

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

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.

The TEE-2-GREEN CORP., marketers of Penneagle and Penncross bentgrass has published a booklet complete with photos of the Butler restoration program. The step by step program at Butler is available free of charge.

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CONTENTS

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Outlook	4
Golf Update	12
Landscape Update	14
Government Update	16

GREEN INDUSTRY NEWS

Housing slowdown causes sod sales slump . . . Rhone Poulenc buys Mobil's ag chemical division . . . Arboriculture show resembles quiet retreat . . . Houston plant fire wipes out 82 Dacthal/supply . . . Nursery Marketing Council funding is ahead of budget 4

FEATURES

Safety Standards for Turf Equipment Remain in Debate

Ten-year debate over confusing legislation causes uncertainty for professional turf equipment manufacturers. Efforts to settle disagreements go unrewarded. Overlapping standards remain in force. 18

Seed Harvest Report: Production Shortfall Balances With Demand

Although seed growers failed to achieve expected banner year production, a sluggish buyer market balances the equation. Growers show production percentages for each turfgrass type and cultivar. 20

Preparing for the PGA: Superintendent Describes Ordeal

Atlanta Athletic Club Superintendent Jim Ganley describes the two-year period of preparation for the Professional Golfers Association tournament. Tips to tournament preparation and needs. 24

Compact Utility Tractor Lineup

Specifications and prices for all models and manufacturers of compact utility tractors. A buyer's guide to mid-sized tractors. 28

Bulk Containers Replace Drums of Chemicals

Economies of scale and problems with container disposal favor the use of 300 to 500 gallon containers for fertilizers and herbicides. Medium to large chemical users can take advantage of this new technology. 42

Vegetation Management	48
Events	52
Products	62
Classifieds	64
Advertiser Index	68

Cover: Jim Ganley directs staff on triple cutting fairways during the PGA Tournament.



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OUTLOOK

By Bruce F. Shank, Executive Editor

Planning for Recovery

Timing is critical in planning for economic recovery. Jump too soon and a good idea may flop. Wait too long and others will have the momentum and the materials on hand when business comes.

Economists now see high interest rates through 1981 and falling in spring or early summer '82.

So, we are looking at late spring or early summer before housing starts begin increasing again. Companies, encouraged by faster depreciation, should act quickly to take advantage of lower interest rates for commercial construction. From a landscaper's point of view, new residential landscape construction will not take place for six or more months after residential recovery and 12 months or more following commercial construction recovery. From now until the autumn of 1982 new business will be hard to find.

One interim solution may be the home improvement market. Focus marketing where recovery time is much shorter.

It is a good idea to learn alternative financing for your type of jobs. You should be able to intelligently discuss the advantages or disadvantages of second mortgages, home improvement loans, and management of taxes with a potential customer. Ask your accountant to keep you informed on all creative methods of paying for landscaping.

Another thought, it's one thing to tell a homeowner that landscaping increases the value of his home. It's another thing to prove it with comparable listings from a real estate firm in the area. Equal to value of real estate is how quickly it sells. Real estate brokers have had it fairly rough in many areas. You may be able to help them move more houses with alteration of landscaping.

In late spring, start meeting with building contractors in your area to judge contract potential for the fall. Let them know you want to bid on their projects. Early news of a potential job can help prepare you to bid it carefully.

Maintenance

Recent news of possible shortages of preemergence herbicides for 1982 should not be ignored. Some adjustment will be necessary for maintenance operations and golf courses. Contact your local distributor immediately for his stock situation.

Take a good look at your equipment and seek advice on improving depreciation deductions. If it becomes apparent that a unit will not make it another year without major overhauling, perhaps you can take advantage of 1982 tax law changes and still reserve the equipment this year. Many manufacturers have spring delivery programs.

Major investments such as irrigation may fit nicely into depreciation planning. Tractor manufacturers are anxious to sell due to decreased agricultural machinery sales.

