

# HOT TOPICS

## No peace in the green industry?

**...Not until its image improves, says Dr. James Watson.**

**COLUMBUS, Ohio**—A millenium is “any period of great happiness or peace,” says one of its definitions. It’s also defined as a 1,000-year period.

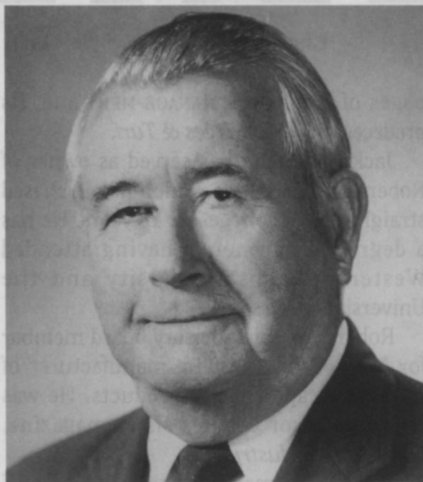
The year 2000 brings a new millenium but, Dr. James Watson says, the green industry can’t count on unbridled happiness or peace, not at least until it can bolster its image to the public.

“Many of the same concerns we have today will still be with us in the year 2000,” Watson said in a keynote speech at the Ohio Turfgrass Conference this past December. Watson is a former employee of Toro Inc. who has been, for four decades, one of the industry’s most respected spokesmen.

Among the concerns he cited:

**1)** The green industry will have to defend its use of scarce water resources. “Turfgrass is a valuable resource and it serves too many beneficial purposes to be ignored,” said Watson.

**2)** The green industry will have to prove that it doesn’t pollute either surface or underground water. “Turfgrass is second only to a forest in its ability to purify



**Watson: Green industry must gain public’s respect.**

and filter our waters,” claimed Watson.

**3)** Claims that turfed and landscaped areas drive away animals and birds. This often isn’t true, claimed Watson. “Many of our natural sites are enhanced aesthetically and are improved for recreational purposes when they are landscaped.”

Trends likely to continue into the next century include, according to Watson:

- Continued improvement of turfgrasses by plant breeders.
- Extension of the use of some warm-

season grasses northward, and some cool-season grasses south.

● Continued growth of the use of organic-based fertilizers.

● Bio-engineered grasses, not by the year 2000 but “more likely by 2010 or 2020,” said Watson.

● Reduced chemical pest controls. “Certainly we should anticipate that the use of chemicals—and in that group I would include soluble fertilizers and pesticides—will gradually decline on turfgrass sites,” he added. “They will not be discontinued, but the amount and frequency will be reduced.”

The biggest challenge facing the green industry as it approaches the 21st century, however, involves gaining the public’s respect, claimed Watson.

“Our publicity and public relations campaigns aren’t the best. They don’t do the job that they should,” he said. “Why, for example, are the experts in the green industry not recognized, not perceived as authorities and often get over-ridden on decisions involving turfgrass?”

“We must not let our future be decided by political entities, by environmental extremists, or anyone not familiar with the green industry. They must not dictate our future.”

—Ron Hall

## LM names six to new edit panel

**CLEVELAND**—Two golf course superintendents, two landscapers, a lawn care businessman and an athletic field manager comprise the second LANDSCAPE MANAGEMENT Editorial Advisory Panel, named this month by editor-in-chief Jerry Roche.

They will serve an 18-month term, through December, 1995.

“These six professionals were chosen for their commitment to the green industry, their experience, and their occupational and geographic diversity,” says Roche.

“We are proud to have them affiliated with the magazine.”

Joe Alonzi is golf course superintendent at Westchester Country Club in Rye, N.Y., where the Buick Open was held last month.

Alonzi has been a superintendent for 20 years, the last three at Westchester. He is a 1972 graduate of Rutgers University who is current president of the Metropolitan (New York) Golf Course Superintendents Association. He is a Certified Golf Course Superintendent and a member of the Golf Course Superintendents Association of America (GCSAA).

Rod Bailey is president of Evergreen

Services Corp., Bellevue, Wash. He is a past president of the Associated Landscape Contractors of America (ALCA) and the Association of Landscape Professionals.

Bailey has been with Evergreen since 1971. In 1982, he won the Outstanding Service Award from the Pacific Coast Nurserymen’s Association and in 1991 was named *Landscape & Irrigation* magazine’s “Man of the Year.” He obtained the title of “Certified Landscape Professional” from ALCA earlier this year.

Alan Culver, like Alonzi, is a Certified Golf Course Superintendent and a member of the GCSAA. He has been superintendent at Mahoney Golf Course, Lincoln, Neb., since construction began in 1975.

