

HOT TOPICS

Working around the clock to 'Rock Around the Clock'

CLEVELAND—"We keep seeing Elvis," says Phil Cavotta, vice-president of Cavotta Landscape, which installed the exterior vista at the brand-new 2.5-acre Rock 'n' Roll Hall of Fame here.

"We used to see rock stars coming in and out all the time," Cavotta says. "I talked to Wolfman Jack just three weeks before he passed away."

The Rock Hall was due to open Labor Day weekend, but midway through July, contractors were behind schedule.

"This is called the crunch," says Cavotta, whose company sub-contracted the earthwork and sodding. "It will be done on time. But these last weeks are going fast and everybody's push, push, pushing."

"With five weeks left, we're 75 percent done. We could have been all done if the other contractors had been done on time."

"I should be the last guy in, but that's not how it works. The schedule looks good on paper, but the city fathers get involved and something always happens. It's like a domino effect: when one contractor falls behind, we all fall behind."

Building architect I.M. Pei asked that the landscape be kept simple because he didn't want it to detract from the building itself, which features a large



A glass roof that has been known to toast plants adorns the entryway to the new Rock 'n' Roll Hall of Fame (top). Cavotta Landscaping's installation crew still had a long way to go five weeks before the building's grand opening ceremonies.



glass roof that slants down toward the entrance and exterior rotunda. That glass was an unexpected problem.

"The heat coming off the glass toasted some taxus plants we had put in," notes Cavotta. "The temperature off the glass, depending on the time of day, can be 30 degrees higher than the (ambient) temperature."

"We had to re-plant and re-design the sprinkler system to keep the new plants moist. We added some heads and went to a three-times-a-day watering schedule. Because the wind off the lake is so

variable, it affects the irrigation, too."

Cavotta Landscaping has a crew of six working full-time, including supervisor Tony Gabriel. After the installation is complete, at least one full-time person will be needed to maintain it. Cavotta is still trying to win the maintenance contract.

"The city and the port authority are involved in choosing the maintenance contractor," says Cavotta, "and they're looking at dollars. They can spend \$90 million on the building, but when it comes to landscape maintenance, all of a sudden they're pinching pennies."

When the Rock Hall job is done, Cavotta Landscaping will have another high-profile feather in its cap to go along with the world-renowned Cleveland Clinic, which needs a full-time crew of 12 to maintain 200 acres that include 40,000 New Guinea impatiens in six-inch pots.

"When the Rock 'n' Roll Hall of Fame is done, it'll be another feather in the city's cap, too," Cavotta concludes.

—Jerry Roche

ELSEWHERE

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TICK ALERT II

Here comes a new tick-borne illness. HGE symptoms are more severe than Lyme disease, and they appear sooner.

by James E. Guyette
Contributing Editor

■ Landscape managers are being alerted by public health officials that another tick-borne illness is being carried by deer ticks. The symptoms are similar to Lyme disease, but the sickness strikes much sooner.

So far, the ailment has struck about 60 victims in New York, Minnesota and Wisconsin. However, it is difficult to diagnose—and there may be considerably more cases that have yet to be detected, according to Dr. Yasuko Rikihisa, a professor of veterinary microbiology at Ohio State University.

"The bacteria that cause the disease have not been isolated, and they can only be identified by DNA analysis of a victim's blood," she reports. "The disease has probably existed for years, but we just haven't known how to diagnose it."

The illness—human granulocytic ehrlichiosis (HGE)—attacks victims' white blood cells like a virus, causing the immune system to weaken, Rikihisa says. A weakened immune system makes people

susceptible to other illnesses. These secondary sicknesses are what have thus far claimed four lives in the United States.

"If you have been bitten by a tick and are experiencing flu-like symptoms that your doctor cannot diagnose, have the doctor check to see if it could be HGE," Rikihisa says. "Always be sure to tell a physician that you have been bitten by a tick if flu-like symptoms arise."

The bacteria involved are similar to types that have caused illnesses in animals for years, and a customer's pet stricken with these diseases can experience fever, depression, weight loss, bleeding and even death. The dog tick can be a carrier of this.

A person coming down with HGE will become sicker much sooner than someone suffering from Lyme disease, which is the nation's leading tick-borne illness. "Lyme disease is a chronic disease and it can be present in the body for weeks, months or even years before symptoms appear," says Rikihisa. "HGE is an acute disease occurring in the blood, so symptoms will show up much more quickly."

