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Cover: This photograph helped Dow Gardens of Midland, Michigan win a 1981 Environmental Improvement Award. See story on page 24. Photo by Douglas Chapman.

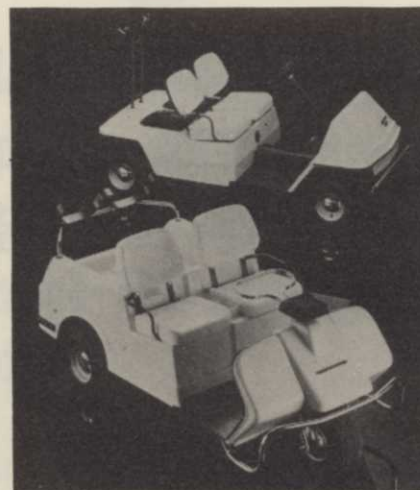
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Keys to landscape photography.



Award winning Marriott headquarters.



Sales should increase as fleets fail.

## 24 Landscape Photography: Shooting to Win Awards

Nearly every landscape award program requires 8 or more photos to accompany entries. The photography can mean win or lose.

## 30 Profiles of Winning Commercial Landscapes

When the landscape contractor implements the architect's design objectives, the result wins awards. This year's commercial winners.

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Golf courses struggle to get more than four years out of a golf car fleet. Time is running out on many courses in the U.S.



Knowledge of vehicle's limitations can stretch use.

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## 54 The Forgotten Trees: Sassafras, Catalpa, Alder

These trees are often overlooked by the trade, but have benefits which make them worthy of consideration.

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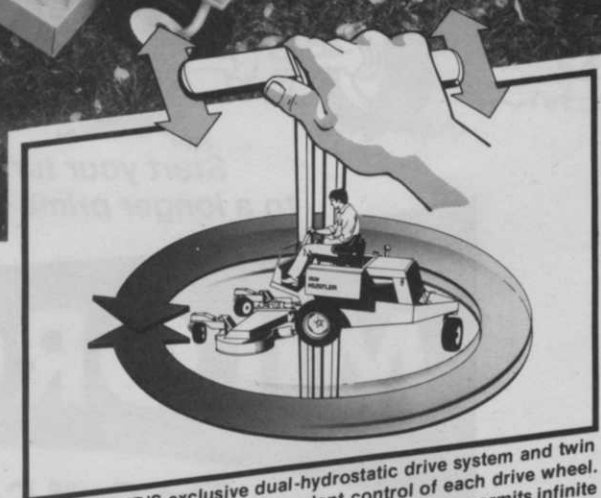


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# OUTLOOK

By Bruce F. Shank, Executive Editor



Mrs. Reagan is escorted by AAN Executive Director Robert Lederer (left) and AAN President Henry Weller (right) into the award ceremony.

## AAN's example is worth copying for turf groups

As I sat in the East Room of the White House, 25 ft. from Mrs. Reagan, I could not help but be impressed with the American Association of Nurserymen's sophistication and clout in Washington, D.C. No doubt, it was a magnificent performance with AAN Executive Director Bob Lederer in special form. AAN has truly won over the past six administrations with the importance of landscaping and the businesses which supply it.

AAN is termed the "umbrella group" with close control over the National Landscape Association, the Wholesale Nursery Growers of America, Garden Centers of America, National Association of Plant Patent Owners, and the Horticultural Research Institute. Through the Allied Landscape Industry Council, AAN works with ALCA, PGMS, NAA, ISA, PLCAA, GCSAA and other landscape groups.

Over the years, I've attended a number of organizational meetings for an International Turf Association. Factions and bylaw differences kept the organization from getting off the ground. The desire was there but the support of the power groups was less than adequate to make it happen.

The impressive growth of the Professional Lawn Care Association of America has added to the importance of the turf industry. The staff of GCSAA, ALCA, and PGMS now recognize PLCAA as a definite power in the turf industry.

The turf industry would benefit from these groups cooperating to establish a stronger identity for turf. Things like a Washington lobbyist, a turf marketing council, and turf research fund would clarify the national image of the turf market. A member need not join another association to get improved representation in government and industry. Cooperation between existing associations, under a separate, joint organization, could do the trick. The first move has to be made by either GCSAA or PLCAA however.

**WTT**

# GREEN INDUSTRY NEWS

## Mrs. Reagan presents landscape awards

First Lady Nancy Reagan presented Award Plaques to more than 75 landscape contractors, architects, and property owners in September during the 26th Landscape Award Program. It was the 10th time a First Lady has presented the awards and the sixth time the event was held in the White House.

Nearly 300 industry representatives observed the ceremony in the East Room. Mrs. Reagan presented the awards as American Association of Nurserymen Executive Director Robert Lederer announced the winners. The precision-planned event took the scheduled 25 minutes without a hitch.

The group met at the East Gate of the White House early in the afternoon.

They were led through the Executive Office Wing to the East Room where a brass ensemble played. At precisely 3 p.m. the music stopped and Lederer, AAN President Weller, and Mrs. Reagan entered the room. Mrs. Reagan said, "Now that I have all of you here, I'd like your advice." She mentioned the President's attraction for the outdoors and her fondness for gardens. Both award winners and observers were impressed with her sincerity, naturalness, and casual remarks.

Following the award presentations, Mrs. Reagan shared iced tea with the group and gave them each a Blue Angel Holly. Before and after the ceremonies the visitors could roam the rooms in the

first floor of the White House and view the art work and historical items of past presidents.

The event takes place every other year and began in 1950. There is little doubt the nursery and landscape industry gains recognition and respect from this event.

