

LANDSCAPE MANAGEMENT

LANDSCAPING

NLA survey indicates slump and successes

WASHINGTON — The National Landscape Association's 16th annual economic survey indicates that 1990 was a year of slumps and successes.

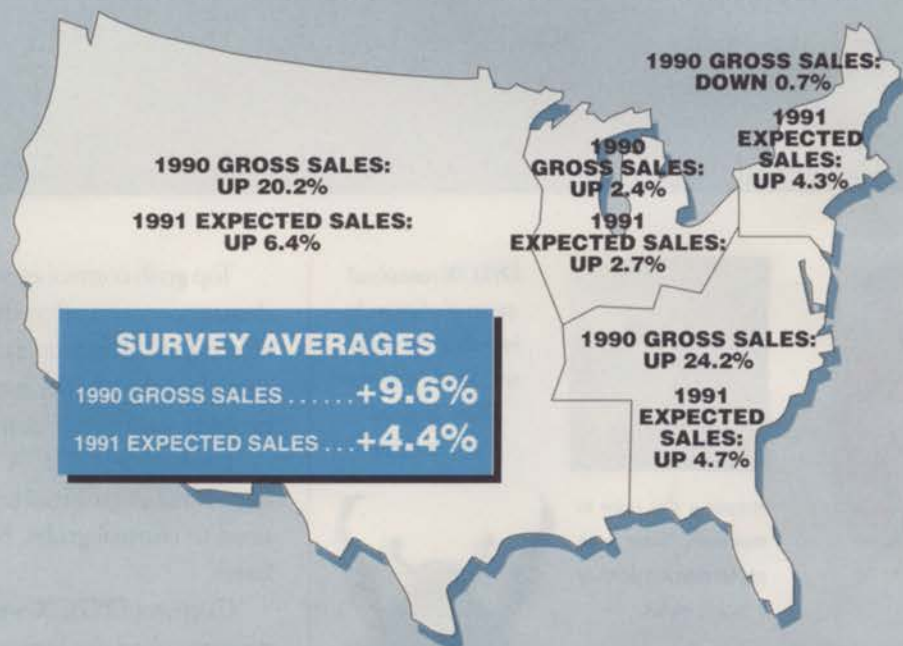
The Northeast, according to the survey, has been hit hard by what economists are now calling a recession. Landscape sales were off 0.7 percent in the Northeast as housing starts declined 17.3 percent.

Other regions were down somewhat from the pace set in previous years, but overall reported modest gains in sales.

Despite a decrease of 30 percent in housing starts, landscaping in the Southeast grew 24.2 percent—but member firms there expected growth to level off at 4.7 percent in 1991.

(The adjacent survey tables include Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Penn-sylvania, Rhode Island and Vermont in the Northeast region. Alabama, Delaware, Florida, Georgia, Kentucky, Maryland, Mississippi, the Carolinas, Tennessee, Virginia and West Virginia make up the Southeast. Great Lakes states are Illinois, Indiana, Michigan, Ohio and Wisconsin. Due to lack of responses, all other states were lumped together.) □

N.L.A. LANDSCAPE SURVEY



	Northeast	Southeast	Great Lakes	All Other	Average
1990 ACTUAL BUSINESS (percent changes from 1989)					
New residential	-3.8	+7.3	+2.2	+6.7	+2.2
New commercial	-9.5	+11.7	-5.4	+8.2	-0.1
Res. renovation	+2.0	+6.3	+3.6	+11.0	+4.9
Comm. renovation	-6.3	+4.6	+3.5	+2.7	+0.2
Res. maintenance	+1.2	+20.0	+9.0	+7.9	+8.0
Comm. maintenance	+6.3	+1.9	+8.0	+10.3	+6.6
1991 EXPECTED BUSINESS (percent changes from 1990)					
New residential	+0.2	+2.7	+0.4	+3.7	+1.2
New commercial	-5.0	-2.9	-11.4	+3.2	-4.7
Res. renovation	+7.9	+8.6	+10.2	+10.4	+8.9
Comm. renovation	+0.1	+7.9	+6.4	+4.4	+4.4
Res. maintenance	+1.9	-3.7	+6.9	+6.3	+2.3
Comm. maintenance	+7.8	+7.6	+5.4	+8.7	+7.4

Landfill issue requires cooperation, new ideas

CLEVELAND — The “landfill crisis” has successfully instilled panic in every man, woman and child on the planet. Many questions still need answers.