Culver is past president of the Nebraska



Rod Bailey

Golf Course Superintendents Association, and serves as secretary/treasurer. He is a 1974 grad of the University of Nebraska.

Charlie Racusin is president and chief executive officer of Environmental Landscape Services, Houston, Tex., a post he has held for 23 years. He is a graduate of the University of Texas, where he obtained a bachelor's degree in business administration. In addition, Racusin is a member of the Professional Grounds Management Society.

Like most of the other Editorial Advisory Panels, Racusin has been featured on the



Alan Culver



Charlie Racusin

pages of *LANDSCAPE MANAGEMENT* and, its predecessor, *Weeds Trees & Turf*.

Jack Robertson has served as owner of Robertson Lawn Care, which he purchased straight out of college, for 18 years. He has a degree in agronomy, having attended Western Illinois University and the University of Missouri.

Robertson is an advisory board member for Miles, Inc., a leading manufacturer of lawn/landscape control products. He was also an advisor to LM's sister magazine, *Lawn Care Industry*.

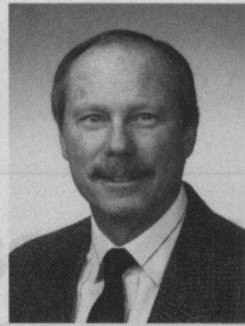
Steve Wightman has been stadium turf



Jack Robertson

manager for Jack Murphy Stadium in San Diego for almost six years. Prior to that, he was field manager at Denver's Mile High Stadium.

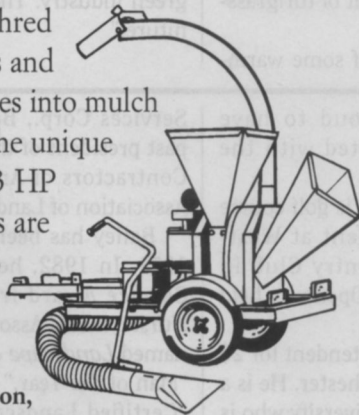
The 1971 graduate of the University of Northern Colorado owns many distinctions, among them: 1984 winner of the Harry Gill Memorial Award from the Sports Turf Managers Association (STMA); 1988 Distinguished Service Award from the Rocky Mountain Regional Turfgrass Association; and Edwin J. Hunter Lifetime Achievement Award from Hunter Industries, a maker of turf irrigation equipment. The former STMA president is also a turf technician for World Cup Soccer.



Steve Wightman

## RECYCLE YARD WASTE

The Baker Commercial Chipper Shredder offers complete debris clean-up. Chip limbs up to 6" thick. Shred 1" tree trimmings and turn giant leaf piles into mulch in minutes with the unique vacuum kit. 20-23 HP trailerable models are available and two PTO models.



For more information,  
call us at 1-800-945-0235

**Baker™**  
YARD WASTE MANAGEMENT  
SYSTEMS

500 N. Spring Street  
P.O. Box 997  
Port Washington, WI 53074-0097

Circle No. 102 on Reader Inquiry Card

INFORM ♦ INTRODUCE ♦ INFLUENCE ♦ INSTRUCT

## RECUSTOM REPRINTS

Reprints of *Landscape Management* articles, advertisements, news items or special announcements are available through Advanstar Marketing Services. Customized to meet your specific needs, reprints are highly effective when you use them to:

- ♦ Develop direct-mail campaigns
- ♦ Provide product/service literature
- ♦ Create trade show distribution materials
- ♦ Present information at conferences and seminars
- ♦ Train and educate key personnel, new hires
- ♦ Enhance press kits
- ♦ Compile reference materials
- ♦ Track trends and emerging technologies

ARTICLES  
NEWS ITEMS  
ADVERTISEMENTS

**LANDSCAPE  
MANAGEMENT**

PAUL MALONE  
ADVANSTAR MARKETING SERVICES  
1-800-225-4569 EXT. 630  
216-891-2630 ♦ FAX: 216-826-2865



# Louisville Expo to feature seminars and Miss Sweden

**LOUISVILLE, Ky.**—A special seminar section for commercial end-users will be held at this year's International Lawn, Garden & Power Equipment Expo, July 24-26.

Jim Huston of Smith Huston will speak on "It's More Than Mowing" and "Bidding to Build a Successful Business." There will also be a free international seminar titled "Global 2000: Doing Business Internationally Now and in the Future."