The point is you have to gauge many factors to set your recovery timing. If you just wait for things to happen, chances are you will take longer than others to bounce back. Haven't we all waited long enough? **WTT**

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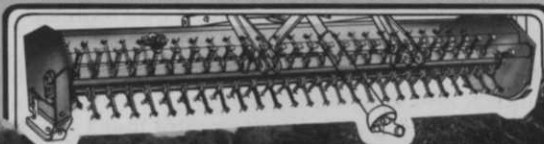
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GREEN INDUSTRY NEWS

TREES

ISA Show gets away from it all

Take away the choice of restaurants, limited parking, taxicabs, crowded hotels, and the general pressure of a city convention and you have a relaxed, clear-headed learning experience. The International Society of Arboriculture 57th Annual Conference was held in remote Boyne Falls, Michigan, more than 50 miles from the nearest major city, Traverse City. Attendance did not suffer and the arborists and scientists appreciated the change of pace.

It was more like camp than a convention. The deans of horticulture, including L.C. Chadwick, Gordon King, and Clancy Lewis mixed informally with everyone attending. Their students, now making up the technical backbone of the industry, were there in numbers to discuss their research and expertise. Both groups were completely accessible for questions in a no-pressure atmosphere.

Conference Chairman Ted Haskell knew of Boyne Mountain's ski lodge atmosphere. The facility is often used for Michigan association events. It was also conducive to outdoor displays of equipment. Sprayers, chippers, transplanters, stump grinders and aerial lifts had the room to move and the freedom to be noisy while potential buyers watched.

All speakers approached the subject of improved trees and maintenance considerations. Northern city arborists are strongly concerned about winter hardiness, disease resistance, and maintenance levels for street trees. Tree cultivars and seed source were closely examined by the speakers and their audiences. Speakers included: Dr. William Black of Chemscape Div. of ChemLawn, Dr. Douglas Chapman of Dow Gardens, Dr. Victor Dropkin of the University of Missouri, Dr. Henry Gerhold of Pennsylvania State University, Dr. Donald Ham of Clemson University, Dr. David Hamilton of Purdue University, Dr. E.B. Himelick of the Illinois Natural Historical Survey, Dr. Warren Johnson of Cornell University, Dr. David Karnosky of Carey Arboretum, Dr. James Kielbaso of Michigan State University, Dr. Robert Partyka of Chemscape Div. of ChemLawn, Dr. Harold Pellett of the University of Minnesota, Dr. Wilbert Ronald of the Manitoba Research Station in Morden, Dr. Frank Santamour of the U.S. National Arboretum, Dr. Davis Sydnor of Ohio State University, Dr. Alden Townsend of the USDA Tree Research Station in Ohio, Dr. Fred Valentine of the State University of New York-Farmingdale, Dr. George Ware of

Morton Arboretum, and Dr. Gayle Worf of the University of Wisconsin.

Business and marketing were covered for commercial arborists by Larry Holkenborg of Sandusky, Ohio; Bruce Wilhelm of Denver, Colorado; and Gary Maier of Des Moines, Iowa. Most major utility companies were represented at the utility arborist session and the municipal arborists heard of experiences in the cities of Milwaukee; Colorado Springs; Freehold, NJ; and Atlanta.

Sessions were well attended since attention was concentrated on the show by design. All meals, including an outdoor barbecue and dance, were in one place at fixed times. Fishing, golf, tennis and nature trails were adjacent to the lodge. The ski lift was operating most of the time.

Associations and exhibitors can debate at length about location of shows. But there is little doubt that a relaxed environment with few distractions gains the most attention from attendants.

SOD

New housing slowdown causes sod sales slump

"When the housing industry is good, sod is too," said Walter Pemrick, Warren's Turf Nursery, Crystal Lake, IL, "and right now housing isn't too good."

The drop in new housing units (due mainly to high interest rates) has led to a decline in sod sales, according to industry sources. "The general feeling among sod producers is that sales are somewhat down," said Bob Garey, American Sod Producers Association. "A lot of the growers are concerned because they are uncertain about the future of the economy." Garey added that besides the housing slowdown, water shortages in some areas has hurt sod sales.