A recent yard waste conference here presented the ramifications of the mandate, effective in 1993, which will ban yard waste from landfill areas. Landscapers and city planners were there to share ideas, or speak their minds about how landfill has changed the way they work.

“Ten states have banned yard waste from the landfill waste stream,” says Carolyn Watkins, manager of the Ohio EPA.

A number of communities in Northeast Ohio have opened composting facilities. There are strict guidelines having to do with site classifications, and waste material allowed at those sites.

Jack Kerrigan, Cuyahoga County Cooperative Extension: “We always assumed there was plenty of space. But landfill space will become more scarce. We can make the best use of those spaces we have if we keep recyclables and biodegradables out of the landfills.”

Kerrigan is training volunteers to bring the “Don’t Bag It” message to area communities.

“If everybody made landscape beds one or two



feet wider, there’d probably be one or two fewer bags of clippings from each and every residence,” says Andrew Sparks, a Cleveland landscape architect who wants people to first take the time to consider the growth habit and life expectancy of plantings.

“It’s important to consider the length of time the landscape is going to survive,” advises Sparks, who says tender plants or those which will quickly outgrow the site should be avoided.

“And that includes municipalities with trees planted in four-foot holes in city streets that will live for two years. Even if they

live longer than two years, it will not be an easy life.”

Plant in spaces in which the species will live, says Sparks. “The existing plants should take precedence over plants you’d like to see there.”

“When you design a landscape that a client wants to see at some level of maturity immediately,” says Sparks, “you are almost invariably forced to design with plants that won’t fit the space in five years.

“We could reduce woody and leafy prunings by 75 percent a year if we plant fewer forsythia, red stem, dogwood,” says Sparks. “(Those plantings)

provide an immediate impact, but also provide a future headache.”

If a customer wants a composting area as part of the design, Sparks says the architect or contractor needs to know that ahead of time, not when the job is done.

Design aspects to consider when a customer wants a compost area are: the type of compost, amount of material, and site location.

“And plants should be able to provide some competing fragrance to buffer the smell of the compost.”

Bob Smart’s problems are many. A Cleveland landscaper, Smart is concerned about how “the little guys” will be able to implement composting. He believes widespread customer awareness campaigns are needed. And the landscaper can’t become the patsy to customers who want clippings and yard waste hauled away, sometimes for free.

“Processing costs have increased 385 percent,” laments Smart, “and dumping costs have escalated \$1000 to \$2000. How do I increase the service cost to customers to pay for dumping?”

Smart wants more cooperation between municipal government and companies. In this type of situation, he says, the small businessman always bears the heaviest burden.

Kerrigan suggests that landscape contractors form cooperatives to purchase and share the cost of land to be used for dumping. □

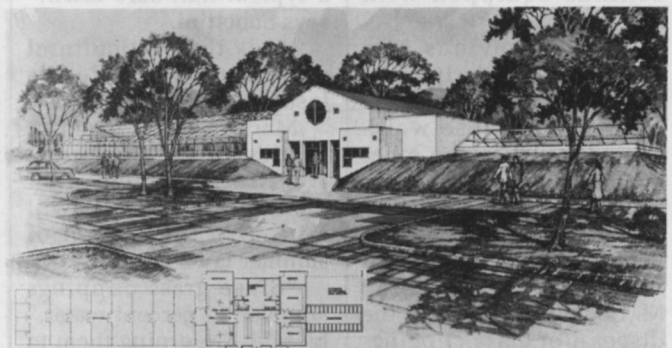
ORGANIZATIONS

Florida Turf gets state money for new research facility

ORLANDO — The Florida Turf-Grass Association has received \$350,000 in matching funds from the state for its new Envirotron research facility. That money, along with \$350,000 raised by the foundation through private donations, will be used to construct a laboratory. The University of Florida campus in Gainesville will be the Envirotron’s home.

“Accurate scientific data will now be available to all Floridians who want a ‘Green Florida’ but not at the expense or risk of damaging our environment,” says FTGA executive director Bob Yount.

The funding thrust was a cooperative effort involving FTGA members, the Florida GCSA and others. □



LANDSCAPE MANAGEMENT MINI-SURVEY

Please fax or mail your answers to the questions below to LANDSCAPE MANAGEMENT before August 1st. We'll compile the results and publish the statistics in our October issue.