Some of the new product introductions and special events already planned:

**American Lawn Mower** celebrates its 100th anniversary by introducing a wide-cutting model.

**AmeriQuip** has a new utility trailer and trailer-mounted aerial lifts.

**Ardisam** has a new battery-powered riding lawn mower that attendees can test-drive.

**Billy Goat Industries** is celebrating its 25th anniversary.

**Blue Sky Engineering** has Mulch-X, plus new kits for Lawnboy and electric mowers.

**Cherryott Trailers** will display its new Wacker Stacker, Klipper Slipper, Thump-Thing and What-A-Gate.

**Easy Lawn** will introduce a new design for its 600-gallon hydroseeding unit.

**Exmark** will unveil the Metro, a high-performance, double-belt walk-behind mower in four deck sizes.

**Generac** will show new pressure washers, air compressors and welders.

**Hamblen Blade** will introduce a lawn mower blade that sharpens itself while it revolves.

**Hamelin Industries** has new Load Rated Wheels, non-pneumatic wheels that don't go flat.

**HCC** will display a new compact tractor/loader/backhoe and a towable backhoe.

**Husqvarna** has seven new professional

quality Swedish trimmers, and—in person—Miss Sweden.

**Innovative Devices** will introduce the world's first counter-rotating, hand-held tiller and cultivator.

**F.D. Kees** will display the Kees Hydro Mowers.

**Kohler** is introducing a new Command 25 hp vertical shaft engine.

**MacKissic** will unveil several new products.

**Maxim Mfg.** has a new 42-inch zero-turn radius commercial mower.

**Meter-Man's** Distance Measuring Wheel has an all-new counter and handle.

**Millcreek Mfg.** has new economy aerators.

**NAPA's** exhibit features a square trimmer line, spin-on oil filter and more.

**Palmor Products** will have a new leaf trailer in the outdoor demo area.

**Parker Sweeper** will highlight a new chipper/shredder/vacuum.

**The Patriot Company** has an electric chipper/shredder/vac.

**Ravens Utility Trailers** will display a new concept in trailer brakes: hydraulic disc brakes.

**Swisher Mower & Machine** will introduce an innovative new product that it's not letting out of the bag yet.

**V.M. Industries** (Turftek) will display a new Tow-eze Car Dolly.

**Walker Mfg.** has a new model tractor.

Many, many more events are scheduled during the three-day confab.

Pre-registration for Expo '94 is free; on-site registration is \$20. To register, write Expo '94, 6100 Dutchman's Lane, 6th Floor, Louisville, KY 40205; or phone (800) 558-8767. Within Kentucky or outside the U.S., call (502) 473-1992. For your convenience, Expo '94's fax number is (502) 473-1999.

**TORO**  
**NOW**  
**MAKES**  
**MOWERS**  
**THAT**  
**COME**  
**WHEN**  
**YOU**  
**CALL.**



**Call 1-800-348-2424**  
**for a FREE ProLine**  
**Products Brochure.**

Call today for Toro's complete line of rugged, high-performance mid-size mowers, riders, zero-radius tractors and walk power mowers. All backed by in-depth parts & service and the expertise of the industry's finest power-equipment dealers.

**TORO ProLine**

**When you want it done right™**

© 1994 The Toro Company. Made in the U.S.A.  
Always read and follow owner's manual instructions.

Circle No. 103 on Reader Inquiry Card

**NEXT MONTH:**  
**Guide to Ornamentals**  
**Using Safety Equipment**  
**Turfseed Availability Report**



# “U SAID IT!”

President's Clinton's health plan...won't work. The competition in his plan is a fallacy.

If a truly competitive system were adopted, quality of care would improve and prices would go down. This could be done without employer mandates and at the same time ensure low income individuals are covered, choice of doctors remains, and government involvement is minimized.

**Bill Caras**  
*Caras Nursery & Landscape*  
*Missoula, Mont.*

In our industry, many nurseries, irrigation supply houses and other companies have gone out of business because landscape contractors...were not spared from the economic downturn.

Our goal is "Stay alive until '95."

There's no doubt that business will eventually turn around. The contractor who pays close attention to cash flow and wise business practices will endure the lean times and be around for the up-turn in business—hopefully, with far less competition than before.

**Michael R. Selden**  
*Reliable Landscape*  
*Tarzana, Calif.*

Experience has been defined as "something you don't get until just after you needed it."

The key is looking ahead and being prepared. And the true test of your preparedness is not what you know how to do, but what you do when you don't know what to do.

**Gary Thornton**  
*Thornton Landscape*  
*Maineville, Ohio*

Often, the superintendent's position is not recognized until something goes wrong. Good greens, fairways and tees are taken for granted in many cases.

