

Landscape Management, Athletic Turf win 9 TOCA Awards

ORLANDO, FL — For the third straight year, *Landscape Management* scooped up a winner's share of writing and design awards, presented at the annual meeting of the Turf and Ornamental Communicators Association, held in Orlando earlier this month.

TOCA members include editors and designers of many green industry publications, public relations and marketing directors for landscape and supplier firms, industry association representatives and advertising agency account supervisors.

This year's contest was hotly contested, with a record 160 entries in writing, design and photography.

Managing Editor Ron Hall won big with a first place award for his ornamentals feature article in November, 1998, "Disney's Grand Green Experiment." He also won three merit awards for writing (including one for *Landscape Management's* sister publication, *Athletic Turf Maintenance & Technology*), and Executive Editor Sue Gibson also won a merit award for writing.

Graphic Designer Lisa Bodnar again made a strong showing with three first place design awards: "June 1998 Table of Contents" (Single Page Design), and "Weed ID Guide," which tied with "Turf Manager's Guide to Insect ID" (Two-Plus Page Design). She also won two merit awards for design.

Coincidentally, Hall's Disney feature was awarded just a day after the group toured the new Disney Animal Kingdom and the Wide World of Sports. Disney horticulturists and sports field managers conducted TOCA on behind-the-scenes tours of both facilities, de-

tailoring the extensive landscape and field design, installation and maintenance practices.

"This year's strong showing confirms our efforts to provide the most informative, useful and easy-to-read magazine in the industry," said Sue Gibson. "Both Ron and Lisa are enormously talented people who bring a rare enthusiasm to *Landscape Management*. This shows through year after year because the judges keep changing, yet they recognize Ron and Lisa's excellence in writing and design."

"Ron's articles always cut right to the meat of the topic, yet continue to be fun and interesting to read," she continued. "Lisa's elegant designs for our contents page and both Weed and Insect ID Guides makes it so easy to find the information you need in the field. Personally, I'm honored that the judges recognized the first editorial I wrote for *Landscape Management*."

Look for more TOCA presence at upcoming industry events this year. TOCA will assist with RISE communication efforts. TOCA also sponsors a roundtable discussion of critical green industry issues during the Green Industry Expo; it is open to anyone attending the GIE.



Leadership transition at Exmark

BLOOMINGTON, MN —Toro announced that H. John Smith, president of Exmark, and Roger Smith, executive vice president of sales and marketing, stated that they will leave their current positions effective Oct. 31, 1999, and Nov. 30, 1999, respectively.

Dennis Himan, vice president and general manager of Toro's landscape contractor businesses, will be responsible for day-to-day operations at Exmark and will direct the effort to identify the long-term leadership plan for the company. Himan was instrumental in Toro's November 1997 acquisition of Exmark, an important element in Toro's dual-brand, dual-distribution strategy for the fast-growing landscape contractor market.

Deere cuts emissions in two-cycle engines

RALEIGH, NC — Two-cycle engines using a new John Deere-developed technology could cut emissions by 75% compared with current engines, the company claims. And since less fuel is lost into the exhaust and more of it is cap-

tured for combustion, fuel consumption is decreased by about 30%.

Steve Peace, director, advertising and marketing support services consumer products for the Worldwide Commercial and Consumer Equipment Division

of John Deere, told *LM* that the engine "is based on a simpler design, very basic components, better emission performance results and is less expensive to manufacture." The engines will be available starting in 2000, he said.

Insure that valuable tree

HARTFORD, CT — Insure a specimen tree that you maintain? You bet.

Gulf Insurance Group, a member of Travelers Property Casualty Corp., offers this new program to provide insurance coverage specifically for trees and landscaping-related personal property. But your insurance agent can obtain it for you too, says Lester Edelman, of AFG Partners, the New York-based wholesale broker and program administrator of the program.

Here's how the process works: You've got a stand of stately oak trees on the college quadrangle and you'd like to insure these trees. You contact your insurance agent, who contacts AFG Partners and provides some bare-bones information about the trees. AFG determines a preliminary price to insure the trees. You then hire a certified arborist to measure, inspect and determine the specific value of each tree. With this information, AFG can set the premium.

The insurance covers trees against death or serious damage due to fire, lightning, wind, the weight of ice and snow and, in some regions, floods and earthquakes. Death caused by insects or disease is not covered. Insurance can be written to cover replacement costs, including installation, or full value.

You may not want to insure just any tree though. The minimum premium is \$5,000.

—Ron Hall

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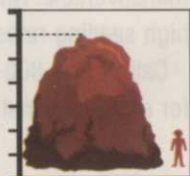
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What's all the racket about?

Watch out for cicadas this spring! Sometimes incorrectly called the "17-year locust," cicadas can be found somewhere in the eastern United States nearly every summer, with different groups (broods)

hatching each year. There are 15 broods: 12 hatch every 17 years (primarily northern states) and three hatch every 13 years (primarily southern states). In the next 23 years, 19 broods will hatch.