(Circle one answer only)

1. Business at my landscape company or activity on my course or recreational facility was (UP—DOWN—THE SAME) in 1991 compared to 1990.
2. I routinely plan my organization's activities ahead by (ONE DAY—ONE WEEK—ONE MONTH—THREE MONTHS—SIX MONTHS—ONE YEAR).
3. This year, I've planted (MORE—LESS—THE SAME AMOUNT OF) turfseed than I did last year.
4. I (DO—DO NOT) keep all my employees on staff all 12 months of the year.
5. I (WILL—WILL NOT) travel outside my home state for a vacation between now and next spring.

If you would like to be contacted by the magazine's staff to further talk about any of the points made above, fill in the space below.

Name _____
Organization _____
Business phone (____) _____

Thank you, the editors.

Mail form to: LM, 7500 Old Oak Blvd., Cleveland, OH 44130
or fax form to: (216) 891-2675.

RESEARCH

Landfill panic spurs larger clipping study

KUTZTOWN, Pa.—One company's mulching mower research has been expanded, in light of what some call a "landfill crisis."

Garden Way, Inc., of Troy, N.Y. has teamed up with the Rodale Institute Research Center and *Organic Gardening* magazine to determine whether a Bolens mulching mower is more beneficial for turf than conventional walk-behinds equipped with bags.

In the previous two years, two similarly sized grass plots were tested: one cut with a Bolens walk-behind mulcher, the other with a conventional walk-behind.

"We have expanded the program each of the last three years," says Dr. Terry M. Schettini, "because the disposal of grass clippings

has become a major environmental concern for communities all across the country. Our observations continue to show that mulching mowers offer a very viable and effective solution.

"We found that a mulching mower can return nearly 5,500 pounds of grass clippings to the soil and eliminate up to 465 bags of clippings each summer when used to cut a typical half-acre lawn," says Schettini.

He is the horticultural coordinator at the Rodale Institute.

Mark Herbert, a senior horticulturist for Garden Way, says he hopes that the mulching process will minimize the impact of summer lawn burnout.

"Since grass clippings are over 90 percent water," he said, "returning them to

your lawn can help reduce the damage caused by hot and dry summer weather conditions."

The study also utilizes soil sampling.

Bolens is a subsidiary of Garden Way. Other companies have begun to market mulching mowers, including Toro and John Deere. □

ASSOCIATIONS

Independent distributors form cooperative group

WASHINGTON, D.C.—The Independent Turf and Ornamental Distributors Association (ITODA), with 29 members from across the U.S., is serving the green industry in a unique way.

Headquartered here, the association's members "are dedicated to the principals of developing and maintaining the highest levels of marketing stewardship, training and developing quality sales personnel." ITODA also seeks to provide product users with educational and technical

CORRECTION

Ransomes America Inc. was inadvertently omitted from our April article on mid-sized mowers. For detailed information on Ransomes' newest hydrostatic line of mowers, see the product announcement on page 56.

support.

"It is our desire to offer the opportunities of membership to as many companies who qualify as independent distributors serving this industry," says J. Herbert Lea, president.

ITODA members meet at least twice each year to discuss industry issues related to product and service distribution. The group's second annual conference will be held in Hilton Head, S.C., Oct. 23-27. Call (301) 899-3535 or (217) 352-0591 for information. □

Grasscycling available to communities

MARIETTA, Ga. — Members of the Professional Lawn Care Association of America (PLCAA) are providing municipal governments with a step-by-step guide to help eliminate grass clippings from their landfills.

The 20-page "Grasscycling Community Action Plan" helps cities develop a strategy to promote public participation and support for grass recycling concepts.

The book includes suggestions for promotional events, a timetable, sample letters, press releases, broadcast announcements, etc.

The plan, available free through PLCAA members, has been made possible through the generous support of John Deere and The Andersons. □

GOLF

For golf supers seeking jobs and courses seeking supers

SAGINAW, Mich. — Executive Golf Search Inc. will select and place golf course superintendents who wish to further their careers.

The company's two major goals are to identify the most highly qualified person for a given position and to assist superintendents in improving their positions.

Initially, the corporation is operated by two well-known golf experts, Gerald L. Faubel, CGCS, and Dr. Kenyon T. Payne.

"We're trying to develop a systematic way of helping clubs to hire the right individual," says Faubel, former president of the Golf Course Superintendents

Association of America (GCSAA). "People in our industry have a tendency to move rather frequently. And at most courses, there's no real stability among those hiring the superintendents. So we hope to work to determine the needs of the individual courses."

Faubel says there will be no conflicts with superintendents who already work for courses. Executive Golf Search will strictly adhere to the code of ethics of the GCSAA.

