

# HOT TOPICS

## Green Industry Conference & Show features co-keynoters, lots of exhibits

**Strategists Josephine S. Cooper and Jay Conrad Levinson will be the two keynote speakers at the annual Green Industry Expo.**

**TAMPA, Fla.**—The Green Industry Expo, sponsored by three professional associations—the Professional Lawn Care Association of America (PLCAA), the Associated Landscape Contractors of America (ALCA) and the Professional Grounds Management Society (PGMS)—

will be held here Nov. 17-21.

Cooper is a senior principal with the Capitoline International Group of Washington, D.C. She will address the challenges lawn care professionals face in influencing future legislation through an active united lawn care industry.

Conrad is a representative of Guerrilla



## New homeowners love lawn care and landscaping

**WESTBURY, N.Y.** — More than one out of three new homeowners (33.5 percent to be exact) enlist the services of a landscape or lawn care company during their first six months in the home, according to a new study.

"The new homeowner market is a prime target for the landscape and lawn care industry," says executive vice president Stuart Siegel of Getting To Know You International, which commissioned the study. "New homeowners are an affluent, educated and upwardly mobile group of professionals, executives and entre-

preneurs. The majority are married and have children living with them in the new home, the study says. (See chart for further statistics.)

Many landscape and lawn care services nationwide use the Getting to Know You program, according to the company. The program features a housewarming gift

Marketing International of Mill Valley, Calif. He will be speaking on "new strategies, tactics and weapons for winning big profits from your business."

Other featured speakers are George Toma of the Kansas City Royals, Ben Bolusky of the American Association of Nurseymen, Bill Vaughn of the Walt Disney Co., Paul Skorupa of Pesticide Compliance & Training, and a bevy of technical experts from the nation's major land grant universities.

A trade show featuring more than 250 exhibitors will be held in conjunction with the GIE on Nov. 19-20. Outdoor power equipment demonstrations are scheduled for Thursday, Nov. 21. Service workshops will be held, at no extra cost, on the exhibit hall floor of the Tampa Convention Center by leading manufacturers.

And, all exhibitors and registrants are invited to attend the Green Industry Expo evening reception, Monday, Nov. 18.

For more information, contact the PLCAA at (404) 977-5222, the ALCA at (703) 241-4004 or the PGMS at (301) 667-1833.

delivered to the new homeowners that includes a personal telephone/address directory and gift certificates from local merchants.

For more information on Getting to Know You International, which serves 37 states, call Joanna Piccirillo at (800) 255-4859.

### 'GETTING TO KNOW YOU' • SURVEY OF NEW HOMEOWNERS

Characteristic	Male	Female
Avg. age	38.1 yrs.	37.0 yrs.
Professionals	73.6%	49.3%
College degreed	60.1%	51.7%

  

Characteristic	Household
Avg. income	\$59,000
Currently married	77.2%
Children?	58.2%

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# New seed varieties show some resistance

**CLEVELAND**—The green industry's leading seed companies have reported to **LANDSCAPE MANAGEMENT** the release of at least 10 new varieties. Most will have limited availability in their first year.

- Lesco's Trailblazer II is a dwarf, dark green variety of turf-type tall fescue, available in limited supply for fall 1991. Trailblazer II has reportedly shown excellent resistance to leaf spot, crown rot, brown patch as well as producing good cold, wear and shade tolerance and excellent drought tolerance.

- New tall fescue varieties from Turf Seed are Eldorado, Tomahawk and Safari. But Dr. Bill Meyer of Turf Seed says the company is being cautious when it comes to new varieties. "There's less demand for new varieties than there was a few years ago," says Meyer, "so we're being very selective about what we're putting our name on."

- Winchester and Thunderbird are two new semi-dwarf varieties. Both are reported to have "excellent" disease resistance, especially to brown patch.

- Turf Merchants will most likely develop a "mini" Bonsai variety, says researcher Fred Ledeboer, who adds that he has had success in developing a Bonsai plant with endophytes. Ledeboer says even shorter-growing tall fescues are on the horizon, varieties that will attain a maximum height of about two feet.

- Legacy dwarf turf-type perennial ryegrass exhibits low growth habit, fine texture and very dark green color. A 94 percent endophyte level, providing resistance to above ground feeding insects. Legacy is demonstrating high performance in all turfgrass tests under low as well as high



**Doug Brede: Says industry may see a hybrid bentgrass by mid-decade, for home lawns in the North. It would also be better suited to Southern heat.**

maintenance levels.

- Edge ryegrass, says Pickseed West's Dr. Jerry Pepin, has 100 percent endophyte. It can be used in blends and mixes.

"We're looking for low-growing ryegrasses, too," says Pepin. "They seem to produce more growth. Ryegrass will be our biggest species because there are so many uses for them. Low-growing is less maintenance, less fertilizer, less water..."

Shamrock, a new hybrid Kentucky bluegrass, exhibits improved disease tolerance, dark

green genetic color, very dense fine turf with a relatively low growth habit, and improved resistance to leaf spot and rust.

