

LANDSCAPE MANAGEMENT

'WE KNOW YOUR TURF'

FEBRUARY 1994 VOL. 33, NO. 2

COVER FEATURE

12 Rebuilding the soil

Where do you start when you want healthy turfgrass and landscape ornamentals? With the soil. So if your soil isn't up to snuff, here's what to do.

Ron Hall

FEATURES

14 LM Reports: Dethatchers

Thatch build-up can rob turfgrass plants of valuable nutrients and siphon water from the root system. Here are some mechanical and chemical dethatchers you might consider.

Terry McIver

18 Mulching mowers

Critics of mulching mowers have been too harsh, says this University of Georgia expert. They are here to stay, because they're helping save the environment—in more ways than one.

Jerry Roche

20 Budget woes

Due to many changes—both good and bad—today's sports turf manager has to budget wiser, work smarter and communicate better.

Terry McIver

26 Making the mega-deal

Can you visualize it, before it happens? That's the first step toward actually selling the deal of your dreams, says marketing guru Joel Lerner.

Jerry Roche



12



56

28 Motivation and productivity

'If you rule with an iron fist, you get either malicious obedience or gleeful insubordination,' this expert says.

Jerry Roche

32 Bottom-up management

Ask your employees what they want and need for the company, solicit their suggestions—and then listen.

Ed Wandtke

41 High services, low prices

Because of the way NatureScape is run, it can adjust to the needs of its clients, and keep them happy.

Jim Guyette

44 Stopping financial leaks

One leak in itself is not dangerous to the well-being of your company, but many leaks can lead to disaster.

Dan Sautner

46 Point and click

Powering your business with the new computers is not hard to learn. With the advent of recent user-friendly programs, mastering computers is easier.

Bess Ritter May

TECH CENTER

50 Spring turf fertilization

Early spring is a time to review your fertilization program. Did your turf flourish last season, or was growth poor? Was it non-responsive to fertilization?

J.B. Sartain, Ph.D.

51 Keys to pruning

The key to pruning is knowing the difference between heading and thinning, says Dr. Gary Wade of the University of Georgia.

54 Turf in shade

Turfgrasses need at least four hours of full sunlight per day. You, however, can make certain decisions that will help turf in shady areas stay healthy.

Joseph M. DiPaola, Ph.D.

GOLF 'SCAPING

56 Forever open

The Merit Club has been granted a government easement, preserving it as open space for perpetuity. The course includes 30 acres of wetlands, a 30-acre savannah and a two-acre tree nursery.

60 Fertility management

This is a difficult aspect of managing high sand content sports fields and golf greens, and the related problems can be as insidious as any faced by a turf manager.

James Latham

LAWN CARE INDUSTRY

62 A vital part of profit-making

Consultant Charles Vander Kooi says you don't start making a profit until you pay your overhead, otherwise known as 'the bill in the night.'

Ron Hall

66 Becoming certified

Professional turfgrass certification is finally here, thanks to a partnership between the University of Georgia and the PLCAA. Here's the deal on CTPs.

Ron Hall

HOT TOPICS

73 How goes the green industry?

According to statistics from various sources—the Outdoor Power Equipment Institute, Irwin Broh & Associates and Green Exports USA—the industry goes well, thank you.

DEPARTMENTS

1 As We See It...

8 Ask the Expert

66 LM Grapevine

73 Hot Topics

78 Events

79 Info-Center

80 Jobtalk

82 Product Showcase

83 Product Review

85 Market Showcase

86 Classified

88 Ad Index

On the cover: The 1300 Parkwood Office Building, an upscale office building in North Atlanta; designed, installed and maintained by Post Landscape Services.

LM READER ADVISORY PANEL

Ken Gerlack

*Contra Costa Landscaping
Martinez, Calif.*

Twyla Hansen

*Nebraska Wesleyan University
Lincoln, Neb.*

Tim Hiers

*Collier's Reserve
Naples, Fla.*

Bill Prest

*Springvale Country Club
North Olmsted, Ohio*

Mark Schlossberg

*Pro-Lawn Plus
Baltimore, Md.*

Brian Storm

*Terrascaping Inc.
Birch Run, Mich.*

LANDSCAPE MANAGEMENT

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

EDITORIAL STAFF

JERRY ROCHE, Editor-in-Chief
TERRY McIVER, Managing Editor
RON HALL, Senior Editor
MICHELLE THERRIEN, Graphic Designer
MAUREEN HREHOCIK, Group Editor

BUSINESS STAFF

JON MIDUCKI, Publisher
RAY LENDER, Group Publisher
ROBERT EARLEY, Group Vice President
JUDY PAWLOWICZ, Production Manager
(218) 723-9281
ROSY BRADLEY, Senior Production Manager
DEBI HARMER, Production Director
DIANE BIAS, Administrative Coordinator

ADVERTISING OFFICES

CLEVELAND (HEADQUARTERS) OFFICE

7500 Old Oak Blvd.
Cleveland, OH 44130
Phone: (216) 243-8100
Fax: (216) 891-2675

JON MIDUCKI, Publisher: (216) 826-2855
ROBERT OHLSEN, National Sales Manager:
(216) 891-2682

ANNE LANGHENRY, Promotion/Research Mgr.:
(216) 891-2739

BRIAN KANABA, Reprint Sales Representative:
(216) 891-3155

DIANE BIAS, Administrative Coordinator:
(216) 891-2750

SEATTLE OFFICE

1333 N.W. Norcross
Seattle, WA 98177
Phone: (206) 367-5248
Fax: (206) 367-5367

BOB MIEROW, West Coast Representative

SUBSCRIBER / CUSTOMER SERVICE

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



President & CEO: Edward D. Aster

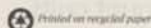
Vice Presidents: Kevin J. Condon, William J. Cooke,
Robert E. Earley, Jane Edelstein, Brian Langille,
Brian Nairn, Bernard J. Rogers, Phil Stocker

Treasurer & Controller: Adele D. Hartwick

Secretary/Dir. Corp. Finance: David W. Montgomery

Reprints of all articles in this issue and past issues of LANDSCAPE MANAGEMENT are available (100 minimum). Call or write Brian Kanaba, LANDSCAPE MANAGEMENT, 7500 Old Oak Blvd., Cleveland, OH 44130; (216) 891-3155; fax (216) 826-2865.

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: 7500 Old Oak Blvd., Cleveland, OH 44130; 1333 N.W. Norcross, Seattle, WA 98177. Accounting, advertising production and circulation offices: 131 West First Street, Duluth, MN 55802. Subscription rates: one year, \$39, two years \$58 in the U.S.; one year \$66, two years \$99 in Canada. All other countries: one year \$130, two years \$195. Current issue single copies (pre-paid only): \$4 in the U.S.; \$7 in Canada; elsewhere \$12; 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., 131 W. First St., Duluth, MN 55802 and additional mailing offices. Copyright © 1994 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 6198, Duluth, MN 55806. Revised date: November 30, 1993.



Printed in the U.S.A.