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Superintendent, Doral Country Club

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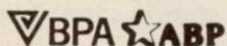
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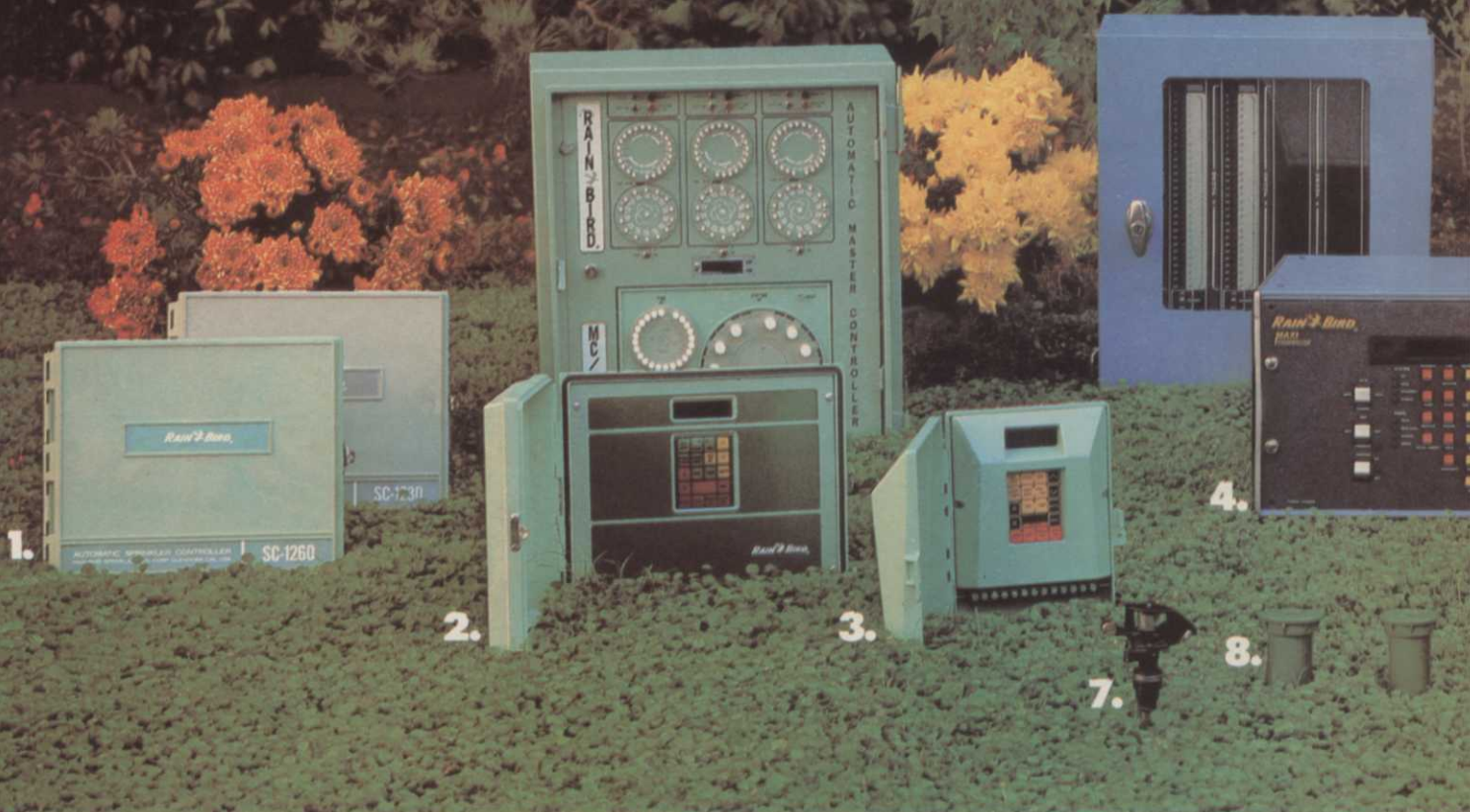
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Cover: Diver adjusts a sheet of Aquascreen, a vinyl coated fiberglass netting designed to shade out and compress weeds on lake floors.



