

Motz acquires rights to P.A.T.

CINCINNATI—Local businessman Joseph E. Motz thinks advances in drainage technology will drive professional and collegiate sports back to natural grass fields.

Motz, owner and president of Motz, Inc., announced the purchase of Turfgrass Services, Inc., Pueblo, Colo., gaining rights to the athletic field design system known as Prescription Athletic Turf (P.A.T.).

P.A.T. is based on the use of vacuum to forcibly extract water from the sand-based field, keeping the surface mud free and playable even under extreme weather conditions. The action can be reversed to irrigate the field from the base up, allowing the turf to be watered even while it is under play, explained Motz. Subsurface electronic moisture sensors tied into the vacuum and irrigation systems allow P.A.T. to function automatically.

P.A.T. was invented at Purdue University about 20 years ago and has since been installed on 34 major playing fields, including: Soldier Field, Chicago; Joe Robbie Stadium, Miami; Camden Yards, Baltimore; Ohio Stadium, Columbus; and Seminole Stadium, Tallahassee, Fla.

Motz's Sports Turf Division manages two P.A.T. fields in Cincinnati as well as constructing athletic fields throughout the tri-state (Ohio, Kentucky, Indiana). It also provides technical management services to more than 35 university and high school fields in that area.

"There is nothing like P.A.T. anywhere in the world," says Motz. "The \$600,000-plus price tag puts P.A.T. within reach of only the sporting elite. Potential for the system is as strong overseas as it is in the United States."

Lawn care panel predicts:

Give customers more value

KANSAS CITY—"To make our products worth the price, we must give the customer added value," said Gary Ahrens of Interstate Distributing at the second annual Western Lawn Expo here.

Ahrens was on a "Future of the Lawn Care Industry" panel.

David Zerfoss of Husqvarna Forest & Garden agreed: "The dealer must do something different—like supplying a greater number of products, or promoting after-

market service or his intimate knowledge of the industry and its products."

John Cundiff of Turf's Up Lawn Service said this: "Things are getting tougher, as worker compensation, mandated health care and NAFTA continue to creep into our day-to-day operation."

Other panel members were John Smith of Exmark Manufacturing and Tom Glaub of the North American Equipment Dealers Association.

GREEN INDUSTRY EVENTS

What's going on in the industry

MAY

14: Baseball/Softball Field Maintenance, Boone, Iowa. Phone: Gary Peterson, (515) 791-0765.

17: Scouting for Pests and Problems in the Landscape, Sandwich, Mass. Phone: Kathleen Carroll, (413) 545-0895. (Repeated June 1 in Waltham, June 9 in Amherst.)

18: North Carolina Turf & Landscape Research Field Day, Raleigh. Phone: (919) 266-1777.

18-20: Color Magic '94, Walt Disney World, Orlando, Fla. Phone: Florida Nursery Growers Association, (407) 345-8137.

24: Sports Turf Workshop, Kane County Event Center, Geneva, Ill. Phone: (708) 439-4727.

JUNE

8: Lofts Ohio Field Day, Wilmington, Ohio. Phone: David Goodwin, (513) 382-

1127 or (800) 382-1127.

10: Lofts Maryland Field Day, Beltsville, Md. Phone: John Patton, (301) 937-3332 or (800) 732-3332.

13-18: Harvard University Graduate School of Design courses and workshops in golf course design, site planning, development, Cambridge, Mass. Phone: (617) 495-1680.

16: Turf-Seed Inc./Pure Seed Testing Inc. Field Day, Hubbard, Ore. Phone: Tom Stanley, (503) 651-2130.

22: Sports Turf Association (Canada) Annual Field Day, Guelph Turf Institute, Canada. Phone: Jane Rivers, (905) 847-9181.

23: University of Massachusetts Turf Research Field Day, South Deerfield, Mass. Phone: Dr. Richard Cooper, (413) 545-2353.

23: Biological Control of Insect and Mite Pests of Woody Landscape Plants, Amherst, Mass. Phone: Kathleen Carroll, (413) 545-0895.

PLCAA spotlights profit, professionalism; ALCA, PGMS join in for Green Industry Expo

MARIETTA, Ga.—"Profit Through Professionalism." That's the theme for the 1994 Professional Lawn Care Association of America (PLCAA) Conference Nov. 13-17 in St. Louis, Mo.

Joe Williams of Lawn Master, Inc., Pensacola, Fla. is a PLCAA board member. He describes the conference as "the one-stop education extravaganza and shopping event of the year."

The affair begins Sunday morning,

Nov. 13, with a seminar, hosted by the Professional Lawn Care Association of Mid-America, at the Missouri Botanical Gardens. An afternoon pre-conference seminar rounds out the day at the Adam's Mark Hotel. Separate registration is required for each of these events.

The Adam's Mark Hotel serves as the headquarters hotel for PLCAA. The conference educational programs and the trade show take place in the America's Center (formerly Cervantes Convention Center).

The Green Industry Expo/94 is sponsored by PLCAA, the Associated Landscape Contractors of America (ALCA) and the Professional Grounds Management Society (PGMS).

For more information on the PLCAA Conference or the Expo, contact: PLCAA, 1000 Johnson Ferry Road, NE, Suite C-135, Marietta, GA 30068; phone (800) 458-3466.

For more information on the conference being held by ALCA, phone (703) 620-6363. For more information on the conference being held by the PGMS, phone (410) 584-9754.