

## LANDSCAPE MANAGEMENT

is a proud member of these  
green industry professional  
organizations:



Associated Landscape Contractors of America,  
12200 Sunrise Valley Dr., Suite 150, Reston,  
VA; (703) 620-6363.

American Association of Nurserymen (National  
Landscape Association), 1250 I St. NW, Suite  
500, Washington, DC 20005; (202) 789-2900.

Golf Course Superintendents Association of  
America, 1421 Research Park Dr., Lawrence, KS  
66049-3859; (913) 841-2240.

International Society of Arboriculture, P.O. Box  
908, Urbana, IL 61801; (217) 328-2032.

International Turfgrass Society, Crop & Soil  
Environmental Sciences, VPI-SU, Blacksburg, VA  
24061-0403; (703) 231-9796.



National Arborist Association, The Meeting  
Place Mall, P.O. Box 1094, Amherst, NH 03031-  
1094; (603) 673-3311.

National Golf Foundation, 1150 South U.S.  
Highway One, Jupiter, FL 33477; (407) 744-  
6006.

Ohio Turfgrass Foundation, 2021 Coffey Rd.,  
Columbus, OH 43210; (614) 292-2601.



Professional Grounds Management Society, 120  
Cockeysville Rd., Suite 104, Hunt Valley, MD  
21031; (410) 584-9754.



Professional Lawn Care Association of America,  
1000 Johnson Ferry Rd., NE, Suite C-135,  
Marietta, GA 30068-2112; (404) 977-5222.

Responsible Industry for a Sound Environment,  
1155 15th St. NW, Suite 900, Washington, D.C.  
20005; (202) 872-3860.



Sports Turf Managers Association, 401 N.  
Michigan Ave., Chicago, IL 60611-4267; (312)  
644-6610.

Turf and Ornamental Communicators Associa-  
tion, 421 West Travelers Trail, Burnsville, MN  
55337; (612) 894-2414.

## AS WE SEE IT

JERRY ROCHE, EDITOR-IN-CHIEF



### The Great Swami speaks...

It's January, a time of renewed hope and optimism for golf and landscape professionals, and a time when the Great Swami of Strongsville briefly emerges from his long winter hibernation to make his long-awaited prognostications for the coming year.

Opening a recent conversation in a lighter vein, the Great Swam predicts that Chicago Cubs fans will have to wait another year for a National League pennant (though it's probably not so light a vein to Cubbie fans), and all of those Redskin fans in Congress will have to wait at least another year for a winner, too.

So much for The Swam's rock-solid predictions. Here are some others:

- If the Federal Reserve Board doesn't monkey around with interest rates too much this year, Swam says, lawn care companies and landscape contractors will break all sales records.

The Swami sees construction burgeoning from coast to coast in 1995. "But it won't last forever," he hastens to add.

- The USGA will outlaw use of the reviled stimpmeter on golf course greens before the end of the year.

The Swami, an inveterate golfer, doesn't enjoy fast greens, and he doesn't know anybody who does, especially when \$75,000 isn't riding on every putt. Greens that stimp at 300 or 400 take all the fun out of the game, he says, and the USGA will finally recognize this.

- At least one National Football League team and at least two major universities with respected football programs will renovate their stadiums, replacing synthetic turf with natural surfaces.

The players don't like plastic grass, the coaches don't like it—even the fans don't like it anymore, administrators will reason, the Swam believes. So why use it?

- Continuing a recent trend, public outcry for more annuals, flowering shrubs and ornamental grasses will leave the nation's nurseries bereft of material for the first time in history.

Landscape managers, golf course superintendents and park managers will react to public demand by purchasing and installing more colorful plant material than ever—if they're smart, the Swami says.

- Mother Nature will play havoc with weather in all parts of the country. The Northeast and Upper Midwest will be snowed under much of the winter; spring tornadoes will pepper the Midwest; at least one major earthquake will hit the West Coast; the Pacific Northwest will be wet; and at least one major hurricane will riddle coastal areas of the Southeast. (The Great Swam really went out on a limb with those predictions, didn't he?)

- LANDSCAPE MANAGEMENT magazine will continue to be the best value in the green industry, the Swami says. He's been a big LM fan for many years now, and continues to read it from cover to cover each month. He says he likes it even better than his subscriptions to *Playthings* and *News of the Occult*, partly because it's free, but mostly because it's got so many great articles.

Swami tells us that even a drastic increase in second-class postage rates and the cost of paper won't affect the magazine's superior performance in 1995. (Thanks, Swami...we needed that.)

Now, before turning the page, please, dear readers, accept our wishes for a bright, prosperous and profitable 1995. "Hang tough," the Swam says, packing his turban away for another year. "It's gonna be a great one."