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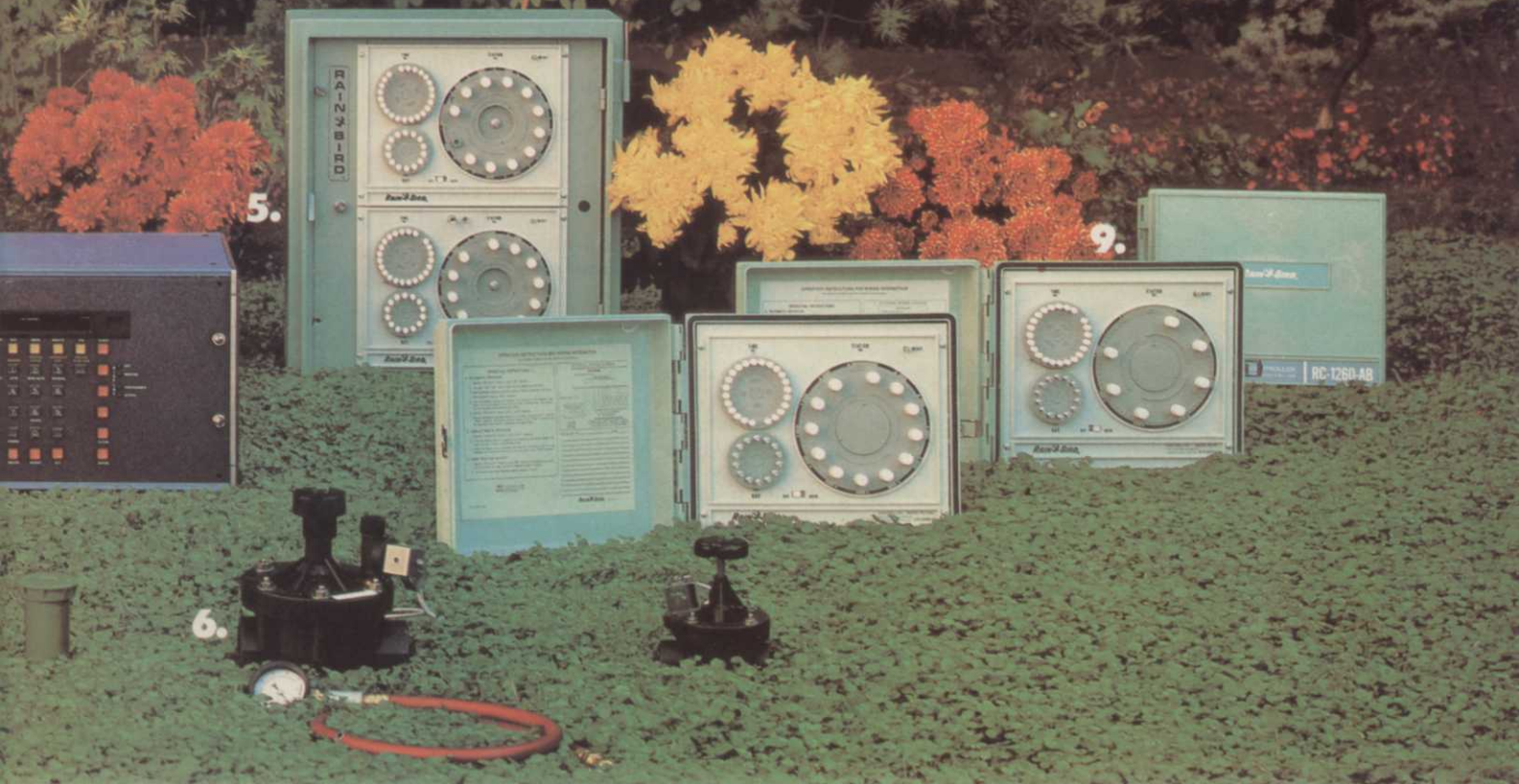
controllers with A/B schedules. Indoor mount, external transformer and high-impact Cyclac® plastic case are standard.

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BRINGING IDEAS FOR 1980.



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By Bruce F. Shank, Editor

Employment shift could boost competition

Be prepared . . . your car mechanic of today may be your competitor tomorrow.

Hard times in industries which employ vast numbers of people can cause a deluge of new small businesses in fields which appear simple on the surface. Horticulture is one of those fields that on the surface appears simple and one that will no doubt attract many auto and steel workers in the next two years.

From our position we can gauge this movement from requests we receive on how to start a landscape business, lawn care business, etc. We call them "Tell Me All There Is To Know" letters. So far we detect no increase in this type of request, but feel it is about to happen as layoffs lengthen and subpay funds dry up.

Before it happens, some thought should be given to dealing with this influx of competitors. We must impress upon them that the market is not a simple one and that years of experience and training are needed to be successful. The situation supports the contention of industry associations that togetherness is beneficial for the protection and progress of our various Green Industries.

However, it would be careless to assume that these persons will jump untrained into our markets. Some determined and proud workers will train prior to market entrance; obtain experience under a good contractor, superintendent, or arborist; and be partly trained by 1981. In fact, some of these people may make an important contribution to the Green Industries in the next five years due to their drive, pride, and desire.

This only further reinforces the need to stay on top of technological advances, discuss problems with fellow professionals, and constantly impress your customer with your concern for their property or business. Show them you are a member of a professional organization, certified where applicable, and involved in constant training to provide them with the latest and best technology.

People don't remain unemployed. They change occupations and force people in other fields to prove their

worth or take their place in the unemployment line. Harsh but true, no job is guaranteed just on the basis of time. We must keep up-to-date, alert, and valuable to our customers.

Turf management series begins with seed market

The staff of Weeds Trees & Turf has been interviewing many of the industry founders over the last two months in preparation for a six-part series on the history and development of the turf industry beginning in July.

The first section will concern the history, development and future of the seed market. We will cover the steps taken by early agronomists to establish turf types just for fine turf areas. We trace occurrences from 1985 to 1980, and then tell you what is coming in the next ten years. After reading this special feature you'll have a good idea of the background of the turf seed market.

