served in the years ahead.



Jerry Roche
Executive editor,
LANDSCAPE MANAGEMENT



Aquatrols founder Robert A. Moore cuts 35th anniversary cake at 1989 GCSAA convention and trade show.

FROM THE SEED OF AN IDEA, GREAT THINGS GROW

When I first started Aquatrols in 1954, I was very naive about the turf industry. I knew that grass was fertilized and mowed, and little more. I was to learn very quickly that the industry was more sophisticated than that. But I soon observed that landscape management practices of the day relied on traditional labor-intensive technologies, which had changed very little since the 1930s. I could not foresee at the time that Aquatrols was to become a participant in the technology explosion that resulted in the coming of age of an industry which impacts our daily lives.

I am proud to consider myself at least a minor contributor to this technology explosion. Thirty years ago, Aquatrols not only introduced AquaGro to the turf industry, we created a new labor-saving category of chemicals called soil wetting agents.

Old-timers scoffed at the idea—they had gotten along quite well up to

now without wetting agents, thank you. Many turf scientists proclaimed that AquaGro would never work, and if it did, the greenskeeper who knew what he was doing would not need to rely on soil wetting agents.

If I could have predicted that the simple concept of chemically reducing the surface tension of water to make it perform more effectively in soils would stir up so much debate and outright skepticism, I might never have left my job at Mobil to start Aquatrols. But I persevered, my confidence bolstered by many innovative greenskeepers who gave AquaGro a try and observed the difference it made.

Over the years, many progressive lawn care and landscape companies have begun using AquaGro, along with the more recently-introduced Aquatrols products SuperSorb and FoliCote, to improve the results of their turf and landscape management programs.

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