- Doug Brede of Jacklin Seed Co.'s research division reports that J-386 Kentucky bluegrass—now in the works—will be a "top variety." He is also at work on a hybrid bentgrass species for home lawns in the North. Some of these bunch-type grasses are "very acceptable" for low-maintenance grasses in the South. Brede promises a definite report on *Agrostis* by 1995.

- *Supra Poa supina* bluegrass is new to the U.S., reports Bill Junk of Fine Lawn Research, Inc. "It is the best shade species and number one sports grass in Europe," says Junk. *Supra* is described as especially thick, highly resistant to traffic and disease, with minimal growth.

- *Tropica bermudagrass* is new from Turf Merchants, as well as *Cypress Poa trivialis*.



**Fred Ledeboer: Tall fescues can tolerate some skips in fertilization, but don't take them for granted.**

*For a complete listing of the various seed marketers and brands, see our survey beginning on page 12. For an update on endophyte research, see our exclusive on page 26.*

# Plant bulbs now for spring flowers

**BROOKLYN HEIGHTS, N.Y.**—If you've got landscapes in which you want to incorporate flower bulbs for next spring, fall is the time for planting.

Good drainage is absolutely essential for spring bulbs, advises the Netherlands FlowerBulb Information Center, headquartered here.

Sandy soils are best, but if your soil is mostly clay, mix in some organic matter such as peat moss. The peat not only provides better drainage, but it also loosens the soil so the actual bulb planting is easier.

The basic rule of thumb to determine proper planting depth and spacing:

- Eight inches deep, three to 10 inches apart for large caliber bulbs (like tulips, narcissi and hyacinths) that are two inches or more in diameter.

- Five inches deep, spaced one to two inches apart for smaller bulbs (like crocus, grape hyacinth, scilla or galanthus) that are one inch or smaller in diameter.

After planting, it's important to water generously to get root growth started. For bed plantings, it's good to add two to three inches of mulch like pine park, once the ground freezes.

Bulbs should be planted before the first hard frost, which could be just around the corner. However, if you find yourself with unplanted bulbs after the cold weather has arrived, you can plant them anyway. They won't keep indoors: too much heat can kill them, too much moisture can cause rot or fungus.

But in the ground, they'll probably surprise you and flower come spring.



**Drifts of dewy daffodils come up each spring in no-fuss naturalized plantings if you can plant them before the first freeze sets in this fall.**

## EPA is happy with 'friendliness' of golf courses

**WASHINGTON, D.C.**—An Environmental Protection Agency (EPA) official believes the golf industry is doing "a number of positive things" when it comes to being kind to the environment, but must continue to make golf courses "environmentally friendly places."

Lewis Crampton, an agency associate administrator, says cooperative efforts by the EPA and the Golf Course Superintendents Association of America (GCSAA) are a sign that golf is "on the right course."

"It's only natural that golf course superintendents be leaders in environmental stewardship," says GCSAA president Stephen Cadenelli, CGCS. Cadenelli says the golf industry has worked for a number of years to insure that the public and government understand how golf courses are managed to prevent negative effects on the environment.

Apparently, someone hasn't been paying attention.

The latest EPA campaign involves improving what it believes to be improper use of the nation's wetlands. John Studt of the U.S. Army Corps of Engineers says existing wetland areas should be integrated into golf course plans when possible.

"Incorporating these areas as open green space and hazards is something you should strive for," says Studt, who also says the wetlands permit process should be streamlined. "Streamlining the program and making it run better, and getting decisions for applicants sooner is something we are trying to strive for," says Studt.

Crampton spoke at a seminar entitled "Golf Course Management, Government Regulations and the Future."

## Dogs endangered by lawn herbicide, report states

**WASHINGTON, D.C.**—The National Cancer Institute has released yet another study incriminating the lawn herbicide 2,4-D as being a cancer-causing agent—this time in dogs.

The report said that dogs were twice as likely to develop a cancer called lymphoma

if their owners sprayed or sprinkled the herbicide on their lawns four or more times per year.

"The study also suggests that the potential health/hazards of human exposure to 2,4-D at home warrant further study," said Howard M. Hayes, the primary author of the study.

Earlier studies by the National Cancer Institute had noted "strong links" between

non-Hodgkin's lymphoma in humans and 2,4-D. But those studies were refuted by subsequent reports commissioned by the Environmental Protection Agency and the Ontario (Canada) Minister of the Environment.

News of the NCI's study was reported by the major news services and the national newspaper *USA Today*. Industry professionals say the report was poorly researched.

## Bentgrass gains popularity on public courses

**AKRON, Ohio**—A newly-opened public golf course in Ohio is attracting attention with its bentgrass fairways.

"It's unusual for a public golf course in this area," says Ed Breckenridge, superintendent at Raintree Country Club between Canton and Akron.

The club opened in July in the midst of a drought that plagued much of the region.

"We didn't have much of a problem at all" keeping the fairways and the rest of the course in great playing shape, says

Breckenridge. A 400-head Toro Irrigation system provided adequate water.

The tees and fairways are planted with Pennway bentgrass, which is mowed at a height of 3/4ths inch by Ransomes 350-D mowers. Pennlinks greens are mowed at 3/16th inch with Toro triplexes.