"We're being accepted extremely well," Faubel says. "Superintendents are very enthusiastic, because we are stressing professionalism."

Designer/builder Robert Trent Jones, one of the people who originated the concept of such an organization, notes: "The importance of having the right golf course superintendent of a given club cannot be over-emphasized. Indeed, a club's very success depends, for the most part, on the professional and personal qualities of the superintendent."

Jones has given his personal encouragement to the two principles and the organization's concept.

For more information, write Executive Golf Search, 699 Westchester, Saginaw, MI 48603 or phone (517) 797-0677. □



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NEWS BRIEFS

RISE CONFERENCE...Responsible Industry for a Sound Environment (RISE) will hold its fall conference Sept. 7-11 in Washington, D.C. For more information, contact RISE: (202) 296-6085.

POA BIOLOGICAL...A company called Myco-Gen in San Diego has purchased the patent rights from Michigan State University's Dr. Dave Robinson for a biological *Poa annua* control product. "We're evaluating it in 14 states this year under very strict guidelines imposed by the Animal & Plant Health Inspection Service (APHIS)," says Dr. Hugh Crowley, Myco-Gen's manager of herbicide development. "Next year, we hope to look at it under more real-world conditions. To say we'll have limited commercial utilization (of the bacterium *Xanthomonas campestris*) by 1993 is a stretch, though it's performed pretty well so far."

NOT RECYCLABLE?...The Toro Company has filed a lawsuit against Fuqua Industries. The suit charges that Fuqua's simulation of Toro's trade dress and use of the word "Recycling" and other variations of the word "Recycle" in connection with its advertising and sale of Snapper Power mowers infringes on Toro's "Recycler" trademark.

ENDANGERED SPECIES...According to the Golf Course Superintendents Association of America (GCSAA), the EPA is consulting with the U.S. Fish and Wildlife Service to determine whether some registered uses of 31 pesticides need to be limited in order to protect endangered species. Chemicals expected to be involved: Orthene, Turcam, Dursban, Treflan, Team, Phostoxin and others.

A PASSING...Memorial contributions for Josephine Davids, wife of Clarence Davids Sr., can be made to Southwest Chicago Christian School, 12001 S. Oak Park Ave., Palos Heights, IL 60463. Mrs. Davids passed away April 28 at the age of 66. She was co-founder and co-owner of Clarence Davids & Co., Blue Island, Ill. who preferred to stay in the background but nonetheless made a forceful impact on the multi-million-dollar company.

RENTING HEALTHY PLANTS...A program for renting infrared plant health stress monitors has been devised by Conservation Technologies. Cost is \$295 per month, which can be applied toward purchase. For more information, contact the company at 17779 Main St., Suite D, Irvine, CA 92714; (714) 251-1210.

PESTICIDES

Malathion uses for turf part of reregistration

WAYNE, N.J. — The Malathion Reregistration Task Force will support turf uses for malathion insecticide, although many other currently-labeled uses will be dropped.

"In deciding which uses to support, we concentrated on what our customers demanded and on the largest uses," says Charles J. Galley Jr., chairman of the task force.

The task force is composed of the two worldwide manufacturers of the popular insecticide: American Cyanamid and Cheminova A/S.

"Excessive cost was the deciding factor in limiting the number of uses supported," adds Galley. "The scientific and economic requirements for just one new use with one formulation at one use rate for one crop for one target insect will cost more than \$100,000."

Malathion is a low-toxicity organophosphate used to control mosquito, grasshopper, locust and boll weevil populations. Labels for ornamental flowering plants, ornamental lawns and turf are among 68 uses expected to be reregistered. □

EVENTS

Expo '91's commercial demo area is sold out

LOUISVILLE, Ky. — The outdoor demonstration area for commercial equipment at the International Lawn, Garden & Power Equipment Expo (Expo '91) has been expanded and sold out.

"We are going to do everything we can to attract and build on the ever-growing number of Expo's commercial exhibitors and their customers," says Dennis Dix, president of the sponsoring Outdoor Power Equipment Institute, noting increased sales of commercial equipment.

"We are delighted," adds show director Warren Sellers, "with the response Expo has received from manufacturers of commercial products. Preliminary pre-registration figures show that attendance in commercial categories may be up this year as well."

Expo '91 will be held at the Kentucky Fair & Exposition Center here, July 28-30. Pre-show seminars for commercial end-users will be held Saturday afternoon, July 27.