For example, how the turf seed market, originally based in the Midwest, moved to the Northwest. While early Kentucky bluegrass seed companies used machinery to strip the seedheads of the mature grasses in the fields, modern growers in Oregon, Washington, and Idaho mow the carefully weeded fields first, let the swathed crop dry in the field, and then use a combine to pick up and separate the seed from the stems. The difference means tremendously increased yields, purer seed, and improved germination of seed.

We'll trace today's improved varieties back to various parks and country clubs where natural stands of hardy grasses were discovered, collected for seed, and bred for hardiness and resistance.

In August we cover the history and development of the sod industry in similar fashion. September will cover seed and sod installation. October begins a look into current turf management practices and the history behind them. November and December issues will probe turf disease and insect control. **WTT**



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Then, the three-wheel, wide track design gives the Turfcats great stability on slopes. And the foot-operated hydrostatic drive lets you steer and maneuver while changing speeds or going from forward to reverse.

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Plus, the Turfcats are quiet. All controls are within easy reach. And it might very well be the most comfortable riding rotary in the world.

Ask your Jacobsen distributor for a Turfcats demonstration. And have him explain about the many fine features that customers want.

The more you listen to what he has to say, the more you'll know we've been listening.

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GREEN INDUSTRY NEWS

IRRIGATION

Buckner is purchased by Royal Coach

Following months of speculation about the fate of Buckner Irrigation System Division of Johns-Manville, Denver, Colorado, Royal Coach Sprinklers of Fresno, California, completed purchase arrangements for the Buckner line.

James Coson, founder of Royal Coach, owned the Buckner firm from 1961 to 1972 when he sold it to Johns-Manville. Coson said the two product lines will be consolidated into one brand, Royal Coach-Buckner. The Buckner distributors will be added to the Royal Coach distributor network.

The Buckner inventory and manufacturing equipment will be moved to Fresno as soon as possible.

Speculation about the fate of the large irrigation firm began when Buckner did not occupy its booth at the Golf Course Superintendent Show in St. Louis. Superintendents with Buckner systems expressed concern over repair and parts. The purchase procedure took months to complete and many thought it was the end of the line for this large company. The announcement of purchase comes as a relief to many turf managers with Buckner systems.

LAWSUIT

Dow accuses EPA of surveillance tactics

Dow Chemical Co. has charged in a federal suit that the Environmental Protection Agency has been using "spy-like military surveillance tactics" on it to discover company secrets.

The company says the EPA with the assistance of the Air Force and Navy is using several types of highly sophisticated and covert surveillance techniques to gather information about U.S. companies.

"Any photographs they took on their fly-over were public information under the Freedom of Information Act," says Tim Scott, Dow's communication specialist for environmental quality. The company started its original suit in 1978 because of fear that the photos would be released to its competitors and the public.

An amended suit expanded the charges against the EPA to more deeply pursue the government's action. Scott says Dow discovered that the EPA has employed the Air Force on 50 to 60 occasions over the last nine years for fly-over missions. "We

don't feel the use of reconnaissance planes is within their charter," says Scott. "That's not what the EPA is all about."

Larry O'Neill, information specialist for the EPA, says the government acted entirely within the bounds of law. "We use the material to meet air and water standards," O'Neill says. "We consider it a perfectly legitimate enforcement tool."

LAWN CARE

PLCAA inaugural show is centrally located

The first Annual Meeting and Trade Show of the Professional Lawn Care Association of America has been scheduled for November 12-14 at the Commonwealth Convention Center in Louisville, KY. The location is roughly in the center of major lawn care market areas, easily accessible for both lawn care businessmen and suppliers.

But the hope is to get lawn care businessmen throughout the country to participate and to exchange ideas. Convention Chairman John Latting of Lawn Groomer, Normal, IL, says,



Pennsylvania Turfgrass Council 1980 officers: (left to right) President James MacLauren, Lebanon, PA; Executive Secretary-Treasurer Christine King, Bellefonte, PA; Second Vice-President J. Craig Reinhardt, Clementon, NJ; and Vice-President George Morgan, Allison Park, PA.

"In this unpredictable economy, lawn care operators need to plan carefully to make effective decisions and maximize employe efficiency and productivity."

The convention program includes topics such as leasing versus buying equipment, employe motivation and training, advertising and public relations, budgeting and accounting procedures, computers, and many agronomic turf management topics.

Registration fees are not prohibitively expensive at only \$35 for members and \$50 for nonmembers. A \$5 early bird discount is given prior to August 1. The registration fee difference may be applied to those who apply for membership within 30 days after the meeting.

The General Session begins at 1 p.m. on November 12 and ends at noon on November 14. Exhibits will be open from 8 a.m. on the 12th to noon on the 14th.

Persons interested in the first lawn care show and membership in PLCAA may contact Sharon Duling, 435 N. Michigan Ave., Suite 1717, Chicago, IL 60611 (312/644-0828).