HGE, like Lyme disease, is easily treatable with antibiotics once it is diagnosed. The sooner HGE is spotted, the better chance there is of effective treatment before a secondary illness moves in.

Standard tick treatments will defeat the deer tick, and landscape managers and their clients are advised to check themselves for ticks when in tick-infested areas.

Environmental awards deadline is Oct. 31st

BURNSVILLE, Minn.—Closing date for the fourth annual Environmental Steward Awards is Oct 31, 1995, according to their four sponsors: Ciba Turf & Ornamental, Rain Bird, Jacobsen Division of Textron and Lebanon Turf Products.

Entry forms are available from any of the sponsors, program coordinator Ceres Communications or in the September issue of *Golf Course Management*, the monthly magazine of the Golf Course Superintendents Association of America.

Awards are given in three categories: public, private and resort golf courses. One national winner is selected in each, and up to 24 regional winners are also chosen. Merit winners may be selected at the judges' discretion.

Last year, 31 superintendents received the awards, which were created to recognize work in protecting and enhancing local environments.

"Promoting environmental stewardship...is the primary reason we helped create the program, and that's one of its major functions," says Bill Liles of Ciba, one of the program's founders.

Dial One to try landscape again

LOS ANGELES—Dial One Inc., a property-care franchise operation, says it's ready to expand again.

Dial One says it's recruiting landscapers, plumbers, roofers, carpet cleaners and a wide variety of other established local contractors to join the franchisees now licensed under the Dial One name.

Dial One took off with a bang about 10 years ago but ran into trouble when it expanded too quickly. Its new management team, led by President and CEO Dennis Galloway, says the company has charted a course of controlled growth.

Dial One will enter the San Francisco/East Bay market early this fall. That model will then be used in other cities to build the network system into a national provider of multiple services for residential and commercial properties, says Galloway.

For more information: Dial One Inc., 1036 Taft Ave., Orange, CA 92665.

PEOPLE

WE KNOW...

GCSAA finally gets Paul Harvey's ear—but to little avail

Pat Jones of the Golf Course Superintendents Association of America had a chance to corral national radio commentator **Paul Harvey** at the most recent outdoor power equipment Expo in Louisville, Ky.

"His opinion is that golf course superintendents are 'good old boys' off the farm whose livelihood depends entirely on making golfers happy," says Jones. "Of course, that flies in the face of all our research."

Harvey has taken potshots at the golf superintendents' fraternity on several occasions during his nationally-syndicated program.

"He said that he won't back off until it's proven to him that there's no risk to birds and wildlife from the products that superintendents use on the course," says Jones. "Of course, if he really means 'no risk,' we'll never achieve that."

Jones sent Harvey some material on the GCSAA and its membership. "We hope to hear from Mr. Harvey soon and get a chance to talk to him again," says Jones.

Landscapers get around

Landscaper **Marvin Gross** of Marvin's Gardens, Sarasota, Fla., spent five weeks in the Egyptian desert earlier this year. He helped design a landscape plan for a village, through the auspices of the International Service Executives Corps. "Third World countries are not well-versed in anything," says Gross. "They don't use any machinery; everything's done by hand, much like it was 5,000-6,000 years ago. They need a lot of help."

The city of Atlanta declared May 22nd "Post Properties Day" because of its commitment to preserving Atlanta's green environment by dedicating a bicentennial tree at Post Lenox Park Apartments. "We take great pride in our planning, construction and landscape," says Post CEO **John Williams**, "and when we can preserve historical, landmark trees in the process, that just makes our work more rewarding."

After five years of pushing for legislative reform, **John T. Hermes**, co-owner of Hermes Landscaping, Lenexa, Kans., lobbied for successful passage of a tax law change that allows nurseries in Kansas to receive the same tax considerations as other agriculture producers.

Bill Bradshaw, owner of Bradshaw Landscape in Houston, has been named a delegate-trustee to the Galveston Bay Foundation.

But not forgotten...

Don Sweda, past president of the northern Ohio chapter of the GCSAA, passed away Aug. 7. Sweda, who was also immediate past president of the Ohio Turfgrass Foundation, was superintendent at Columbia Hills (Ohio) Country Club after having spent 16 years as super at Beechmont Country Club in Beechwood, Ohio. He suffered a stroke July 28.