Pre-registration for the show and seminars is free. For those not pre-registered, there will be a \$10 fee at the door. To pre-register, call the Expo office at (800) 558-8767. In Kentucky or outside the U.S., call (502) 473-1992. The fax number is (502) 473-1999. □

NEXT MONTH:

- *Aerification equipment
- *Bent vs. bermuda greens
- *Organizing self-sufficient crews

INFO-CENTER

SPRAYER CALIBRATION...A 16-minute, single-projector slide presentation entitled "Calibration of Turfgrass Sprayers" is now available. Included is a narrative tape which helps the observer walk through the entire calibration process. For more information, write to Spraying Systems Co., Agricultural Division, P.O. Box 7900, Wheaton, IL 60189.

IPM NEWSLETTER..."Landscape IPM Updates," a bi-monthly newsletter, contains the latest IPM information and product reviews, along with providing ideas for more efficient and safer pest management. Subscriptions are \$36 per year. For more information, write Larry Hollar, "Landscape IPM Updates," P.O. Box 309, Mt. Home, NC 28758.

SAVE THE ENVIRONMENT...An excerpt from Laurence Sombke's latest book is the basis for "30 Ways to Save the Environment," a free pamphlet from Garden Way, manufacturer of Bolens and Troy-Bilt outdoor power equipment. For a copy, write Garden Way at 102nd St., 9th Ave., Troy, NY 12180.

ALCA MEMBERS...The Associated Landscape Contractors of America (ALCA) has released its 1991 membership directory. Copies are \$25 plus \$1.50 for shipping. To order, call ALCA at (703) 241-4004 or write 405 N. Washington St., Suite 104, Falls Church, VA 22046.

FOR HAZARDOUS MATERIALS...A Hazardous Material Program Kit is designed to help employers comply with all five of OSHA's Right-to-Know requirements. Request a free 1991 Master Catalog from Direct Safety Co., 7815 S. 46th St., Phoenix, AZ 85044; (602) 968-7009.

WATER CONSERVATION TIPS..."A Water Conservation Handbook, Your Guide to Efficient Irrigation" is available through Pepco. Illustrated sections include drip irrigation, micro-irrigation, laser technology, the handbook is available by calling (800) 247-8138. Services, Penn State University, 119 Ag Admin. Bldg., University Park, PA 16802.

LYME DISEASE PREVENTION..."Outsmarting the Deer Tick" is a video recently released by Penn State University that covers prevention, personal protection and tick control of Lyme disease. Send \$35 to Ag Information Services, Penn State University, 119 Ag Administration Building, University Park, PA 16802.

PRODUCTS

Here's a win-win situation: organic, synthetic fertilizer sales keep everyone happy

CLEVELAND—Here's an idea that can't miss: sell both natural organic and synthetic fertilizer, and you win either way.

Steve Fesperman, vice president at Koos, Inc., says that the professional market is starting to sell both, especially when more customers show interest in "natural" products.

Selling organics and synthetics can pay off when faced with skeptical customers. When comparing the two, Fesperman says customers often think they get a biased opinion from a straight chemical company or a straight natural organic producer.

"Our point," he says, "is to try and sort through the prejudice and get down to the fact of what is most beneficial."



Steve Fesperman

Although all natural organics are ideal for customers who shun chemicals, Fesperman warns that it will take a few weeks for results to show, due to the low nutritional value of the raw materials used.

Another benefit of the all natural organics is the microbial activity, which helps decompose thatch.

The all-natural organics are 80 percent water insoluble and have no salt. The downside is cost. The all-natural organics are very low in nutritional value and are twice to three

times as expensive as chemical fertilizers, no matter who makes them. "We can buy granular urea for \$180 a ton that's 46 percent nitrogen," explains Fesperman. "Leather tankage is \$200 a ton, with only 11.8 percent nitrogen."

Fesperman says that the high price of current organic sources might force the market to seek out cheaper sources, such as seaweed or poultry waste products.

Prescription fertilizer blends, although not a new idea, are becoming more popular in both the do-it-yourself and commercial markets, according to Fesperman.

"Different prescriptions depend on different soil and weather conditions," says Fesperman. "Out of 80 different fertilizer materials, we'll encourage customers to use as much of the premium slow release material as we can."

In addition to weather and soil considerations, there are a series of questions to ask a customer interested in a prescribed mixture: Do you fertilize four to five times a year? Are you advertising that you're using totally natural organic fertilizer? What about weed control?

"The all-natural organic weed control method is to continue to feed the turf; the theory is that healthy turf crowds out the weeds," says Fesperman. "We eliminate the thatch layer and hopefully reduce the amount of insecticides and fungicides that would be necessary."

