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DURSIBAN Gets the jump on late emergers.



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Ad No. 1906



Keys to landscape renovation by Jim Gibbs, president of Greene Brothers Landscape Co. Inc., Smyrna, GA.

AUGUST 1982/VOL. 21, NO. 8



Five residential renovations, page 20.

20 Increase Renovation Jobs, Sell With Photography

A regular winner of landscape awards, Greene Brothers Landscape Co., gives five examples of renovation jobs he performed. The same jobs were featured in the *Atlanta Journal* reaping more work for the company.

50 Guide to Transplanting: Six Factors to Consider

Timing, species, pre-treatment, antitranspirants and site all must be considered when transplanting. Dormancy is not the only guide as some species transplant best in the summer.



Cal Poly, Pomona's landscape, page 42.

29 Landscape Management Profile: Schools, Colleges and Universities

The first in a new series of descriptive profiles of the Green Industry. New research findings and four company profiles lend insight into this stable landscape market.

55 Winter Overseeding: Old Idea Grows Up

Overseeding cool-season turfgrasses into bermudagrass greens started in the 1920's. Modern mixtures of turfgrasses protect warm-season species in the 80's.



Managing Harvard's Common, page 34.



First, in-depth profile of schools, page 29.

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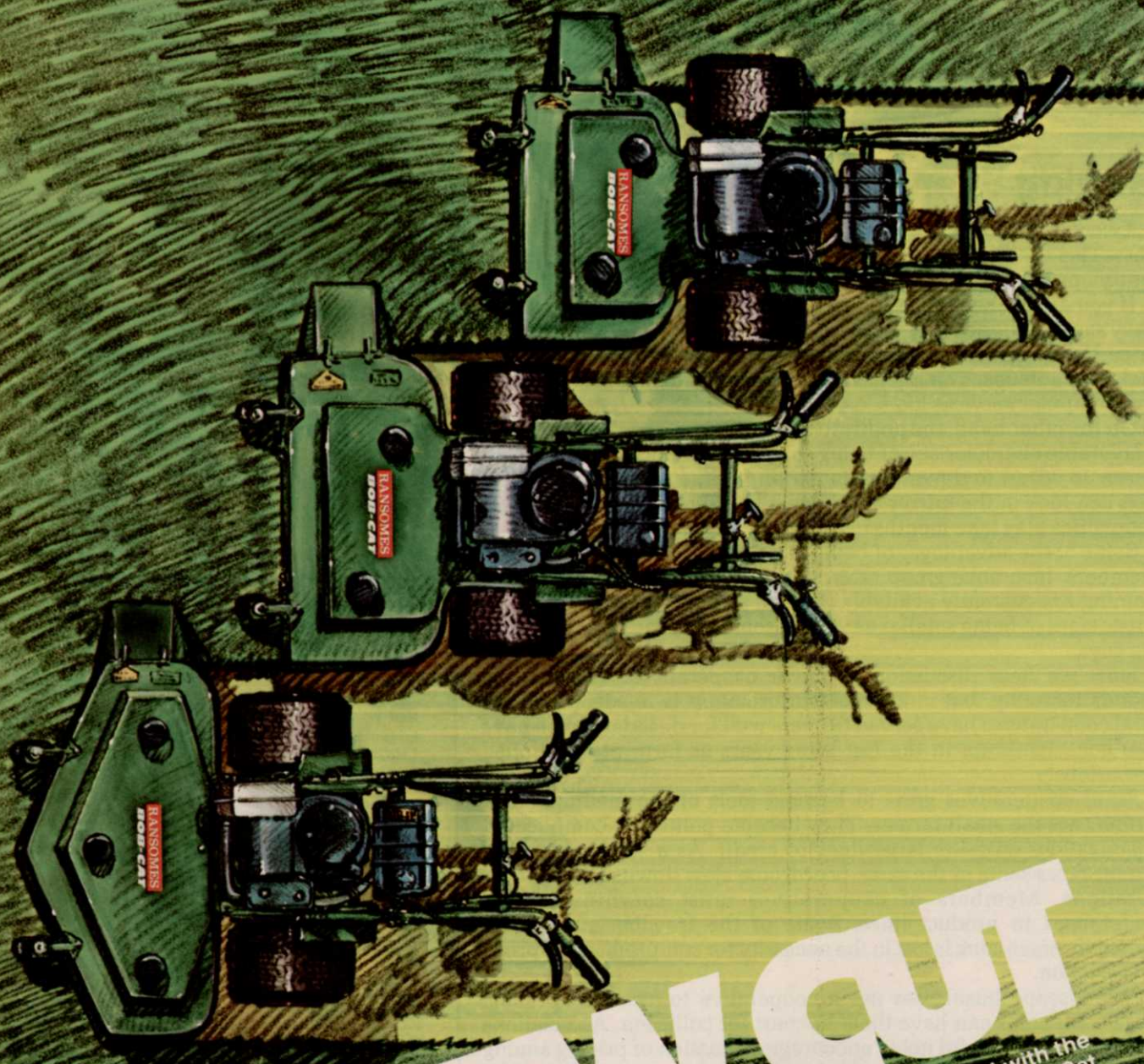
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WT&T