Golf course architect **James G. (Jim) Harrison**, whose career began with the legendary Donald Ross at Pinehurst in 1921 and spanned 60 years, died July 21 in Monroeville, Pa. Harrison, 95, was one of the few to serve two terms as president of the American Society of Golf Course Architects. During his career, he designed more than 70 courses, about 45 of which are in Pennsylvania.

Have we got a surprise for you...

Watch for it in our gala November issue spotlighting the lawn and landscape industries and the Green Industry Expo.

GREEN INDUSTRY EVENTS

OCTOBER

1-Nov. 15: Club Operations and Golf & Country Club Management certificate course, Pan Pacific Glenmarie Resort, Kuala Lumpur, Malaysia. Phone: +(603) 443-7000.

2-10: Scotland's Fabled Courses Tour. Phone: United States Country Club Association, (616) 949-9411.

3-4: Vegetation Management for Rights-of-Way Workshop, Southern Illinois Univ., Carbondale, Ill. Phone: Jane Evers, (618) 453-5683.

5-6: North Texas Turf Irrigation Association convention and trade show, Grapevine Convention Center. Phone: Carl Causey, (817) 598-0907.

7-9: American Society of Landscape Architects Annual Meeting, Cleveland, Ohio. Phone: (202) 686-2752.

9-12: Northwest Turfgrass Conference, Skamania Lodge, Stevenson, Wash. Phone: (206) 754-0825.

11-14: Family Firm (business) Institute Conference, Adam's Mark Hotel, St. Louis. Phone: FFI '95, (617) 738-1591.

12-13: Managing Snow & Ice Control Operations seminar, Madison, Wis. Phone: (800) 462-0876 or (608) 265-3448.

12-13: South Texas Turf Irrigation Association convention and trade show, San Antonio Municipal Auditorium. Phone: Carl Causey, (817) 598-0907.

12-22: Turfgrass Producers International South American Study Tour, Argentina and Chile. Phone: TPI, (708) 705-9898.

17-19: Sunbelt Agricultural Expo, Spence Field, Moultrie, Ga. Phone: (912) 387-7088.

18-20: Atlantic Seedsman's Convention, Fort MaGruder Inn, Williamsburg, Va. Phone: Dr. John E. Baylor, (814) 237-0330.

18-20: Interstate Professional Pest Applicators Annual Convention and Trade Show, Skamania Lodge, Stevenson, Wash. Phone: Greg Doering, (503) 635-3916.

18-20: Mid-Pacific Horticultural Trade Show & Conference, Hilo Hawaiian Hotel. Phone: Jo Ann Johnston, (808) 969-2088.

18-20: Southwest Turfgrass Association Annual Convention, Albuquerque (N.M.) Convention Center. Phone: Curtis W. Smit, (505) 275-2576.

20-22: New Jersey Shade Tree Federation Annual Meeting & Tree Expo, Sheraton Inn, Cherry Hill, N.J. Phone: Bill Porter, (908) 246-3210.

21: Women in Horticulture Conference, Meydenbauer Center, Bellevue, Wash. Phone: Kim Hayes, (206) 367-1836.

25-28: International Trade Fair for Design, Equipping and Care of Amenity Areas/International Trade Fair for Leisure, Sports and Pool Facilities, Cologne, Germany. Phone: (0221) 821-2494.

27: Environmental Initiatives for Horticulture seminar, Walt Disney World, Orlando, Fla. Phone: Jennifer Nelis, (405) 345-8137.

29-Nov. 3: Turfgrass Science Division, Crop Science Society of American anniversary celebration, St. Louis. Phone: Dr. Keith Karnok, (706) 542-0931.

30-31: Fertilizer Outlook '96, Hyatt Regency Washington (D.C.). Phone: Robin Hailer, The Fertilizer Institute, (202) 675-8250.

INFO CENTER

Books, literature and videos for the green industry

SPORTS TURF...Lofts Seed has just released a free, 22-page guide to the selection of turfgrasses for sports turf. The guide is geographically arranged, and encompasses a full range of recommendations on turfgrass use for leisure activities (tennis, croquet), athletics (football, soccer) and non-athletic areas (campgrounds, parking areas). To get your copy, write Lofts Seed, 347 Elizabeth Ave., Somerset, NJ 08873 or phone (800) 526-3890, x250.