"There's nothing wrong with chemical fertilizers," says Fesperman, "for people who know how to use chemical fertilizers. If a homeowner is not going to follow the label directions, no matter which product he uses, he needs to call (a professional)." □

EVENTS

JULY

12-16: American Association of Nurserymen, Annual Convention, Walt Disney World, Orlando, Fla. Contact: A.A.N., 1250 I St. NW, Suite 500, Washington, DC 20005; (202) 789-2900.

14-16: Mid-Atlantic Nurserymen's Summer Trade Show, Baltimore Convention Center. Contact: Mid-Atlantic Nurserymen's Trade Show, Inc., P.O. Box 314, Perry Hall, MD 21128.

15-21: Arbor Day Institute Workshop, "The Technical Arborist," Washington, D.C. Contact: The Institute, P.O. Box 81415, Lincoln, NE 68501-1415; (402) 474-5655.

18: Summer Field Day & Trade Show, Stadler Nursery, Laytonsville, Md. Contact: Landscape Contractors Association, 9053 Shady Grove Court, Gaithersburg, MD 20877; (301) 948-0810.

22-24: Residential Landscape Design Work-

shops, Virginia Polytechnic Institute. Contact: Robert McDuffie, (703) 231-7432.

24-26: National Fertilizer Solutions Association Round-Up '91, Indiana Convention Center, Indianapolis, Ind. Contact: NFSA, 339 Consort Dr. Manchester, MO 63011.

25: PGMS Facilities Management Seminars, Ohio State University. Contact: PGMS, 10402 Ridgland Rd., Suite 4, Cockeysville, MD 21030; (301) 667-1833.

27-30: Outdoor Power Equipment Institute Expo '91, Louisville, Ky. Contact: OPEI, 6100 Dutchman's Lane, Louisville, KY 40205; (800) 558-8767.

30: Midwest Regional Turf Foundation Field Day and Show, Purdue University Agronomy Research Center, West Lafayette, Ind. Contact: Dept. of Agronomy, Purdue University, West Lafayette, IN 47907;

(317) 494-8039.

31: University of Georgia Turfgrass Field Day, Georgia Experiment Station, Griffin, Ga. Contact: University Extension Service, Landrum Box 8112, Georgia Southern University, Statesboro, GA 30460.

31: Connecticut Tree Protective Assoc. Summer Meeting, Aqua-Turf Club, Plantsville, Conn. Contact: CTPA, 18 Washington St., Rocky Hill, CT 06067; (203) 257-8971.

31-Aug. 2: American Sod Producers Association Summer Convention and Field Days, Red Lion Hotel/Lloyd Center, Portland, Ore. Contact: ASPA, 1855 Hicks Rd., Rolling Meadows, IL 60008; (708) 705-9898.

AUGUST

2-4: Southern Nurserymen's Association Horticultural Trade Show, Georgia World Congress Center, Atlanta. Contact: Southern Nurserymen's Association, 1511 Johnson

Ferry Road, Suite 115, Marietta, GA 30062; (404) 973-9026.

4: Perennial Plant Symposium, Farmington, CT and Long Island, N.Y. Contact: Dr. Steve Still, Perennial Plant Association, 3383 Schirtzinger Rd., Hilliard, OH 43026; (614) 771-8431.

6-8: Field Diagnostic Course for Turfgrass Managers, Cornell University, Ithaca, NY. Contact: Joann Gruttadaurio, (607) 255-1792.

12-13: Int. Soc. of Arboriculture Conference and Trade Show, Adam's Mark Hotel, Philadelphia, PA. Contact: ISA Trade Show, P.O. Box 908, Urbana, IL 61801.

14-15: "Insect and Disease: Diagnosing, Managing and Complying with Regulations," sponsored by the Ball Institute. Contact: The Ball Institute, (708) 231-3600. □

MANAGEMENT

Listen, observe to sell

LAS VEGAS, Nev.—Common sense, plain speaking, listening and observing are keys Mark H. McCormack has found helpful during his career.

In remarks made at the International Golf Course Conference and Show, McCormack said it's the little things that mean a lot and often make the deal.

McCormack, a Cleveland attorney and head of International Management Group, said that to be a successful businessman you must listen aggressively: to content, tone, choice of words and any indicators which sharpen connections.

Observe aggressively, have a good sense of humor, and include the tool of silence in negotiations, the sports management specialist said. The long pause never goes long unfulfilled, McCormack concluded. □

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