OUTLOOK

By Bruce F. Shank, Executive Editor

WT&T

Getting Even With the Big Guys

Twenty percent of the companies perform 80 percent of the business. This is a common truth for many service industries, including landscape contracting and lawn care.

If you are in the group doing 20 percent of the business, you may envy some of the advantages of being big; such as quantity discounts, price breaks on insurance, more sophisticated marketing, and first pick of graduates. The big guys have the edge on accounting, legal and computer services too.

On the other hand, the ability to change course rapidly, is not only a favorable characteristic of being smaller, but it has allowed the industry to adjust to downturns in certain markets like construction. You can look in the mirror and have a board meeting, while larger companies may take months to adjust to market conditions.

Some of the advantages of being large are available to association members. Insurance group rates, business and marketing aids, and training are currently available through associations. You have the advantages of being smaller as well as some of the advantages of the big guys.

Now we hear discussion of buyer cooperatives. The concept sounds tempting, but much more information is needed. Agricultural cooperatives have served farmers well for decades. Some have also gone bankrupt in the last three years as farm prices dipped precariously.

Rural cooperatives grow to become tools of the medium-sized farmer, not the small farmer. They become politically complicated organizations carrying large lines of credit. As a stockholder, the farmer faces some of the same boardroom slow downs of large corporations. Members of cooperatives must coordinate their preferences in product lines. Some of the freedom supposedly gained by organizing is lost in the necessity for compromises in product selection.

If landscape businesses use a cooperative to agree on pricing, large companies can have them in court for collusion. Associations also have to be careful not to encourage discussion of pricing among members. Cooperatives would be approaching price fixing by controlling the cost of supplies. Remember the legal edge of the large companies.

Distributors protect companies from price fixing. They also provide support services, especially for equipment repair. Many distributors formulate regional chemical mixes and offer them at a reduced price. If cooperatives take business away from regional suppliers, they must also provide all the support services of distributors. A simple solution to getting even becomes complex and overhead drives cooperative costs up to the same level as before.

My feeling is the market is starting to stratify. The medium-sized firm, not the small firm, is organizing against the big firms. The result will be a three-tiered market with the small company, the distributor, and the associations getting the short end of the stick. There is reason for hesitation and a need to examine closely the real advantages of "getting even with the big guys." Freedom of being smaller, safety in diversity, and the health of associations and distributors are too valuable to discard to get even.

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Actual Size

GREEN INDUSTRY NEWS

PEST CONTROL

Oregon's fast attack on Gypsy Moth works

Salem, Oregon has beaten its gypsy moth problem according to the data that has been collected at this point. As reported in the July issue of *Weeds Trees & Turf*, the Oregon Department of Agriculture sprayed Sevin over a 5000 acre area in May, to eradicate an infestation that had been detected in 1981.

