

# LANDSCAPE MANAGEMENT

incorporating Lawn Care Industry

JUNE 1993 VOL. 32, NO. 6

## COVER FEATURE

### 8 Making the grade

Our mini-survey of lawn and landscape customers shows that our industry appears to grade out well in terms of knowledge, customer satisfaction and value.

*Jerry Roche, Terry McIver*

## FEATURES

### 14 On sales and service

Do a better job, and everyone associated with the organization will profit financially and personally, say two experts on customers.

*James E. Guyette*

### 16 Avoiding summer burnout

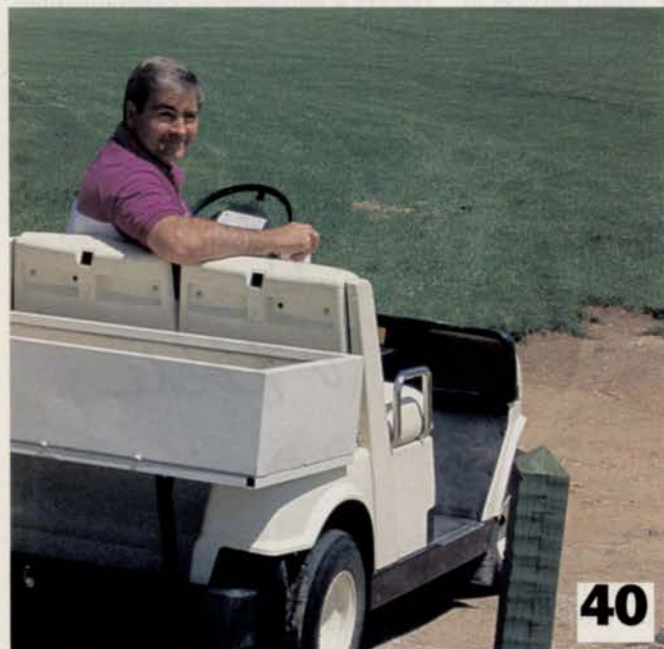
Summer heat compounds all the things that can go wrong during a day. Here's how to keep productivity high and workers happy.

*E.T. Wandtke*

### 18 LM Reports: Tree maintenance equipment

Pruners, injectors, mist blowers and aerial lifts are four categories of the more common equipment used in tree care.

*Jerry Roche*



40

### 22 Irrigation: Ten-Plus-One

Irrigation, performed consistently, plays a major role in determining the condition of athletic turf. These 11 "commandments" will help determine if your irrigation system's a winner.

*Ray Flood*

### 26 Stump cutter maintenance

Preventive maintenance helps keep the equipment productive, and employees and bystanders safer, says Brad Yochheim.

*James E. Guyette*

## TECH CENTER

### 30 Fertilizing woody plants

Proper technique and fertilizer selection are parts of PHC over which arborists have more control than any other service except tree pruning and surgery.

*Trevor F. Vidic*

### 34 'Slitting' insecticides

Contractors develop a market for 'slit' mole cricket control in Dixie, but white grubs are still uncertain in North.

*Ron Hall*

## STRICTLY GOLF

### 40 Moving the players

'Ready Golf' keeps golfers moving and helps more than 400 per day breeze through city courses in Overland Park, Kan.

*Jerry Roche*

### 42 Too much water unwise

Researchers in Fort Lauderdale found that despite turfgrass's ability to filter chemicals, some can still leach to groundwater.

*Ron Hall*

## LAWN CARE INDUSTRY

### 44 Dragging with Dennis

Jacksonville's Nick Dennis is all go with lawn care, automobile racing, and the Florida Turfgrass Association.

*Ron Hall*

### 48 Supporting service people

Who in your service delivery organization has the most contact with customers? Are you supporting them?

*Ron Hall*

# PRO \*LAWN PLUS

THE LAWN CARE PEOPLE



## HOT TOPICS

### 50 Drought-resistant grass

Dr. Karl Danneberger teams up with OSU's Biotechnology Center, which has isolated a gene that helps plants jump-start the production of proline, a common amino acid associated with drought tolerance in many plants.

### 56 Residential business growing

New residential installation, with projected growth of 11.5% in 1993, is the hot ticket in the market, according to members of the National Landscape Association.

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*On the cover: Overland Park (Kansas) Golf Course (see story on page 40). Inset photo courtesy of Echo, Inc.*

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