We must do more to [tell] our employers what we do day-in and day-out, and the problems we encounter. We should be proud of what we accomplish and not be afraid to let our clubs know the importance of our position.

**William Shirley**  
*Idle Hour Club*  
*Macon, Ga.*

The next time one of your subordinates screws something up because of a decision they made on their own, just think about all the times you did the same thing yourself and learned by your own mistakes.

Your company will grow beyond your wildest dreams and imaginations. And the "hiccups" along the way will look like little errors when compared to the success of the overall picture.

**Peter Berghuis**  
*California Landscaping*  
*Cupertino, Calif.*

## INFO CENTER

Selected books and videos for the industry

**CLIMB TREES SAFELY...**The National Arborist Association sells a video that covers the essentials to safe tree work. *Ropes, Knots & Tree Climbing* contains essential information on the ropes, snaps, carabiners and saddles used, and climbing techniques used for ascending into and working in trees. Cost is \$60 for members, \$90 for non-members. Contact the NAA at P.O. Box 1094, Amherst, NH 03031-1094; (603)673-3311.

**ESTIMATING GUIDE...***Estimating for Landscape & Irrigation Contractors* by James Huston contains more than 100 diagrams and illustrations, and covers the process of pricing maintenance construction and service projects. Huston explains the five most common methods used in the market today to price jobs, and other budget and cost related calculations. Contact: Smith Huston, Inc., at P.O. Box 6837, Orange, CA 92613-6837; (714) 630-1289.

**BUILD A GAZEBO...**The *Gazebo Builders Handbook* covers structures of five, six or eight equal sides. The handbook includes a rafter table. Cost is \$15, from ORCO, P.O. Box 275, Old Bridge, NJ 08857.

## GREEN INDUSTRY EVENTS

### JULY

**14-16: Mid-Atlantic Nurserymen's Trade Show**, Baltimore Convention Center. Phone: Carville Akehurst at MANTS headquarters, (410) 256-6474.

**19: Midwest Chapter STMA meeting**, Kishwaukee College, Malta, Ill. Phone: (708) 439-4727.

**19-21: Midwest Grounds Management Conference**, Illinois State University. Phone: Chuck Scott, (309) 438-2032.

**21: Southern Illinois Nurseryman's Association Field Day** at Lee's Trees. Mount Vernon, Ill. Phone: Lee's Trees, (618) 244-4260.

**21-23, 25-27: Penn State Landscape Design Short Courses**, Sheraton Inn, Pittsburgh-North, Warrendale, Pa. Phone: Michael Masiuk, (412) 392-8540.

**24-26: Outdoor Power Equipment Institute's Lawn, Garden & Power Equipment Expo**, Kentucky Exposition Center, Louisville. Phone: Seller's Expositions, (502) 473-1992.

**27: Iowa Turfgrass Field Day**, Hort Research Station, north of Ames, Iowa. Phone: Lori, (515) 294-1439.

**27-29: American Sod Producer's Association Summer Convention and Field Day**, Newport (R.I.) Islander Doubletree Hotel. Phone: Tom Ford, ASPA, (708) 705-9898.

**28-29: Landscape Contractors Association of Maryland, D.C. and Virginia Summer Conference**, Holiday Inn Crowne Plaza, Rockville, Md. Phone: Sue Stott, (301) 948-0810.

**31-Aug. 6: Perennial Plant Association**, educational seminars and tours, Adams Mark Hotel, Philadelphia, Pa. Phone: (614) 771-8431.

**27: University of Massachusetts Cooperative Extension System Landscape and Nursery IPM Workshop**. Write: IPM Workshops, UMass Cooperative Extension System, French Hall, Amherst, MA 01003.

### AUGUST

**3-4: Minnesota Parks Supervisors Association Grounds & Facility Expo**, Resurrection Cemetery, Mendota Heights, Minn. Phone: (612) 681-4300.

**10: New England Athletic Turf Management Field Day**, Holy Cross College, Worcester, Mass. Phone: Mary Owen: (508) 892-0382.

**10: Texas A&M Turfgrass Field Day**, Research and Extension Center, Dallas. Phone: (214) 231-5362.

**10-11: Penn State Turfgrass Field Days**. Phone: George Hamilton, (814) 865-3007 or Christine E. King, (814) 355-8010.

**12: Southern California STMA Night**, Dodger Stadium. Phone: (714) 578-0215.

**14-17: International Society of Arboriculture Annual Conference and Trade Show**, Halifax, Nova Scotia. Phone: ISA, (217) 355-9411.