JANUARY 1990, VOLUME 29, NUMBER 1





COVER: **SPOTLIGHT ON GOLF.**

In this issue we highlight golf course management, starting with Terry McIver's profile of D.J. Pakkala's role at the world-famous Peddle Beach courses. Managing roughs, calibrating sprayers and hydroseeding are also featured.

TOUGH ROUGHS

Does your golf course look a little rough around the edges? There's a way to polish that look, as proven by courses in Pittsburgh and Cleveland.



WHO CALIBRATES YOUR SPRAYERS?

by David Varner, Ph.D., and Robert Grisso, Ph.D. University of Nebraska researchers found that only one of six golf courses are accurately applying pesticides. What would they find at your course?



A COMPATIBLE PRACTICE

by Robert Stinson. Hydroseeding is becoming more and more popular with superintendents because it offers even, precise seed delivery and fast green-up.

BY THE LIGHT 60

by Jerry Roche. Landscapers on the cutting edge of the industry are beginning to offer nightlighting installation as a viable add-on service. Golf course superintendents are also taking advantage of the trend toward 24-hour beauty.

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MATCHING BIDS WITH JOB COSTS

by Dick Landis. Northwest Landscape Industries has found that the best route to the land of high profits is through efficient estimating and job costing.

FIGURING THE COST OF FERTILIZER

by Steve Cockerham. Simple mathematics can tell if you're wasting money by applying additional fertilizer.

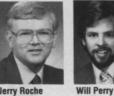
USING DIRECT MAIL AS A MARKETING TOOL

by Ed Wandtke. A direct mailer may be one of the best marketing tools available to attract new customers in the landscape market.

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Jerry Roche LM

Terry Mclver

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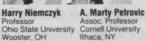
Doug Chapman Dow Gardens Midland MI

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

Kent Kurtz Horticulture Cal Poly-Pomona



Harry Niemczyk



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