

LANDSCAPE MANAGEMENT

OCTOBER 1993 VOL. 32, NO. 10

COVER FEATURE

6 Growth strategies

A business is never stagnant. According to a recent publication, it's either growing or dying. Here are some tips on avoiding the latter.

Jerry Roche

If you've been entrusted with expanding your golf course, here are some pleasures and pitfalls this experienced superintendent would like to impart.

Jerry Coldiron

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Big-ticket items are now more adaptable to landscaping uses. A widening array of attachments adds versatility and efficiency to skid-steer purchases.

Ron Hall

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Buying and installing mulch is not an insignificant expense. Here are some tips from the National Bark & Soil Producers Association to get the full value of mulch.

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Steady customers are the backbone of your business. But losing them and having to replace them could break your back.

Bess Ritter May



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If you tell customers a tree is safe and it falls apart, there's hell to pay, say these tree and litigation experts.

James E. Guyette

26 Green up with iron

Using this micronutrient for rapid color enhancement is making turf and turf managers look good.

36 Beware desiccation

The biggest cause of winter's lasting gift, desiccation, is intense cold wind at times of low humidity. Snow mold waits in the wings.

Terry McIver

GOLF 'SCAPING

40 Wetting agent injections

Harold Edgerton runs liquid soil wetting agents through his water injection aerator to relieve stressed-out greens. But he adds an effective metering system that uses a proportional injector attached just off-green.

Bob Coleman

43 GCSAA looks for CEO

With the Lawrence, Kansas staff realignment proposed by Arthur Andersen & Co. and the resignation of CEO John Schilling, the GCSAA will sport a whole new look by mid-1994.

Jerry Roche

LAWN CARE INDUSTRY

44 The big pay-off

Margins just so-so? Exceeding customer expectations will help strengthen them—perhaps to as high as eight percent profit—this landscaper says.

45 LCO charged with murder

Richard B. Huff allegedly tried to build a lawn care company the wrong way—with dirty tricks, insurance fraud, arson and, finally, murder. That's why he may spend the rest of his life in prison, if a West Virginia grand jury has its way.

Ron Hall

46 It's a swap meet!

President Bill Clutter and about 100 other Ohio Lawn Care Association members gather at O.M. Scott's picnic grounds for the first OLCA swap meet.



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Russell Schmidt says customers are anxious to restore lawns/landscapes following this year's historic Mississippi River deluge.

Ron Hall

J. Walter Wolfner, Jr. is experimenting with bentgrass in mid-summer because he has no choice. The Meramec River destroyed two of his courses.

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ON THE COVER

A picturesque view of Boone Links Golf Course in Florence, Ky. Boone Links superintendent Jerry Coldiron tells readers how to deal with a new construction project beginning on page 6.

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