FLOWER REFERENCE...The 1995-96 Garden Plant Book is the Flower Council of Holland's latest full-color photo reference guide. The handy 92-page book is a guide to 394 garden plant varieties. Its cost is \$9.95. Orders must include a check or money order payable to Public Relations Marketing. Mail payment to Public Relations Marketing, Holland Plants Dept., P.O. Box 749, Glenwood Landing, NY 11547. For more information, phone Joan Hahn or Bob Perilla at (516) 621-3625.

GOLF GREENS..."Diagnostic Turfgrass Management for Golf Greens" by Tom Mascaro is a textbook outlining the tests that can be performed on under-performing greens, how to monitor greens, and recording information on specially-designed record charts. The text has 106 color photographs. For more information, contact Turfgrass Products Publications, 4740 NW 12th Ave., Oakland Park, FL 33334; (800) 258-7477.

STARTING A BUSINESS...The Associated Landscape Contractors of America has updated its popular "Guide to Developing a Landscape Maintenance Business," with 19 chapters on customer service, total quality, banks and banking, financing, pricing, market potential, estimating, costing and site specifications. Price is \$55 for ALCA members and \$80 for non-members. Send your order to ALCA, 12200 Sunrise Valley Dr., Suite 150, Reston, VA 22091 or phone (800) 395-2522.

IMPATIENS REFERENCE...Ball Publishing now has "New Guinea Impatiens: A Ball Guide" that features a 16-page color section containing 84 color photographs of key pests and diseases and new cultivars of New Guinea impatiens. For more information, phone (800) 456-5380; outside U.S. (708) 208-9089.

SMALL BUSINESS..."The Legal Guide to Starting and Running a Small Business" is published by attorney Fred Steingold. The 8½"x11" paperback retails for \$24.95. Information included: raising money for a new business, limited liability companies, handling business debts and small business bankruptcy. For more information, phone (800) 992-6656.

WOMEN'S TEES...Alice Dye, a respected member of the American Society of Golf Course Architecture, reviews current research on a two-tee golf system for women, explains why the system is gaining momentum, illustrates how to create the tees and breaks out typical construction costs. The poster is available from the ASGCA for \$5. Send payment and your name and address to: ASGCA, 221 N. LaSalle St., Chicago, IL 60601.

SUPPLIERS CORNER

■ **DowElanco** has launched a public relations campaign to counter adverse national publicity about the safety of Dursban products.

The company is cooperating with the Environmental Protection Agency "charged with the regulation of both existing products and new technology which we hope to bring into your marketplace in the near future," says a DowElanco press release.

"DowElanco has an exemplary record when it comes to defending its products in court," says the release. "Extensive scientific data and 30 years of toxicological history establishes that Dursban is not going to cause injury when used appropriately. Using these facts, combined with an aggressive litigation approach, we have never lost a lawsuit involving Dursban products."

■ The **John Deere** Team Championship Golf Tournament will be held at Wild Wing

Plantation in Myrtle Beach, S.C. on Oct. 26-28. Thirty-six competing teams have already won their local qualifying tournaments. Finalist teams are composed of the golf course superintendent, golf professional, club manager and club president.

■ **Zeneca Ag Products** will spend \$34 million to complete manufacturing facilities for a major fungicide, coded 5504, by the third quarter of 1996.

According to Vern Hawkins of Zeneca, 5504 is a very broad-spectrum, low-rate product that will have applications in turf. It represents a new class of chemistry.

■ **Redexim**, the company that developed the Verti-Drain deep-tine soil aeration machine, is pursuing litigation in the this country against a former distributor, Southern Green, that markets the "Soil Reliever" aerator. Redexim is bringing suit for infringement of its patent and trademark rights. The Verti-Drain product line is represented by North American

distributor **Emrex, Inc.**

■ **Lesco** reported record second-quarter sales of more than \$71.4 million, an increase of 18.1 percent over the same 1994 period.

Cool, wet weather in the Northeast and Midwest in the spring of 1995 were responsible for the record sales, according to President, Chairman and CEO William A. Foley. The company also opened 11 additional service centers to bring its total of 169.

■ Dr. Michael Kely has been named senior vice president, Professional Business Group, at the **Scotts Company**. He replaces Dick Stahl, who retired. Kely joined the company in 1979 as a regulatory environmental advisor.

■ **Vermeer Manufacturing** recently opened a seventh manufacturing plant for its rubber tire trencher products and directional boring equipment. The plant will add 200,000 square feet to the company's production capacity for a total of 1.4 million square feet—33 acres under one roof.

Also, Doug Hundt is Vermeer's new national sales manager, in charge of all North American product sales.