

# LANDSCAPE MANAGEMENT

is a proud member of these green industry professional organizations:

## ALCA

Associated Landscape Contractors of America, 12200 Sunrise Valley Dr., Suite 150, Reston, VA 22091; (703) 620-6363.

American Sod Producers Association, 1855-A Hicks Rd., Rolling Meadows, IL 60008; (708) 705-9898.

Golf Course Superintendents Association of America, 1421 Research Park Dr., Lawrence, KS 66049-3859; (913) 841-2240.

International Society of Arboriculture, P.O. Box 908, Urbana, IL 61801; (217) 328-2032.

International Turfgrass Society, Crop & Soil Environmental Sciences, VPI-SU, Blacksburg, VA 24061-0403; (703) 231-9796.

National Arborist Association, The Meeting Place Mall, P.O. Box 1094, Amherst, NH 03031-1094; (603) 673-3311.

National Golf Foundation, 1150 South U.S. Highway One, Jupiter, FL 33477; (407) 744-6006.

Ohio Turfgrass Foundation, 2021 Coffey Rd., Columbus, OH 43210; (614) 292-2601.

## PGMS

Professional Grounds Management Society, 10402 Ridgland Rd., Suite 4, Cockeysville, MD 21030; (301) 667-1833.



Professional Lawn Care Association of America, 1000 Johnson Ferry Rd., NE Suite C-135, Marietta, GA 30068-2112; (404) 977-5222.

Responsible Industry for a Sound Environment, 1155 15th St., NW, Washington, D.C. 20005; (202) 296-6085.



Sports Turf Managers Association, P.O. Box 98056, Las Vegas, NV 89193-8056; (702) 739-8052.

Turf and Ornamental Communicators Association, 8500 Normandale Lake Blvd., Suite 1200, Bloomington, MN 55437; (612) 831-8515.

## AS WE SEE IT

JERRY ROCHE, EDITOR-IN-CHIEF



## Are we finally getting our message to the masses?

You would think that *Mother Earth News* magazine would be the last place you would see an article complimentary to some of the professional landscaper/golf course superintendent's tools.

"Tools," in this case, refers to fertilizers and the various pesticides used to maintain healthy, beautiful trees, shrubs and turfgrasses.

Yet, in the June/July issue of the aforementioned environmentally-oriented publication aimed at consumers, an article by Lane L. Winward titled "The Natural Lawn" painted a pretty accurate picture.

"Many individuals define...synthetic...as something that is unnatural and therefore undesirable. In the case of fertilizer, this is not quite true," Winward correctly points out in the article. "Most synthetic fertilizers are made up of the exact same elements as natural fertilizers. The only difference is that synthetic fertilizers are more concentrated."

Winward goes on to accurately describe the foibles of turf maintenance. He says that biological pest controls have yet to be perfected, and that "organic methods of weed control [hand-weeding, cultural controls] are simple to recognize but difficult to put into practice."

Most importantly, Winward sums up the article by saying: "The beauty that is presented by deep green carpets of grass is too great to risk its being lost because such methods [fertilizer and pesticide use] are not ecologically responsible."

It sounds like he's saying the risk/benefit scales (the ones we hear so much about when discussing pesticides) clearly tip toward the use of pesticides to preserve our beautiful lawns.

This, unless I miss my guess or am misunderstanding him, is the point we in the green industry have been trying to make for years.

Winward, incidentally, knows whereof he speaks. He is author of "The Healthy

Lawn Handbook...with Practical Tips from a Professional Landscaper."

He is also owner of Action Mowing, Lawn & Landscape in Salt Lake City, Utah. He claims to have had more than 7,000 clients over the years, including about 150 regular clients this year. Though "Action" doesn't apply any fertilizers or pesticides, the company does make recommendations to its customers.

"I've worked with extension service people across the United States to get my information," Winward contends. "I've also tried everything in my book."

Even though Winward says he has occasionally been taken to task by some fertilizer and pesticide manufacturers, he is very pragmatic about pesticide applications. In a telephone conversation with LANDSCAPE MANAGEMENT, he casually mentioned a nearby city that was forced into aerial insecticide applications because of overwhelming mosquito populations. This is okay, he told us, because mosquitos are vectors for many diseases, and the public had to be protected.

"[Nonetheless], research needs to be done to find alternatives, and alternatives are being found," he said.

To re-state our point: We didn't expect to see such a well-balanced article in a publication like *Mother Earth News*, but—quite frankly—it's refreshing.

Perhaps—just perhaps—the industry is slowly making inroads toward getting the public to accept *judicious* use of fertilizers and pesticides in the urban setting.

And that's all we've ever wanted, isn't it?