

LANDSCAPE MANAGEMENT

GOLF

Is golf course construction heading for a slowdown?

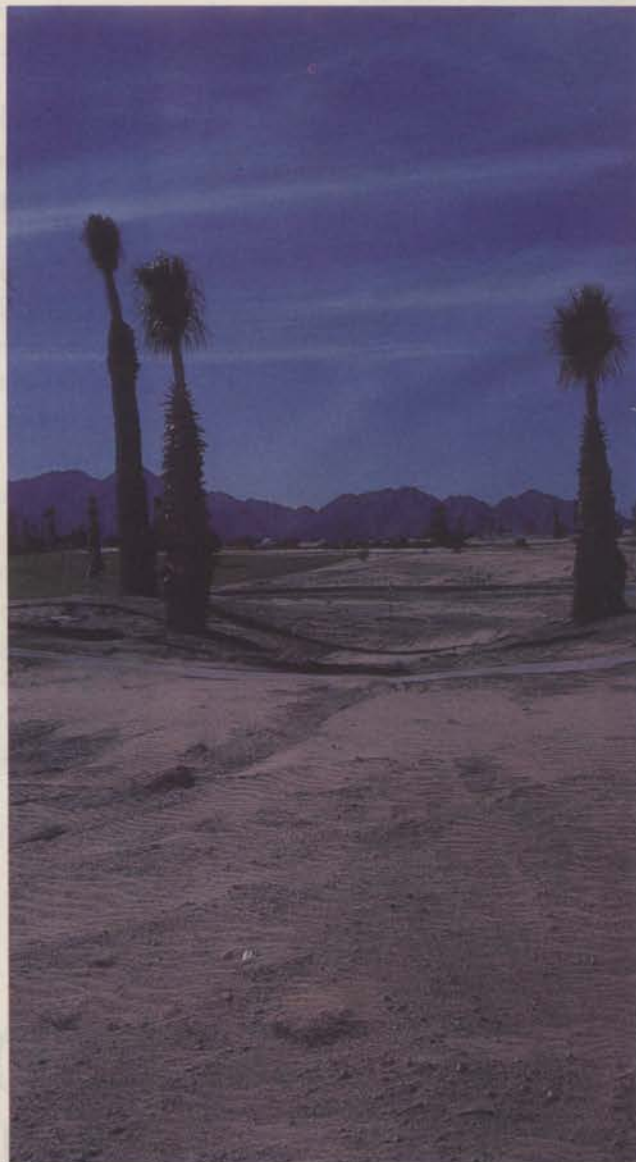
Despite a goal set forth by the National Golf Foundation of building one new golf course every day in the U.S. to meet golfer demands, the golf course construction market could be softening a bit.

According to The Lannert Group of St. Charles, Ill., hyperinflated land prices and the tightened availability of money for financing may well herald a swan song for sprawling large residential developments, especially those built around golf courses.

"This is the current situation, even though the game of golf is so popular that courses can't be built quickly enough to keep up with demand," says J. Christopher Lannert. But he says that, in coming months, relatively few developers will be able to buy land to build golf courses, with or without the residential aspect.

"The type of large-scale development that has been fueling the economy and inflating land prices is currently dying out," he notes. "This is occurring because of high land costs, inflationary interest rates and municipal and county approvals that take too long.

"In the future, we'll generally see more phase-by-phase developments. It simply is too difficult for the individual developer to get



Lack of affordable land and high interest rates may put construction like this in Palm Desert, Calif., in jeopardy.

a \$20 million land loan to finance his large-scale golf course project."

News from the American Society of Golf Course Architects is also on the pessimistic side. In a recent environmental impact survey by the organization, 39 of 40 firms indicated that they had experienced difficulties in obtaining permits for projects because of environmental concerns by governmental agencies.

"This survey vividly demonstrates the impact that environmental concerns have on the golf industry," says ASGCA president Dan Maples, "and the need for the industry to work with key agencies to develop mutually-acceptable guidelines that will be interpreted uniformly throughout the country."

Fifty-six percent of the ASGCA member firms cited wetlands as the primary problem they encountered in the permitting process. Other areas of concern were habitat, nitrates/chemical contamination, groundwater protection and pesticide use.

The ASGCA survey also determined that new golf course projects have experienced the most delays because of objections by the Corps of Engineers. Local planning commissions were also cited as bot

continued on page 12

PEOPLE

Dudeck joins LM advisors

CLEVELAND — A.E. Dudeck, Ph.D., has been added to LANDSCAPE MANAGEMENT's Editorial Advisory Board, replacing Dr. Robert Shearman, who resigned when the University of Nebraska promoted him.