This year's activity (Brood V) will hatch in eastern Ohio, western Pennsylvania, much of West Virginia and a small, northern portion of Virginia.

Mother of a bug

Cicadas neither bite nor sting, but their large size (1.25 to 1.75 in. long) and large red eyes are unnerving.

For most of their lives, cicadas live underground as nymphs, feeding on the sap of roots. Their feeding activities are not particularly harmful.

The most significant damage is from laying eggs in slits cut into twigs (usually 0.25 to 0.5 inches in diameter). The subsequent dieback and breakage is unattractive, but not serious. Small and newly planted trees may be affected and



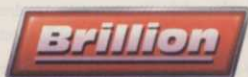
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Periodical cicada adult

may even die if used heavily for egg laying, since many of their branches may be the desirable size for egg laying.

Control tactics

The Ohio State University Extension recommends ways to reduce damage:

- delay tree planting until after the cicadas die, to avoid damage to newly planted trees;
- prevent egg laying by covering trees, starting when the males begin to sing until the singing stops. Tie the small gauge nylon netting or cheesecloth to the trunk beneath the lower branches;
- use chemical controls; labeled insecticides carbaryl (Sevin) and chlorpyrifos (Dursban) can be applied once a week. Avoid blooming plants to preserve honeybees and other pollinating insects.

—Nancy Stairs

Lesco acquires new fertilizer technology

CLEVELAND, OH — Lesco, Inc. recently acquired exclusive worldwide rights to a new matrix technology for controlled-release fertilizers that will compete in the turf market with other coated and premium fertilizers.

"We are very excited about the technology," Ken Sekley, vice president marketing at Lesco, told *LM*. "It is a homogenous structure that has unique controlled-release properties. In addition, the nutrients in the matrix will be very efficiently used by the turf or other targeted plants."

The patented technology was licensed from the Agri Nutrients Technology Group of Disputanta, VA. At one time, Vigoro had rights to the technology, but, in the course of corporate restructuring, the rights reverted back to Agri Nutrients. Lesco moved swiftly and snagged the exclusive worldwide rights.

"After we finalized the deal, we did get some calls from the other companies who were interested in the technology. There was interest expressed in working with us," Sekley says. He didn't rule out that possibility.

Product in limited quantities will be available later this year. Lesco is reportedly focusing on formulations for golf turf first, then other turf and ornamental applications.

Turf experts learn new fungicide awaits registration

MELBOURNE, FL—In March, turfgrass scientists met here for a two-day conference and learned of a new turf fungicide awaiting EPA registration. Compass, from Novartis, is a broad-spectrum fungicide that combines contact and systemic properties, termed "mesostemic."

Dr. Mike Agnew tells *LM* that this "reduced risk" compound is highly effective on fungal diseases which attack through leaf tissues, like brown patch and anthracnose. Compass also shows good control of gray leaf spot, red

thread, rust and leaf spot. However, the low application rates (0.1 to 0.25 ounces) means that it is less effective on pythium, nor will the application rates be effective on dollar spot.

Compass uses the same chemistry, but different mode of action, as Heritage by Zeneca, Novartis says.



Joanne Hodge of Novartis talking to: (L to R) Dr. Larry Stowell, Pace Consulting; Dr. Bruce Clarke, Rutgers University; and Dr. Houston Couch, Virginia Polytechnic Institute, at the Novartis Vero Beach Research Station.

Terra selling service centers

SIOUX CITY, IA — Terra Industries Inc., headquartered here, is selling its distribution business to Cenex/Land O'Lakes Agronomy Company for \$361 million. The sale is expected to close this summer. Included in the sale are Terra's 400 retail farm service centers in the U.S. and Canada. Terra's distribution business, basically agricultural but some turf and ornamental, reported 1998 revenues of \$1.73 billion and employed 2,600.

[CLIPPINGS]

Grand jury slams blowers

ORANGE COUNTY, CA — A grand jury here this spring recommended that local governments have maintenance workers use rakes and brooms rather than gas-powered leaf blowers. A news report in the *Orange County Register* said that members of the grand jury labeled blowers "noisy and polluting," based on California Air Resources Board estimates that 2.11 tons of combustion pollutants are put into the county's air each day by blowers.

We're not sure how CARB can measure one county's air vs. another's, but the bigger question: Why is a grand jury ruling on this?

Rohm and Haas acquires Morton

PHILADELPHIA — Rohm and Haas Company is acquiring Morton International, Inc. Rohm and Haas, a speciality chemical company, had nearly \$4 billion in sales in 1998. Morton is a marker of speciality chemicals and salt products with sales of about \$2.5 billion last year. Rohm and Haas received all the regulatory approvals required to complete the transaction in late April.

Dow boosts spinosad production

INDIANAPOLIS, IN — Dow AgroSciences LLC is going to be able to spin out more spinosad, the key chemical component of Conserve insecticide, because of a recent agreement with Integrated Genomics Inc., Chicago.