

LANDSCAPE MANAGEMENT

'WE KNOW YOUR TURF'

JUNE 1994 VOL. 33, NO. 6

COVER FEATURE

.. 8 Water use: get involved!

It will be incredibly expensive to harness new supplies of fresh water—particularly to fulfill demands created by turfgrass irrigation during droughts—because of newer federal regulations. And our demand for water will double in 20 years.

Ron Hall

FEATURES

12 LM Reports: Overseeders

Work can be done manually—and we provide you with some tips—but seeders and overseeders make the job more time-efficient. Here are some of the products on the market.

Ron Hall

14 Customer satisfaction

You must distinguish between residential and commercial customer service. Customer retention levels increase for companies that have implemented these few tips.

Ed & Todd Wandtke

16 'Firescaping' yards

Landscapers and homeowners often make unwise planting decisions. A seemingly simple choice of gardening strategy can quickly cook one's goose.

James E. Guyette



22 Staffing a family business

Failure to address work-related issues, like organization, is often overlooked when relatives are involved. Sometimes, you have to go 'outside the nest.'

James E. Guyette

26 When should you expand?

...When you have the resources, when you see potential, and when you're not needed in one place every day. Here are some other guidelines.

James E. Guyette

27 Safer pitchers mounds

The pitchers mound is the focal point of any baseball infield, but most don't get enough maintenance. Here's how to bring yours up to specifications.

Ron Hall

28 Selecting trees

If you are going to be in the market for trees which you'll have to purchase from a local nursery, here are some questions to ask and some pointers to remember, compliments of "Urban Forests" magazine.

TECH CENTER

30 Heat and water stress

If often faced with maintaining acceptable turf with limited water, you can use grasses that need only naturally available water or reduced irrigation.

32 Athletic field soil: the injury factor

Consider athletic field soil conditions as the best possible growth situation for the turf, and the basis for player safety. Soil conditions must be suitable from both chemical and physical standpoints.

Henry Indyk, Ph.D.

GOLF 'SCAPING

36 Flowers add color clout

The best arrangements add excitement and reflect the mood and colors in the surrounding landscape.

Steve & Suz Trusty

EDITORIAL STAFF—Fax: (216) 891-2675

JERRY ROCHE, Editor-in-Chief: (216) 826-2830
TERRY McIVER, Managing Editor: (216) 891-2709
RON HALL, Senior Editor: (216) 891-2636
MICHELLE THERRIEN, Graphic Designer: (216) 891-3101
MAUREEN HREHOCIK, Group Editor: (216) 826-2829

BUSINESS STAFF—Fax: (216) 891-2675

JON MIDUCKI, Publisher: (216) 826-2855
RAY LENDER, Group Publisher: (908) 549-3139
ROBERT EARLEY, Group Vice President: (216) 826-2816
JUDY PAWLOWICZ, Production Manager: (218) 723-9281
ROSY BRADLEY, Senior Production Mgr.: (218) 723-9352
DEBI HARMER, Production Director: (218) 723-9325
DIANE BIAS, Administrative Coordinator: (216) 891-2750

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

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

CLASSIFIED ADVERTISING

Bill Smith: (216) 891-2670

REPRINTS (100 minimum)

Paul Malone: (216) 891-2630

LIST RENTAL

Anita Knight: (216) 891-3172

SUBSCRIBER/CUSTOMER SERVICE

Chris Baxter: (218) 723-9477; Fax (218) 723-9437



ADVANSTAR
 COMMUNICATIONS

President & CEO: Edward D. Aster

President, Advantstar Publishing: Brian Naim

President, Advantstar Expositions: William M. Windsor

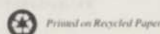
Vice President/Finance, Chief Financial Officer and Secretary:
 David W. Montgomery

Vice Presidents: Kevin J. Condon, William J. Cooke, Robert E. Earley, Jane P. Edelstein, David S. Hakaim, Brian Langille, Brian Naim, Bernard J. Rogers, David Allen Shaw, Phil Stocker

Treasurer & Controller: Adele D. Hartwick

LANDSCAPE MANAGEMENT (ISSN 0894-1254) is published monthly by Advantstar 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: Advantstar Communications, Inc., 131 W. First St., Duluth, MN 55802. Second class postage paid at Duluth, Minnesota 55806 and additional mailing offices. Copyright © 1994 by Advantstar 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.



LAWN CARE INDUSTRY

44 Emergency relief!

Mid-season rescues of dying lawns are opportunities for good customer relations and repeat business. Here are some ways LCOs help new customers when the calls come in.

Terry McIver

45 Composting for contractors

GreenCycle acts as a 'holding company' for land used to process landscape debris in five states, with more to come.

HOT TOPICS

48 More big government

As promised, the EPA and the Clinton administration propose tougher standards for evaluating the safety of pesticides.

Terry McIver

DEPARTMENTS

1 As We See It...

6 Ask the Expert

51 Events

52 Jobtalk

51 Info-Center

53 Product Review

59 Classified

60 Ad Index

On the cover: The Troon North Golf and Country Club, Scottsdale, Ariz. Superintendent: Jeff Spangler. Photo by Larry Kassell.

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.*