Dr. Dudeck has been professor of turfgrass science at the University of Florida's Institute of Food and Agricultural Sciences since 1974. Prior to that, he worked at the university's Agricultural Research and Education Center in Ft. Lauderdale and at the University of Nebraska with a federal roadside beautification grant.

At Florida, Dudeck's ap-



Dr. A.E. Dudeck

pointment is 60 percent research and 40 percent teaching. His specialties are turf breeding and selection, water quality/environmental and composting.

The new LM advisor earned his Ph.D. from Penn State University. □

PRODUCTS

New pesticides get label tests

WASHINGTON, D.C. — New control products designed for the landscape/nursery market are being considered for labels by the U.S. EPA.

They are Barricade pre-emergence herbicide, SAN 619 fungicide and Crusade insecticide. In a related action, the EPA has labeled Pennant pre-emergence herbicide for southern turf.

● Sandoz Crop Protection unveiled Barricade and SAN 619 at a series of product introduction seminars this summer.

Barricade (prodiamine) is the most active of all the dinitroaniline herbicides, says Dr. Tom Breggar of Sandoz, meaning that less of it will be needed to get weed control. It will feature long residual control of grasses and broadleaf weeds. It is expected to be registered for turf uses in 1991, says Mike Minford of Sandoz.

SAN 619 (cyproconazole) is yet to given a trade name. It's a systemic

fungicide for golf courses and commercial growing establishments. Initially, not all turf diseases will be on the label, but a more extensive label will be developed. It will reportedly come in a water-soluble, pre-measured packet that covers one acre.

● ICI Americas has begun a test program at golf courses nationwide for Crusade 5G. Crusade, which can be applied to both cool- and warm-season grasses, controls chinch bugs, sod webworms, earwigs, cutworms, white grub larvae, mole crickets and billbugs.

Product manager Greg Gergen anticipates full distribution for the 1991 season.

● Pennant's new label includes uses on bermudagrass, bahiagrass, St. Augustinegrass and centipedegrass. It controls yellow nutsedge, crabgrass, goosegrass and many other broadleaf and grassy weeds. □

NEWS BRIEFS

THE FRUITS OF LABOR...Jonathan Green of Farmingdale, N.J. reports research taking place at its new research farm in Aumsville, Ore., will soon bear fruit. The 48-acre facility is being used for the production of foundation seed, and the evaluation of new varieties for seed yielding potential before they are placed in commercial production. The company says it is working on experimental turfgrass varieties released by Rutgers University. In the next few years, it plans to release improved Kentucky bluegrasses, fine and tall fescue and turf-type perennial ryegrasses.

ANOTHER GOLF BOOM...It's not enough that more Americans are playing golf on a regular basis in their hometowns. Now research indicates that more than 20 million Americans will take one or more golfing vacations before the end of the year. According to **Bob Penny**, a public relations consultant in Houston, Tex., pre-packaged golf holidays range from \$148 for three days and two nights in Orlando, Fla. to \$1,100 for seven days and six nights in Scotland that includes full rounds at St. Andrews, Prestwick and Royal Troon.

TAKING ADVANTAGE?...Landscape contractors and lawn care companies would be well-advised to take advantage of the boom in affluent consumers who would rather pay to have their lawns maintained than to do it themselves. According to the business research firm of Find/SVP in New York, the number of households under the age of 45 with incomes of \$50,000 or more increased from 45 to 50 percent from 1984 to 1988. The company also notes that: ● 2.7 million affluents reside in California, 17.8 percent of that state's population. New York is second with 1.3 million affluents. ● Of the 19.3 million "affluent" households in 1988, 6.9 had incomes of \$75,000 or more per year.

DOLLARS FOR PLOTS...The turfgrass research program at Penn State University received \$125,000 from the Pennsylvania Turfgrass Council for the 1990 research year. According to **Dr. Tom Watschke**, the money will be used to support the Landscape Management and Water Quality Research Center and other areas of the turf program, including the Joseph Valentine Turf Research Center.

A NEW MILESTONE...Chalk up the 10,000th member for the Golf Course Superintendents Association of America. She is **Norma M. O'Leary**, super at Silver Bay (Minn.) Country Club. The association's membership has doubled in seven years.