Since that first application, which had been delayed by environmental opposition, a second application was made and met with a minimum of public protest. Although the results will not be confirmed until the trapping phase is completed in early September, state officials feel confident that the second treatment completed the job.

The California county of Santa Barbara has also been dealing with gypsy moths since 41 live moths were trapped in 1981. According to the assistant agricultural commissioner, Ron Gilman, the county was sure they had a breeding population when such a large number of adults were found after three previous years during which only two or three "hitchhikers" had been caught each year.

The county began designing an environmental impact report as soon as the gypsy moth problem was found, but couldn't put it into action until eggmasses were located, pinpointing the area to be treated. The commission encouraged the help of the community in

locating the eggmasses, they visited schools to teach children to recognize the stages of the moth's development and even trained dogs to detect the scent.

When the moths were located in the town of Montecito in January of this year, the county Agricultural Commission began a five pronged attack beginning with ground applications of Sevin over 300 acres. *Bacillus thuringiensis* was then sprayed from helicopters. The spray program has been followed by the use of 14,000 traps to attract male moths. Enlisting community help, the Commission has rounded out its effort with a public education program and a voluntary quarantine.

COMING SOON

Florida Nursery and Allied Trades Show, Sept. 24-26, Tampa FL. Cosponsored by the Florida Nurserymen and Growers Association, the Florida Society of Landscape Architects, the show is attended by all segments of the industry, including landscape contractors, wholesale growers of woody and foliage ornamentals, allied suppliers and nursery and garden center retailers. Contact Julie Garmendia, FNGA, P.O. Box 16796, Temple Terrace, FL 33687, 813/985-8511.

California Association of Nurserymen Convention, Sept. 21-23 Sacramento, CA. AAN president Kent Lamglinais and executive vice president Bob Lederer will be speaking on the national progress of the nursery industry. Featured speaker Maxine McIntire will teach how to use and recognize body language and non-verbal communication as a sales and business tool. Contact Elaine Thompson, CAN, 1419 21st Street, Sacramento, CA 916/448-2881.

Contracting-out bill looks positive

The Associated Landscape Contractors of America in conjunction with the National Construction Industry Council is working to pass a law that would require Federal Government facilities to contract out for all goods and services that can be obtained more efficiently or inexpensively from private industry. The Economy in Government Act of 1982 would make it illegal for government agencies to compete with any sector of the open market, including the green industry.

The bill stems from a government policy that has been in effect since 1966 that sets guidelines for all out-of-house government purchases. According to Tony Poncitella of the NCIC, "the policy, Circular A-76, was not doing the job, we need statutory language to require them to go over what services are being performed in-house and close them down if the needs can be met by outside operations."

The language of the legislation, in its present form, also affects state and municipal government by putting the same restraints on any state or local government receiving Federal aid.

If the law is passed, it will include a schedule for the elimination of in-

house operations and a set of unified procurement guidelines.



Senator John East

Sponsored by senator John East (R-NC), hearings have already been held by the Senate Governmental Affairs Committee, Subcommittee on Federal Expenditure. Due to elections and other conflicts, no further action is expected in the Senate this year.

The NCIC expects to have sponsors who will introduce similar legislation to the House of Representatives by fall. At the earliest, however, the bill is not expected to become law until 1984.

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Cultivar or Selection*	Powdery Mildew Rating 9 = most disease
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Glade	0.0
Nugget	0.0
Mystic	0.0
Touchdown	0.0
Sydsport	0.5
Plush	2.0
Baron	3.0
Cheri	3.5
Victa	3.5
Geronimo	4.0
Majestic	5.0
Bonnieblue	6.0
Adelphi	6.5
Vantage	6.5
Rugby	7.0
Parade	7.0
Pennstar	7.0
Fylking	7.0
Merion	8.0
Windsor	9.0

*Commercially available Kentucky bluegrass varieties.