The night before the award ceremony, a reception was held for the winners by Presidential Advisor Ed Meese. He chatted easily with everyone in the reception line. Winners and observers went home impressed and glad to have had the opportunity to visit the White House and meet the First Lady.

### INTERNATIONAL

#### World turf experts gather in Canada

Turf experts from 21 countries got together at the University of Guelph, Canada, in July for the Fourth Research Conference of the International Turfgrass Society.

The purpose of the meeting was for international educators and researchers to compare notes. More than 70 papers were presented and will be published as a proceedings. Nearly 250 delegates travelled from United Kingdom, Switzerland, Denmark, West Germany, France, Japan, Australia, the Netherlands, and other places to attend the meeting. Tours before and after the conference acquainted delegates with Canadian and United States golf courses, parks, athletic facilities, and research centers. A tour of the seed production areas of Canada and the U.S. followed the meeting.

The Fifth Meeting of ITS will be held in 1985 in France. Toro's Jim Watson was appointed a director, and R.E. Schmidt and J. Shoulders of Virginia Polytechnic Institute in Blacksburg are officers. The new president is Paul

Mansat of France and H. Vos of the Netherlands is vice president.

A representative from the U.S.S.R. attended the conference for the first time. G.G. Abramashvili of the Turfgrass Research Section of the USSR Sportscommittee in Moscow is responsible for more than 400 stadia in Russia and was responsible for the Olympic stadium during the Moscow games in 1980.

Abramashvili said the primary turfgrass used for sports turf in the USSR is a mixture of Baron, Merion, and perennial ryegrass and red fescue. Most turf equipment is American made.

Persons interested in a copy of the proceedings should contact C.M. Switzer, University of Guelph, Dept. of Hort. Science, Guelph, Ontario, Canada N1G 2W1.

*continues on page 12*



Comparing the Guelph turf plots to their own back home are (left to right) Euel Coats of Mississippi State University, Jack Eggers of the University of Guelph, and R.V. Sturgeon of Oklahoma State University.

# PENNEAGLE Creeping Bentgrass



## The grass that re-greened Butler National

A devastating grass disease virtually destroyed the greens at Butler National Golf Club, Oak Brook, Illinois, home of the *Western Open*, shortly before the 1980 tournament. The Butler Board of Directors decided to replace the grass on all greens and after viewing several varieties of bentgrass in the Chicago area, they selected Penneagle Creeping Bentgrass for the restoration program.

Dr. Joseph M. Duich, professor of Turf Science, Penn State University, and

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developer of Penneagle bent was called in as a consultant. Working closely with Oscar Miles, Course Superintendent, the re-seeding of Butler National was begun in mid-August 1980. Before the project was completed, the entire



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course was seeded to Penneagle Bentgrass.

By November the course was pronounced in excellent condition and by the 1981 *Western Open* the course drew raves from players and spectators alike.

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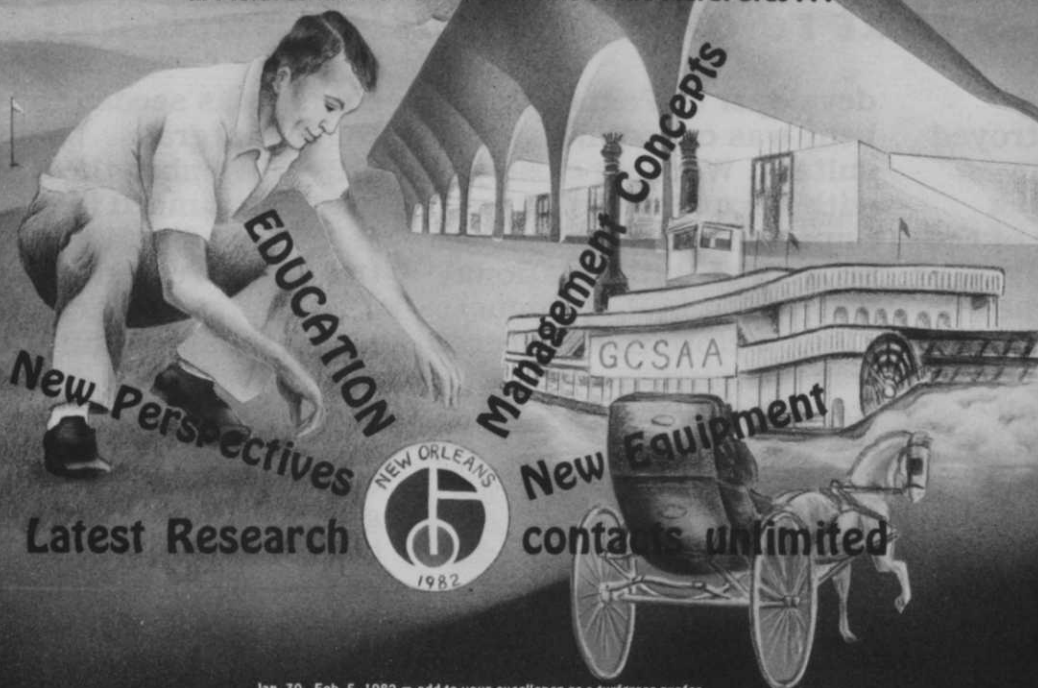
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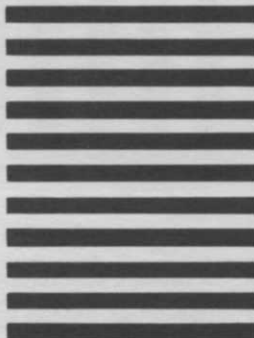
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