CONSTRUCT from p. 8 tlenecks.

Delays of up to 30 months were reported, though most are delayed 8 to 12 months, according to the survey. Asked to present actual case histories showing the costs of these delays, the architects cited additional costs ranging from \$10,000 to over \$1,000,000. These costs came from additional financing, legal and consultant fees and rerouting the project.

"We have not done a good job of explaining to regulatory agencies, local boards and the general public how golf courses contribute to the quality of life," says Maples. "But we



Lannert



Maples



Fister

must go one step further to work with the EPA and COE to develop guidelines that will help the architect prepare a plan that will be acceptable without a great deal of revision. Key to that, of course, is having national standards on such key issues as wetland mitigation."

On a more optimistic note, Hale Irwin Golf Services has concluded that the environmental impact of typical maintenance procedures is beneficial overall, with minimal run-off of fertilizers and pesticides.

Senior vice president Patrick J. Fister presented the findings of a white paper at

the Golf Development Conference in Washington, D.C. He cited low chemical runoff rates, low topsoil losses, increased wildlife habitat retention/creation and water conservation.

Fister also addressed the international assembly of golf course developers on the development of courses in residential communities.

"I do not see primary home community developments slowing down in 'edge city' areas," Fister notes. "People are willing to commute the extra half-hour to live in that master-plan community. But I've seen it tougher for planned golf courses to get done closer to urban areas where land is prime." □

EQUIPMENT

OPEI draws more lawn/landscape pros

LOUISVILLE, Ky. — Attendance at the Outdoor Power Equipment Institute Expo '90 by professional contractors and mowing companies increased by 124 percent over 1989, according to the organization.

"We zeroed in on (landscapers and mowing companies) this year," says Warner Frazier, president of Simplicity Manufacturing. According to Frazier, a special show announcement letter was mailed to commercial equipment users. Professional buyers were also able to view equipment in more than 40 outdoor commercial exhibits.

The OPEI show, held here every year, is largely attended by equipment dealers and distributors; however attendance is often used to gauge overall interest in power equipment markets.

Data released at the show by Association Research, Inc., shows a projected 4 percent increase in shipments of walk-behind mowers in 1990 over last year. Shipments of rear-engine riding mowers are expected to fall by 8.4 percent this year; shipments of front-engine lawn tractors should realize a 12.7 per-

cent gain. Riding garden tractors will see a modest 0.6 percent increase.

A few products that came to the attention of LANDSCAPE MANAGEMENT are listed below.

- A new mower deck that might be of particular interest to professional mowing companies is Toro's Recycler. The deck's blade and deflector system are designed to cut grass down to fine particles and direct them back into the ground. The company predicts a 38 percent savings in mowing time for those who normally bag clippings.

- The PE 2201 trimmer from Echo is ready for use by the professional market. Equipped with a commercial-duty 21.2 cc engine, the trimmer features an all-position diaphragm carburetor with a purge system for quick easy starts, and an anti-vibration system to reduce user fatigue.

- Shindaiwa's Tornado cutter blade is a low-kick, heavy brush and tree blade. It has only six teeth and an easy feed ramped depth gauge located at the front of each cutter. The gauge reduces kickback and snag, says Shindaiwa, producing faster, easier cutting.

- Kubota celebrated its



Lawn care professionals drove them around the block a few times at the OPEI show, Expo '90, in Louisville, Ky.

100th anniversary during the Expo '90 by adding the W5021-PCC walk-behind mower to its commercial turf-maintenance line.

The mower's 5-hp, 8.91-cu. in. overhead valve engine puts out high torque at low speeds, so it can handle a variety of terrains.

- HMC Green Machine's new hedge trimmer has a two-cycle, 1.4 hp engine.

HMC reports that the trimmer can handle the day-to-day, high-volume use that landscapers require. Two 30-inch counter-oscillating blades made from carbon steel insure professional users of fast, effortless trimming and shaping with a minimum of maintenance. □

INDUSTRY

Chem companies boost education

WASHINGTON — Representatives of several companies that supply chemicals to the lawn care industry have joined forces to better educate those who use their products.

Delegates of several major chemical companies, working under the auspices of the Pesticide Public Policy Foundation (3PF), are working with other green industry organizations to create educational materials for chemical applicators.

The coalition's second meeting will be this month.

continued on page 16

COALITION from page 12 where it's expected to review an educational curriculum proposed by a committee made up of applicators, extension agents, and representatives of the Environmental Protection Agency and U.S. Department of Agriculture. Each company will review the proposed curriculum, add to or subtract from it, and meet again to determine how it will be financed.