Whatever your bluegrass specifications, remember . . . what you seed is what you get . . . sow Ram I.

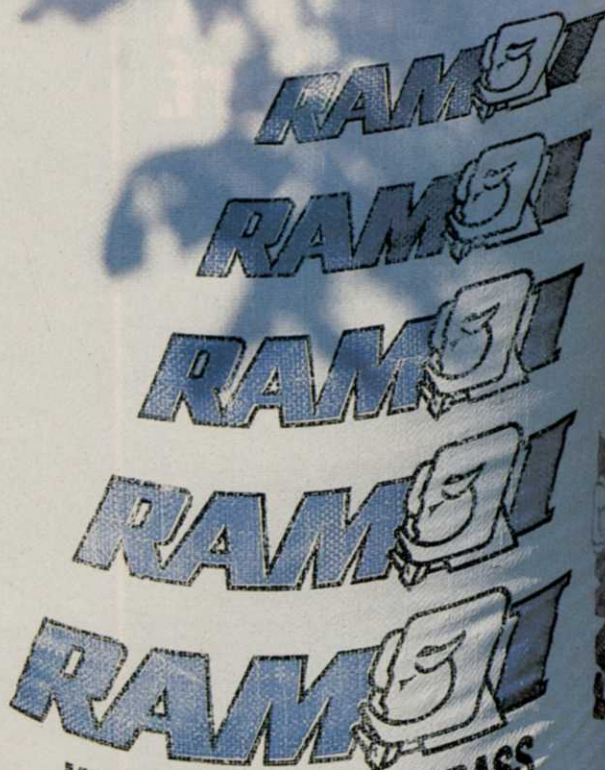
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