

LANDSCAPE MANAGEMENT

'WE KNOW YOUR TURF'

MARCH 1994 VOL. 33, NO. 3

COVER FEATURE

8 You and the media

Friend or foe? Ally or enemy? They may help you or hurt you. Who are they? The media. You, however, can make an impact and possibly even direct the final outcome of a media encounter.

John Calsin

Effective media relations involves consistently providing accurate information on your agency or programs, presented in a straightforward, professional and timely manner.

Greg Petry, Renae Waier

FEATURES

14 LM Reports: Aerators

How many manufacturers of turf aerators can you name? If you can list only a half-dozen or so, you're in for a real surprise when you look over the chart accompanying this article.

Ron Hall

18 What is professionalism?

'Look the part, act the part, and then charge the part,' one landscaper says. Here are some other opinions from various parts of the country, too.

Jerry Roche

24 Before you buy

Questions to ask yourself before getting out your wallet to purchase new equipment for your business this spring.

Bess Ritter May



26 More than 'summer help'

If you consider your high school and college age workers to be 'just summer help,' you deserve whatever you get. Sure, they need to be on the ball, but give them a reason to work for you.

Terry McIver

30 Recording transactions

If you're in business, you should have at least a simple accounting system set up. But as your business grows, so should your accounting methods. This simple system can be accomplished in a few minutes each day.

Dan Sautner

32 Mixing colors in the landscape

This Penn State extension agent suggests ways to make your landscape designs distinctive, attractive and formal.

Jerry Roche

TECH CENTER

36 Cool-season weed control

Turfgrass management programs vary widely and depend on the area or its use. Weed management strategies begin with developing a total management program.

S. Wayne Bingham, Ph.D.

43 Warm-season weed control

Unlike pre-emergence herbicides which must be applied at certain times of the year, post-emergence herbicides provide the turf manager with viable options to control weeds over the entire year.

Tim R. Murphy, Ph.D.

58 The maple: best in the Midwest

The dependable maple tree has become the most popular tree in the midwestern portion of the U.S., according to statistics from the Midwest Urban Tree Index.

Kenneth J. Schoon, Ph.D.

GOLF 'SCAPING

62 Sand replacement

Weather or not, you can't let winter delay golf course projects. Sand replacement at Terrace Park in the Cincinnati area went on as planned during a break in January's bitter cold.

Terry McIver

LAWN CARE INDUSTRY

66 'Day on the Hill'

What's going on in Washington, D.C. this year, and how it will have an impact on your business? Here's what a number of legislators and lawn care operators had to say at the fifth annual 'Day on the Hill' sponsored by the PLCAA.

Ron Hall

68 EPA's Kimm speaks

The EPA's Victor Kimm told lawn care operators that the Clinton administration wants a reduction in pesticide use. The LCOs didn't expect to find government officials asking them to use more chemical pesticides, so they weren't disappointed.

Ron Hall

HOT TOPICS

72 Mortality study released

Golf course superintendents appear to have a higher mortality rate from certain cancers—particularly lung cancer—compared to the general population, according to a study conducted at the University of Iowa.

Jerry Roche

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On the cover: Begonias, salvias and geraniums decorate this residential landscape in Atlanta, Ga. Design, installation and maintenance by Post Landscape Services.

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