When complete, the program will be distributed through the Professional Lawn Care Association of America (PLCAA).

The education program will not become a part of existing certification or licensing programs, says Jim Altemus of Monsanto, a coalition spokesman. "What it is meant to do is to provide a level of education below that which is required for licensing or certification. This is the one that says whomever puts their hands on an applicator hose must have at least minimum education about what they're doing."

Companies within the coalition at presstime include Monsanto, Dow-Elanco, American Cyanamid, Rhone-Poulenc, and Ciba Geigy.

"When the program is finished, it's going to be a measurable improvement—a giant step forward for the industry," says Altemus. "It also says good things about the companies involved, that we're willing to find new ways of accomplishing things."

"We're doing something that benefits society as well as protects our right to do business within a market." □

PEOPLE

McClure named new director of pro lawn care association

Ann McClure has been named executive vice president of the Professional Lawn Care Association of America by its Board of Directors. McClure succeeds **James R. Brooks**, who announced his resignation from the organization last month after serving as executive director and executive vice-president for the last seven years.

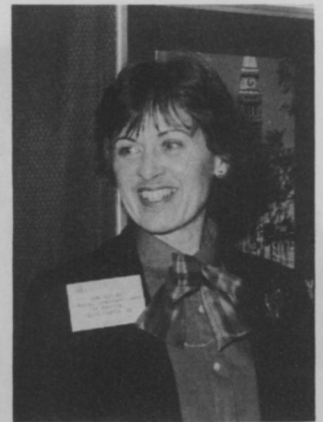
McClure was most recently executive administrator for The Irrigation Association. Prior to that, she had been director of meetings for the Associated Landscape Contractors of America.

C. Reed Funk, Ph.D., was presented the annual Distinguished Service Award by **Clayton Yeutter**, U.S. Secretary of Agriculture during ceremonies in Washington, D.C. June 13. Dr. Funk, of the Rutgers University State Agricultural Experiment Station, received the award "for distinguished scientific achievements in turf breeding and outstanding contributions to the turf industry and the general public."

Stan Cichuniec and **Dorothy Borland** were honored by the Rocky Mountain Regional Turfgrass Association. Cichuniec, supervisor at Foothills Metro Recreation and Parks District, received the "Distinguished Service Award." Borland,

owner of The Turf Expert, was selected "Turfgrass Professional of the Year."

J. Landon Reeve IV of Chapel Valley Landscape has been presented a plaque for meritorious service to agriculture by Dr. Francis R. Gouin of the University of Maryland. A University of Maryland graduate, Reeve is a past president of three professional nursery and landscape contractor organizations. He is also an advisory board member for the Cer-



McClure



Funk



Borland



Huff

тифициated Professional Horticulturist program in Maryland.

Dr. David R. Huff has joined Rutgers University as a Post-Doctorate Fellow under Dr. Funk. The Michigan native will focus on the reproductive biology of Kentucky bluegrass and fine fescue identification. Huff earned his Ph.D. from the University of California/Davis.

Anne Langhenry has joined **LANDSCAPE MANAGEMENT** magazine as Central States Sales Manager. She was previously marketing and promotions manager for Yamica Corp., Exeter, N.H. Ms. Langhenry will be based in LM's Cleveland, Ohio, office.

W.R. Sauey, chairman of Columbia ParCar, was named "Master Entrepre-



Reeve



Langhenry

neur" in a competition sponsored by Ernst & Young, the accounting, tax and consulting firm. Judged by a panel of Wisconsin business persons, Sauey was one of four entrepreneurs honored.

Martha Lindauer has accepted a position with The Irrigation Association as director of communications with emphasis on the association's legislative program. She had been public relations coordinator for the landscape contractor's association. □

Corrections in Seed Pocket Guide

The seed generation and seed tag values chart appearing in the July "Pocket Guide to Turfseed" contained some inconsistencies:

- 1) The chart should have been labelled "Kentucky bluegrass seed generation and seed tag values," and;
- 2) The chart incorrectly

noted that 2.0% *Poa annua* seed is allowed in certified blue tag seed.

LANDSCAPE MANAGEMENT regrets the errors, which also appear in the source chart in "Turf Manager's Handbook" by Dr. W.H. Daniel and Dr. R.P. Freeborg of Purdue University. □