"Our business is up slightly this

Continues on page 12



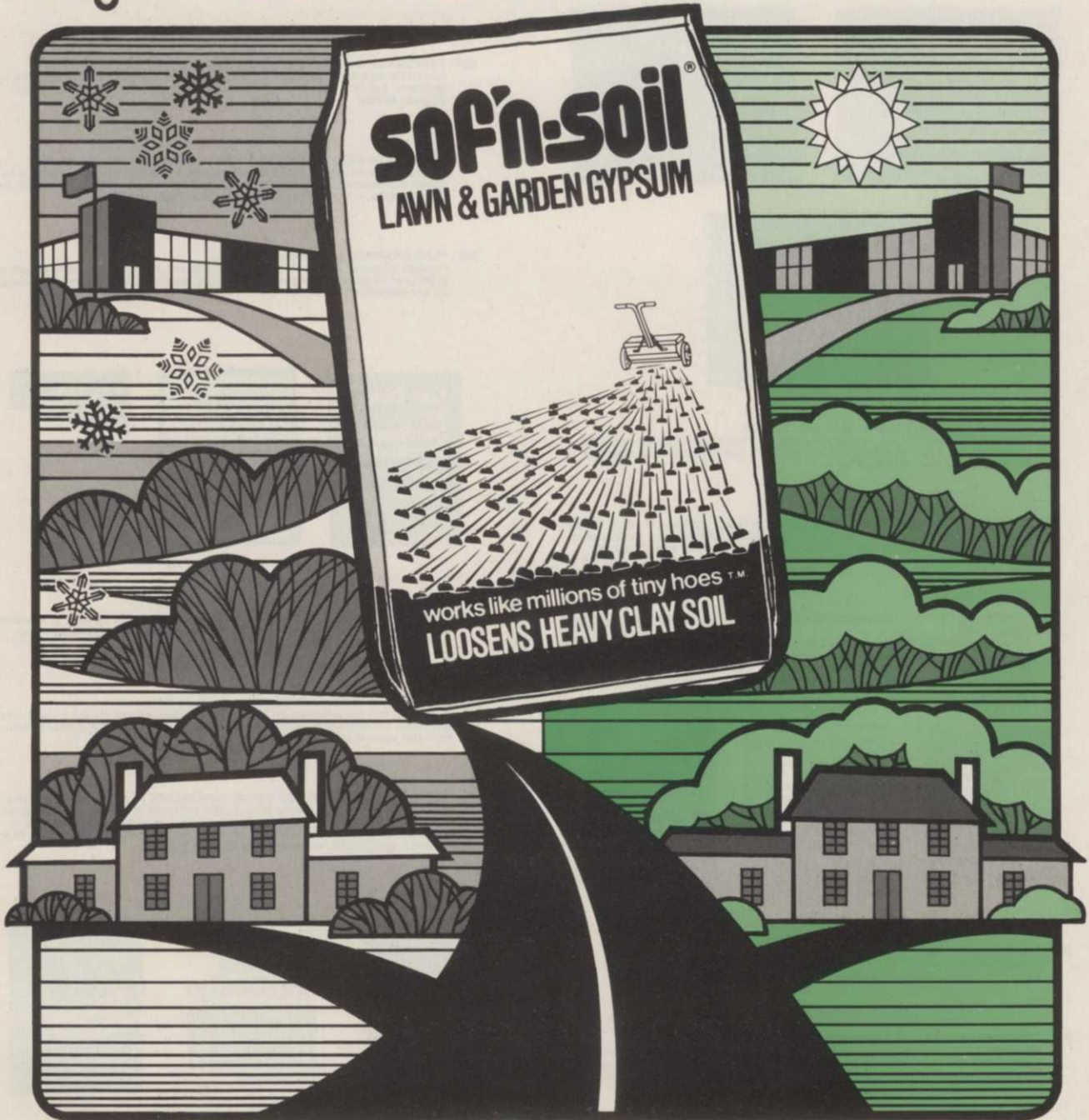
Boyne Mountain Lodge and its surroundings provided the casual atmosphere for the ISA Show. Outdoor equipment demonstrations and a picnic gave the exhibitors unlimited space and attention for their products.

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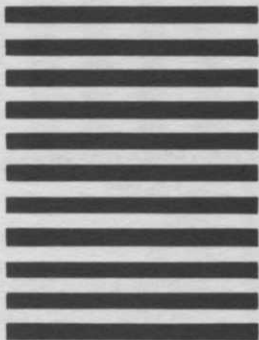
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