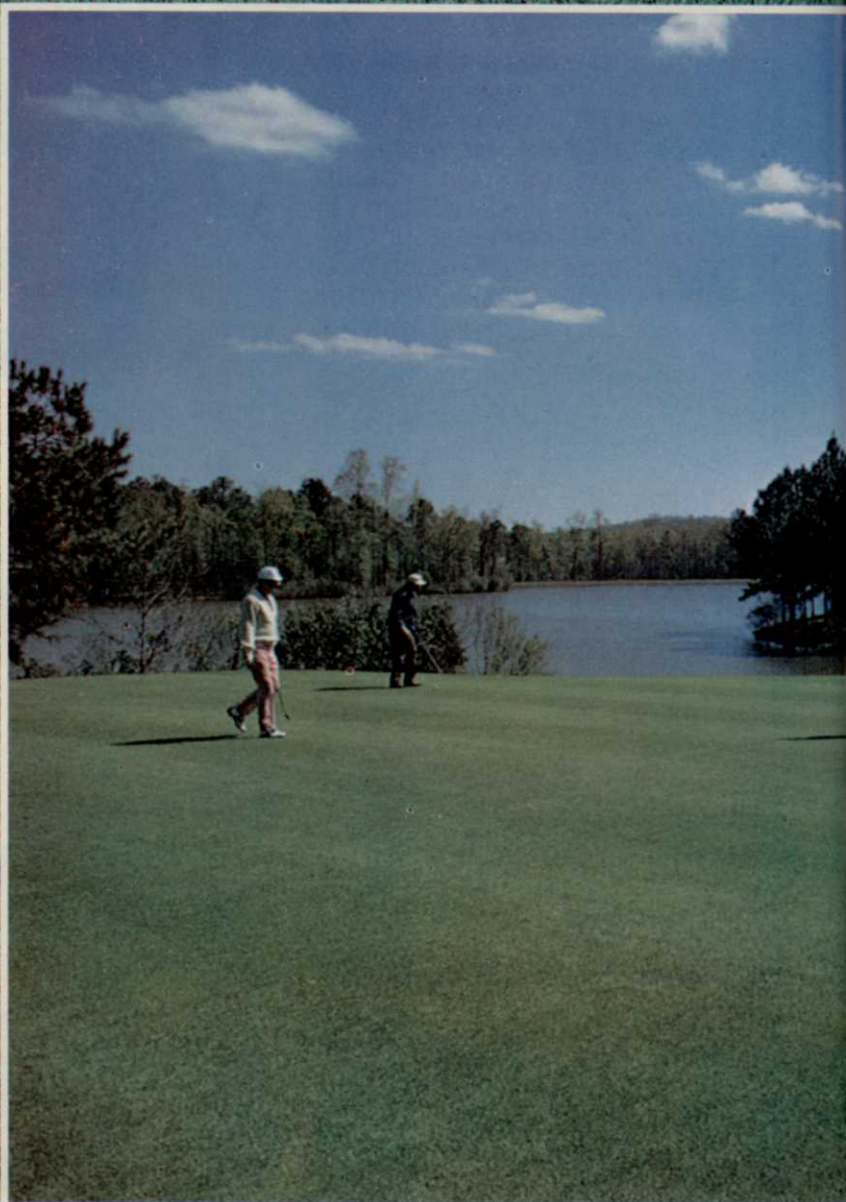
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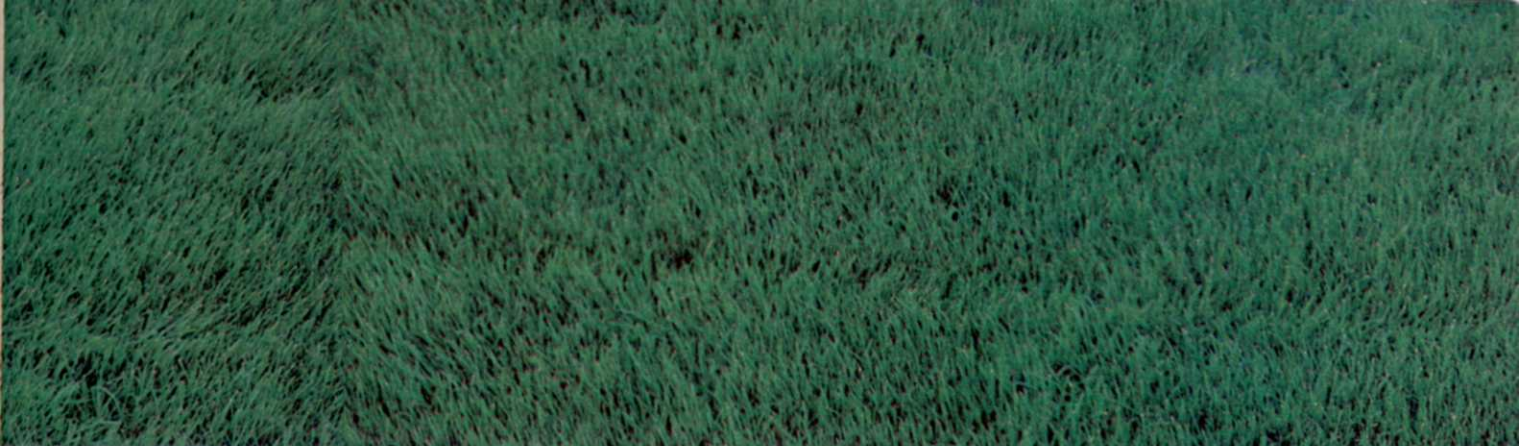
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Snow named USGA Director

