

# LANDSCAPE MANAGEMENT

JULY 1995 VOL. 34, NO. 7

## COVER STORY

### 8 Defining your image

Whether you're head of a golf or landscape maintenance department or a lawn or landscape company, your success is defined by your customers' perceptions.

*Jerry Roche*

## FEATURE

### 14 LM Reports: Tree care

Tree care goes beyond pruning. Other tree care methods include placement and preventive measures during construction.

*Terry McIver*

## TECH CENTER

### 22 Perfect pruning

When and how to prune all plants—from small flowers and shrubs to mighty oaks—and what tools to use.

### 26 SPECIAL SECTION:

#### New horizons in disease control

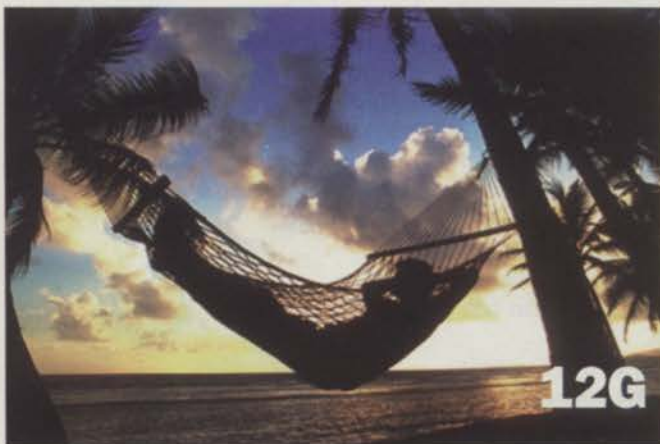
- 26 Treating summer decline
- 28 Two products prove better than one
- 29 Prevention on the golf course
- 30 Social responsibility results in new "vision"

## GOLF & ATHLETIC TURF

### 1G Saving environmental \$\$\$

Golfers at Highlands Golf Course in Nebraska get beautiful views at every tee in spite of reduced mowing, water and pesticide use.

*Ron Hall*



### 6G A new buying co-op

The United States Country Club Association is a new buying cooperative designed to help golf course superintendents purchase products at lower prices.

*Ron Hall*

### 8G Stadium conversions

Two weeks is all they get a San Diego's Jack Murphy stadium. Speed, proper equipment and a sharp crew are needed to get the job done.

*Steve Wightman*

### 12G Summer burnout

Relax. You can get through the year's two hottest, most stressful months by exercising or taking time out to talk to your favorite bartender.

*Jerry Roche*

### 14G Paying your people

Options are available to help you flatten your payroll, especially in times of huge overtime payments.

*Ron Hall*

### 18G Munny courses benefit all

Cities are using landfills, gravel pits and farmlands to make space for the deluge of Baby Boomer golfers entering the ranks.

## JULY BONUS: 7th annual SEED POCKET GUIDE...

...featuring turfseed blends & mixes,  
and your first look at results from  
the 1994 national turfgrass trials.

POLYBAGGED WITH THIS ISSUE





## HOT TOPICS

### 18 We get letters...

Two readers take pen in hand to tell us their reactions to the April package of articles about what's happening to the green industry in Washington.

### 19 Cottonwood on life "support"

A 300-year-old cottonwood tree is saved by a specially-designed mechanical support system.

### 19 Ozone standards hang over D.C. industry

The District of Columbia and 18 surrounding counties in Maryland and Virginia are among the first in the nation to be required to meet EPA-imposed ozone standards.

