



LANDSCAPE MANAGEMENT

INCORPORATING LAWN CARE INDUSTRY

OCTOBER 1991 VOL. 30, NO. 10

12 The seed harvest

A bumper crop of turfseed, combined with decreased demand, means good prices for those buying turfseed this year.

14 The business of leading

Not everyone is a born leader. But some work long and hard on becoming one.

16 Old engines: rebuild or replace?

Look at the whole situation before deciding whether to rebuild tired engines or buy replacements.

20 Debris a problem? Compost!

Now is the time for all good landscape managers to come to the aid of their country. Composting is a start.

22 Planning around Mother Nature

For most landscape contractors, the difference between red ink and black ink is a function of the hours spent planning ahead.

24 Healthy trees limit moth damage

As these pesky varmints move across the country, steps to limiting damage are becoming more intensive.

25 Positioning with customer service

What is 'positioning' and how do you use it to get more customers?

Dr. Rudd McGary

8 Water, pesticides and conservation

Advances in technology will better equip landscape managers to deal with the 'Decade of the Environment.'

Dr. David Kopec

Dr. Roch Gaussoin

John Doyle

26 Strides in endophyte enhancement

Though insect-resistant endophytes are not confined to perennial ryegrass cultivars any more, none have been found in bluegrass—yet.

Dr. Richard Hurley

28 Monitoring for chlorine damage

Even small emissions of chlorides can cause severe damage to plants near the leak, as observed in New York and Nevada.

Dr. Robert Morris

Karen Lawson-Dyka

30 Treat now for pythium rots

This is the time of year to make sure pythium rots don't take away valuable turf areas.

31 Recognizing herbicide injuries

Lawn/landscape herbicides can cause damage to non-target ornamentals. Here are illustrative symptoms.

36 Ohio lawn care prez seeks support

Association-builder Phil Fogarty of Ohio says it's time to consider more state lawn care associations.

37 Canadian LCO : Don't blame economy

John Robinson says the key to a healthy company is continually revamping to meet changing market conditions.

38 Airwaves to carry lawn/landscape tips

John Deere's Bob Tracinski reveals an electronic campaign to rekindle pride in home lawns.

38 Turfed truck attracts the customers

Here's a nifty idea that's used to attract possible customers. It's a product of a fertile imagination—not to mention some fertile grass.

40 GIE show in Tampa

The annual Green Industry Expo will feature more than 250 exhibitors and co-keynote speakers.

40 Homeowners like lawns

A new survey shows that new homeowners will employ lawn care or landscape companies within six months.

41 New seed varieties prosper

More than 10 new seed varieties have been reported to LM this year, with more to come.

41 Plant bulbs now for spring

This is the perfect time to plant flowering bulbs into the landscape, ones that will bloom in the spring.

43 EPA is happy...for now

An EPA official believes the golf industry is doing 'a number of positive things' when it comes to being kind to the environment.

43 2,4-D under fire again

A new report from the National Cancer Institute says dogs are affected by the popular herbicide.

43 Public course boasts bentgrass fairways

A newly-opened public golf course is attracting attention with its high-maintenance fairways.

44 Euonymus scale control research seeks answers

The USDA is working to reduce the occurrence of euonymus scale on landscape plants. Join in the survey.

44 'Fingerprinting' helps turfgrass growers

A cheaper, more accurate, safer and faster method of identifying turfgrass cultivars has been developed.

44 Plant contamination minimal

Just six percent of nurseries in Florida were affected by a recent instance of herbicide contamination.

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1 As We See It

A new look for a new age has come to this magazine, effective this issue.

Jerry Roche, Editor-in-Chief

6 Ask the Expert

On termites, herbicide stains and spittlebugs.

Dr. Balakrishna Rao

46 Service Tip

Steps to improve your customer service effectiveness over the phone.

Ed Wandtke

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50 Events

52 Jobtalk

Ever hear of 'instant landscaping?' Try these tips for creating an established landscape.

54 Product Spotlight

Controlling weeds with the newest of the turfgrass herbicides on the market.

54 Product Showcase

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