James Snow has been named Director of the Northeastern Region of the USGA Green Section. Formerly Senior Agronomist of the Northeastern Region, Snow joined the Green Section in 1976. He holds a master's degree in ornamental horticulture from Cornell University. He replaces Carl Schwartzkopf, who resigned.

In other Green Section news, two subregional offices have been opened. A subregional office of the Northeastern Region is now located at 236 Goldthwaite Road, Whitinsville, MA. It will be staffed by Brian Silva, Northeastern Region Agronomist. A subregional office of the Southeastern Region has been opened at 5579 Adair Way, Lakeworth, FL. Newly-appointed Southeastern Region Agronomist Steven Batten will man this office. Batten holds a master's degree in agronomy from Oklahoma State University and is a former research associate in the Department of Agronomy at Texas A&M University.

The USGA has increased its fee for Green Section Turf Advisory Service to \$500 from \$350. The increase represents a 10% annual rise since 1978 and will include all expenses incidental to the initial visit. "Our expenses for the Turf Advisory Service far exceed the income derived from the fees, but we want to maintain this valuable service for our member clubs and courses," said USGA Senior Executive Director Harry Easterly Jr. "This increase will help us keep up with inflationary pressures."

Additionally, the USGA Executive Committee has decided to keep the association located in Far Hills, NJ. The association is currently leasing three buildings in addition to Golf House. USGA will turn Golf House into a golf museum and an office building will be built on the grounds to house the association.

Harsh weather slows winter play

The length and severity of "Winter 1982" led to a 2.7% decrease in rounds of golf played during the first quarter of the year, according to the National Golf Foundation's survey. The same period in 1981 had a 16% increase in rounds played due to great conditions and early openings. However, during the first three months of 1982 24% (3200) of the 13,000 courses across the country were closed.

Golf courses in the Sunbelt are still feeling the effects of a sluggish economy. Even in areas that reported increases in rounds played, the general impression was that the tourist trade was down. Activity was mixed in the three major golf states. Florida was up 3.3%, California up 3.9%, but Texas rounds were down 9.1%.

By types of facility, play at municipal courses was up 3.8%; while both private clubs and daily fee operations were down 6.0% and 0.7% respectively.

GCSAA sets new Referral policy

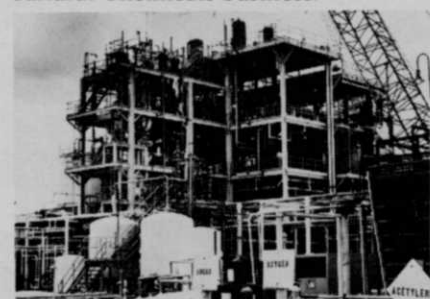
The Golf Course Superintendents Association of America has instituted a new fee schedule for its Employment Referral Service. Clubs will be charged \$50 for listing openings through ERS, in effect, picking up the major part of the expense of running the service. Members will pay \$10 to receive ERS listings for a six-month period. Previous policy allowed members to receive the service for four months at no charge. The fees are expected to cover the costs of sending ERS listings to 500 members every week.

In other GCSAA news, the association will be establishing a mini-GCSAA museum at the Industry Hills Golf Course, City of Industry, CA. Industry Hills will display five small pieces of historical equipment or documents. GCSAA is planning a series of mini-museums throughout the United States.

CHEMICAL

Dacthal goes on the market for '83

Dacthal should be available for the 1983 growing season, if manufacturer Diamond Shamrock meets its present construction schedules. The company expects to have the reconstruction of the plant and systems completed by early October, enabling production of the pre-emergent herbicide to begin by the last quarter of 1982. "We are confident we will be able to meet these construction deadlines," stated George Lawrence, vice president and general manager of Diamond Shamrock's Agricultural Chemicals business.



Reconstructed plant for Dacthal nears production stage.

An explosion damaging the Houston plant in July of 1981 halted the production of the widely used herbicide. Plans for the plant now being built were approved by the board of directors by October of that year and construction began immediately.

The reconstruction of the plant has been the work of two firms. Construction engineering and management of the Dacthal plant was handled by Fruco engineers of St. Louis, while the actual construction has been done by the Houston firm of Voss International.

NURSERY

AAN protests Immigration bill

In a statement to the Senate Judicial Committee, the American Association of Nurserymen has strongly objected to several parts of the Immigration Reform and Control Act of 1982 (S-2222). Virtually all of the 3200 AAN member firms are small businesses that employ a significant number of seasonal workers.

As the legislation now stands, it would require small businessmen to be able to prove that employees had pro-

Continued on page 16