

\$3.4 billion spent on maintaining golf courses

LAWRENCE, Kan.—Caring for the nation's almost 13,000 golf courses is big, big business—about \$3.4 billion in 1991, says the Center for Golf Course Management (CGCM).

CGCM is the research subsidiary of the Golf Course Superintendents Association of America (GCSAA). The CGCM arrived at the \$3.4 billion figure by studying the maintenance

expenditures—including labor but excluding capital expenses—at 1,164 courses.

Stephen G. Cadenelli, president of the GCSAA, says, "the golf course maintenance industry is a major industry in the United States and has a major impact on the nation's economy."

For more information about the study, contact CGCM at (913) 841-2240.



Cadenelli: Golf impacts economy.

Average company owns six walk-behinds

DES PLAINES, Ill.—A recent survey of the outdoor power equipment market has found that the average grass-cutting service uses 6.6 walk-behind mowers, 1.2 front-mounted deck design riding mowers, 0.3 rear-engine riders and 1.2 tractors.

The survey by Irwin Broh & Associates, Inc., consisted of telephone interviews conducted in September of 1991 with representatives of 900 green industry companies. Questions dealt with

company buying habits relative to gasoline string trimmers, portable yard blowers, walk-behind mowers, riding mower tractors and gasoline hedge trimmers.

Each equipment category study is available from Irwin Broh & Associates, 1011 E. Touhy Ave., Des Plaines, IL 60018; (708) 297-7515.

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HOT STUFF

Duich retires to be consultant

STATE COLLEGE, Pa.—Dr. Joseph M. Duich has retired from Penn State University to become a technical advisor and consultant for the Tee-2-Green Corp., Hubbard, Ore.

Duich was professor of turfgrass science at Penn State for more than 36 years. While there, he assisted Professor H.B. Musser in developing Penncross creeping bentgrass.

Dr. Duich will address golf course superintendents' questions and management practice inquiries concerning the company's bentgrasses. He will continue to reside here.

Green industry market revealed

WASHINGTON—According to one report, the gardening and landscape industries in the U.S. will "virtually re-invent" themselves in the 1990s.

The study, done by Forecasting International, Inc., gives an extensive overview of dominant trends in American lifestyles that will impact the two professions.

"Although the study predicts that the aging baby-boomers will generate a substantial market for landscaping, it also concludes that landscape contractors will find it difficult to prosper as a result of this trend," a press release notes. "In support of this conclusion, it cites several factors: a continuing poor labor pool, under-capitalization and price cutting."

According to the study, future bright spots will be in high-end residential design/buld, maintenance (including lawn care) and irrigation.

For more information on the 258-page book "The Gardening of America," contact Dickson Felix Inc., 1441 Que St. NW, Washington, DC 20009; (202) 328-1540.