Turf-type tall fescues are used in some roughs. This will help produce a tall-grass "heather" look that's popular overseas, says Breckenridge. The course also has dunes along the lines of those found in

*continued on page 44*

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## Bentgrass *continued from page 43*

England, Scotland and Ireland.

"The only problem down the road will be clippings and susceptibility to disease." A finely-tuned maintenance program is likely to eliminate those concerns, he points out.

A broadleaf weed killer from Lesco is sprayed on the bent, and "everything that gets irrigation water is fertilized" to insure lush growth.

Dirt cart paths are being converted to concrete, and construction of a 20,000 square-foot clubhouse will be finished by next March. The building of 115 homes surrounding the course begins in the spring.

—James E. Guyette

## USDA busy looking for scale controls

**MADISON, Va.**—The Animal and Plant Health Inspection Service of the USDA is working to reduce the occurrence of euonymus scale on landscape plants.

The euonymus scale is a sucking insect found throughout the temperate zone, wherever euonymus species are grown. Its hard shell makes it virtually immune to pesticides. Some miscible oils have been successful against the scale during early spring, according to Ray Brush, a member of the project's advisory committee. He is also the American Association of Nurserymen's consultant on quarantine procedures.

Brush says infested plants will exhibit a white residue on stems, which is actually the shell of the male euonymus.

A scale feeding predator, a ladybug-type beetle, and a small parasite which attacks the scale under its shell are to be used in the initial stages of research.

"Both have shown great promise," says Brush.

He adds that those and other biological control predators will be nurtured at the inspection service's National Biological Control Laboratory in Niles, Mich. Federal and state departments of agriculture, state experimental stations and industry will participate.

"We're trying to find out which of the species of euonymus and which cultivar are being used in various states, and what sort of scale problems they are having with it," explains Brush.

Brush is busy distributing a four-question survey which seeks information from the field regarding the degree of euonymus infestation around the country.

To participate in the survey, contact Ray Brush at P.O. Box 266, Madison, VA 22727; (703) 948-6436.

## Correction

■ Two items in our August issue's "Fall Fertilization Guide" require clarification.

The photo caption on page 32 should read: "Fertilizing less than 30 days before a frost may result in low temperature kill..."

On page 33, under the subhead, "Rates and ratios," the amount of actual nitrogen per 1000 sq. ft. should read 1/2 lb., not 1-1/2 lb. actual nitrogen. Likewise, the amount of actual nitrogen suggested on page 34 should read 1/2 lb.

We apologize for any confusion caused by the mis-information.

## 'Fingerprinting' could help in disease diagnosis

**KNOXVILLE, Tenn.**—A University of Tennessee researcher says a cheaper, more accurate, safer and faster method for providing "fingerprinting" has been developed, and its application to turfgrass cultivars "would be a major contribution to grass genetics in this century."

Principal investigator Dr. Lloyd Callahan, a professor at the school's ornamental horticulture and landscape design department, says the DNA Amplification Fingerprinting (DAF) method developed here should have a number of far-ranging applications, not the least of which is the means of legally establishing genetic individualism for new strains of grasses. The method could be used to protect turfgrass breeders from commercial theft of new varieties.

Fingerprinting is also useful in disease diagnosis and breeding.

Callahan has written that DAF will be adapted to both cool- and warm-season grasses and primary cultivars, and is being applied to bermudagrass, bahiagrass, buffalograss, centipedegrass, St. Augustinegrass and zoysia, bentgrass, fine fescues, Kentucky bluegrass, perennial ryegrass and tall fescue.

More than 200 other turfgrass cultivar samples will be tested using a similar DAF method also under study by University of Tennessee researchers.

Callahan and researchers have already performed the service for about a dozen companies and also provided a fingerprint for a cultivar to document that it could pass through a state which had questioned its compliance with quarantine laws.

## Florida nurseries unaffected by bad batches of fungicide

**ORLANDO, Fla.**—Florida's environmental horticulture industry still has an ample supply of nursery plants available, despite damage caused by a contaminated fungicide which appears to affected an estimated 400 nurseries statewide.

Earl Wells of the Florida Nurserymen and Grower's Association, said that the 400 nurseries represent about six percent of the state's 6,939 non-citrus nurseries.

Wells said that price adjustments have not skyrocketed due to the plant losses.

"DuPont Agrichemical Co. officials continue to research a specific cause for the plant damage, but to date have not release any positive findings," the FNCA said in a press release.

## Saving tax money by leaving clippings

**PASSAIC COUNTY, N.J.**—County officials here have begun a public relations campaign to convince residents to leave their grass clippings in the ground. Their ploy is to play up the taxpayer savings: \$2.4 million in annual landfill and transport fees.

The Troy-Bilt Co. of Troy, N.Y.—one of a few companies now making either a mulching mower or attachment—is getting in on the action by offering technical and hardware assistance.

The "Grass...Cut It and Leave It" message is to leave grass clippings on the lawn or cut the lawns with mulching mowers, the green industry's newest piece of environmentally friendly equipment.

Troy-Bilt has donated one mulching mower to each of the counties 16 municipalities, to be used as demo-models.