

## Three cheers...

To the editor:

Three cheers for LANDSCAPE MANAGEMENT!

I read your editorial in the August issue. If we can extract 10 percent of the quality companies in the landscape contracting field (if they will give us a try), I know through the quality programs that our association has, we well retain 50 percent of them on a second-year basis.

The Associated Landscape Contractors of America (ALCA) is one of the best-kept secrets in the green industry. There is a lot more than meets the eye.

Thank you for your recent comment. We really appreciate it.

**Robert M. Maronde Jr.**  
ALCA president  
Falls Church, Va.

## ...And a boo

To the editor:

As a professional in the landscape management field, I highly regard your publication. I have never been offended by any of your ads before, as many can easily be geared toward the male readers.

I was, however, taken aback by the advertisement on page 49 of your August issue. I am sure I speak for many of my female colleagues when I say, "Wake up, the times have changed!"

Professional publications are no place for sexist ads, especially in a field where women represent a growing force. Granted, the advertiser is to blame for implementing antiquated advertising schemes, but it seems your editing department would do a better job

of selecting what goes into your magazine.

**K. Squares**

Golf course horticulturist  
Richmond, Va.

## Late-season N

To the editor:

I read with interest the August article about late-season fertilization. Its importance has not been emphasized enough as a way to promote shoot, rhizome and stolon growth on cool-season grasses.

The article discussed several nitrogen sources for late-season applications, including quick-release inorganics, slow-release synthetic organics and natural organics such as Ringer's high-protein meal-based fertilizers. The article stated that using a product such as Ringer's which relies on microbial activity for N release would be the equivalent of a dormant fertilization.

Research conducted by Dr. Tony Koski at Ohio State and Colorado indicates that using Ringer in a late-season fertilization program enhances turf color and quality later into the season than other N carriers tested. The turf greened up faster in the spring as well.

It appears from Dr. Koski's work that Ringer's natural organic product is an effective late-season fertilizer despite dependence on microbial activity.

I look forward to reading more about natural organic management of turf and ornamentals.

**P.J. McGinnity, Ph.D.**

Ringer Corp.  
Minneapolis, Minn.  
(Dr. Koski likes Ringer's fertilizer. "It yields a nice even nitrogen release curve, good color response and residual activity," he says. "At Ohio State, it worked much better than we anticipated as a late-season fertilizer" with tendencies toward enhanced water infiltration rates and higher soil carbohydrate levels.—ED.)

## LAWN CARE

### PLCAA urges small LCOs to join up

MARIETTA, Ga. — The Professional Lawn Care Association of America (PLCAA) says it remains firmly committed to all segments of the lawn care industry, and hopes to see smaller companies in attendance at its annual meeting in Nashville this month.

"PLCAA has an enthusiastic and professional staff who are being creative and who are looking for new ways to help this industry meet the challenges ahead," says Bob Andrews, a PLCAA board member, and president of The Greenskeepers of Carmel, Ind.

The theme for the Nashville meeting, "One Day's Drive," is meant to encourage smaller lawn care companies to take the time to make it to the show.

*continued on page 11*



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**Paul Garris**



## PEOPLE

### Landscape Mgt. adds to staff

CLEVELAND — Paul N. Garris has been added to the marketing staff of LANDSCAPE MANAGEMENT magazine, according to associate publisher Jon Mid-ucki.

Garris will serve as North Central States sales manager with responsibilities from Ohio to the upper Great Lakes region. He brings seven years of newspaper advertising experience with him.

Look for LM's entire marketing staff at the Green Industry Expo's Early Bird Reception, which the magazine is co-sponsoring Nov. 12 in Nashville, Tenn. □