

LANDSCAPE MANAGEMENT

INCORPORATING LAWN CARE INDUSTRY

DECEMBER 1992 VOL. 31, NO. 12

COVER FEATURE

11 Certifying the industry

The ranks of certified landscape contractors are growing, as more companies realize how certification enhances company and industry professionalism.

Terry McIver

FEATURES

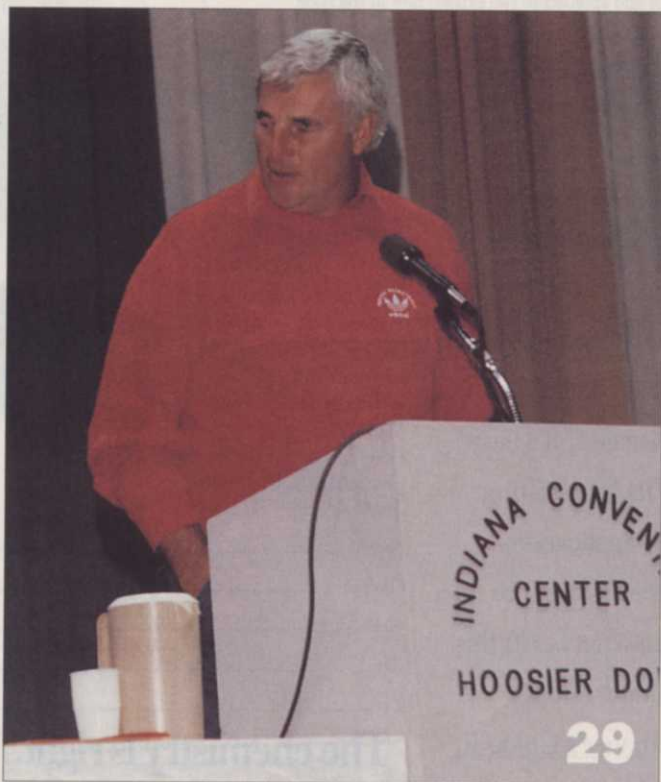
14 Opening a branch office

Careful planning and foresight will eliminate many of the problems posed by this type of expansion.

Ed Wandtke

15 Choosing mowing patterns

Besides speed, they can help you control the beauty of an area, or the safety with which you're mowing, as Tim Glover of Westerville (Ohio) Schools attests.



18 How to be successful

'If you don't stand for something, you'll fall for any thing,' says this Virginia Turf Conference lecturer, who gives tips on creating your own destiny.

Jerry Roche

20 Small business tips

The National Association for the Self-Employed (NASE), an organization serving the needs of small businesses in America, lists some business hints on various subjects.

TECH CENTER

21 Weed control for sports fields

Developing a game plan means scouting the opponent—identifying the weeds, recording their location, and learning their lifecycle.

Gil Landry, Ph.D.; Tim Murphy, Ph.D.



23 Suppressing summer patch

Ammonium sulfate fertilizer suppresses summer patch, a fungal disease attacking the roots of turf grasses, says Dr. Joseph Heckman of Rutgers University.

23 Plan ahead for Japanese beetles

Sure, it's early, but it's a good idea to take some time now to plan how you'll handle Japanese beetles in the spring.



LAWN CARE INDUSTRY

26 Pat Norton: 'Person of the Year'

Norton, of Barefoot Grass Lawn Service, joins a list of lawn care notables that includes Dick Duke, Jerry Faulring and Marty Erbaugh.

Ron Hall

27 ChemLawn: end of the road?

Many factors contributed to ChemLawn's demise, but had its trademark passion for customer service left it first?

Ron Hall

HOT TOPICS

29 Indy coach captivates industry

Indiana University basketball coach Bobby Knight had all 3,000 attendees at last month's Green Industry Expo talking about him for the four days of the annual fest.

DEPARTMENTS

1 As We See It

8 Ask the Expert

29 Hot Topics

31 Customer Service Tips

32 Info-Center

34 Events

35 Jobtalk

36 Product Spotlight

42 Product Showcase

46 Classified

48 Ad Index

On the cover: The grounds around The Arboretum, a shopping and office complex in Austin, Texas, maintained by Clean Cut, Inc. of Austin.

LANDSCAPE MANAGEMENT

Low Cost Services

ADVANSTAR Communications, Inc.,
7500 Old Oak Blvd. Cleveland, OH 44130
(216) 243-8100 or (216) 891-2718
Fax: (216) 891-2675

EDITORIAL STAFF

JERRY ROCHE, Editor-in-Chief
TERRY MCIVER, Managing Editor
RON HALL, Senior Editor
KEITH FAZIO, Art Director
MAUREEN HREHOCIK, Group Editor

BUSINESS STAFF

JON MIDUCKI, Publisher
ROBERT EARLEY, Group Vice President
KEVIN CONDON, Publishing Services Director
CAROL PETERSON, Production Manager
ROSY BRADLEY, Senior Production Manager
DEBI HARMER, Production Director
DIANE BIAS, Administrative Coordinator

ADVERTISING OFFICES

JON MIDUCKI, Publisher
ROBERT EARLEY, Group Vice President
ANNE LANGHENRY, Promotion/Research Manager
MEG GARNER, Sales Representative
SUE RAMSETH, Sales Representative
DIANE BIAS, Administrative Coordinator
7500 Old Oak Blvd. Cleveland, OH 44130
(216) 826-2855 (216) 826-2873
FAX (216) 891-2675
DICK GORE, East Coast Sales Manager
3475 Lenox Road NE Ste. 665
Atlanta, GA 30326
(404) 233-1817 FAX (404) 261-7422
ROBERT MIEROW, West Coast Representative
1515 NW 51st St., Seattle WA 98107
(206) 783-0549 FAX (206) 784-5545

SUBSCRIBER / CUSTOMER SERV.

(218) 723-9477 FAX (218) 723-9437



Richard Swank: President & CEO
Richard Moeller: Exec. VP; President, Publishing
Richard D.W. Mead: Vice Pres., Finance & CFO
James Adler: Vice President
Phil Stocker: Vice President

LANDSCAPE MANAGEMENT (ISSN 0894-1254) is published monthly by ADVANSTAR Communications, Inc. Corporate and editorial offices: 7500 Old Oak Blvd., Cleveland, OH 44130. Advertising offices: 3475 Lenox Rd. NE, Suite 665, Atlanta, GA 30326 and 7500 Old Oak Blvd., Cleveland, OH 44130. Accounting, advertising production and circulation offices: 1 East First Street, Duluth, Minn. 55802. Subscription rates: \$30 per year in the United States; \$55 per year in Canada. All other countries: \$100 per year. Current issue single copies (pre-paid only): \$3.00 in the U.S.; \$6.00 in Canada; elsewhere \$10.00; add \$3.50 per order for shipping and handling. Back issues, if available, \$10; add \$3.50 per order for shipping and handling (pre-paid orders only). Office of publication: ADVANSTAR Communications, Inc., 1 East First Street, Duluth, Minn. 55802 and additional mailing offices. Copyright © 1992 by ADVANSTAR Communications, Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from the publisher. Canadian G.S.T. number: R-124213133. POSTMASTER: Send address changes to Landscape Management P.O. Box 6269 Duluth, Minn. 55806. Date effective: December 27, 1990.

V BPA ABP