## DEPARTMENTS

**1 As We See It...**  
**4 Ask the Expert**  
**20 Info-Center**  
**20 Events**

**21 Supplier's Corner**  
**32 Product Spotlight**  
**38 Ad Index**  
**39 Classified**

*ON THE COVER: Chapel Valley Landscape Company designed this residential landscape in Potomac, Md. with planting beds to accent the distinct spaces throughout. Photo by Erik Kvalsvik.*

## READER ADVISORY PANEL

**Joe Alonzi**  
Westchester Country Club  
Rye, N.Y.

**Rod Bailey**  
Evergreen Services  
Bellevue, Wash.

**Alan Culver**  
Mahoney Golf Course  
Lincoln, Neb.

**Charlie Racusin**  
Environmental Ldsc. Services  
Houston, Tex.

**Jack Robertson**  
Robertson Lawn Care  
Springfield, Ill.

**Steve Wightman**  
Jack Murphy Stadium  
San Diego, Calif.

# LANDSCAPE MANAGEMENT

**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  
**LISA BODNAR**, Graphic Designer: (216) 891-3101  
**MAUREEN HREHOCEK**, Group Editor: (216) 826-2829

**BUSINESS STAFF**—Fax: (216) 891-2675  
**JOHN D. PAYNE**, Publisher: (216) 891-2786  
**JUDY MIDUCKI**, Production Manager: (218) 723-9281  
**ALEX DeBARR**, Group Publisher: (216) 891-2789  
**ROSY BRADLEY**, Senior Production Manager: (218) 723-9352  
**DEBI HARMER**, Production Director: (218) 723-9325  
**LESLIE MONTGOMERY**, Administrative Coordinator: (216) 826-2856

## ADVERTISING OFFICES

### CLEVELAND (HEADQUARTERS) OFFICE

7500 Old Oak Blvd.  
Cleveland, OH 44130  
Phone: (216) 243-8100  
Fax: (216) 891-2675

**JOHN D. PAYNE**, Publisher: (216) 891-2786

**TOM GALLIGAN**, National Sales Manager: (414) 653-9523

**DAVID MIETHKE**, Eastern Regional Sales Manager: (216) 891-2753

**STEPHANIE STIGGERS-SMITH**, Classified Ad Mgr.: (216) 891-2719

**LESLIE MONTGOMERY**, Admin. Coordinator: (216) 826-2856

### SEATTLE OFFICE

1333 N.W. Norcross  
Seattle, WA 98177  
Phone: (206) 367-5248  
Fax: (206) 367-5367

**BOB MIEROW**, Wessem Sales Manager

**OTHER SERVICES: Advanstar Marketing Services** (800) 736-3665

**REPRINTS (100 minimum)**

Maureen Cannon: (216) 891-2742

### CIRCULATION LIST RENTAL

Mark Fleischer: (216) 891-3166; fax (216) 891-2727

### MICROFICHE/MICROFILM COPIES

Advanstar Marketing: (800) 225-4569, x839

### SUBSCRIBER/CUSTOMER SERVICE

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



**President & CEO: Gary R. Ingersoll**  
**President, Advanstar Publishing: Brian Naim**  
**President, Advanstar Expositions: William M. Windsor**  
**Vice President/Finance, Chief Financial Officer and Secretary:**  
**David W. Montgomery**  
**Vice Presidents: Kevin J. Condon, William J. Cooke, David S. Hakalm, Brian Langille, David Allen Shaw, Phil Stocker**  
**Treasurer & Controller: Adele D. Hartwick**

LANDSCAPE MANAGEMENT (ISSN 0894-1254) is published monthly by Advanstar Communications, Inc. Corporate and editorial offices: 7500 Old Oak Blvd., Cleveland, OH 44130. Advertising, accounting, advertising production and circulation offices: 131 West First St., Duluth, MN 55802; 1333 N.W. Norcross, Seattle, WA 98177.

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; \$12 elsewhere; 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: Advanstar Communications, Inc., 131 W. First St., Duluth, MN 55802. Second class postage paid at Duluth, Minnesota 55806 and additional mailing offices.

Copyright © 1995 by Advanstar 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 Advanstar Marketing Services, Attn: Permissions, 7500 Old Oak Blvd., Cleveland, OH 44130 or phone (800) 225-4569 x743. Authorization to photocopy items for internal or personal use, or the internal or personal use of specific clients, is granted by Advanstar Communications for libraries and other users registered with the Copyright Clearance Center. Canadian G.S.T. Number: R-124213133.

**POSTMASTER: Send address changes to Landscape Management, P.O. Box 6198, Duluth, MN 55806.**



Printed in the U.S.A.