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Cover: Tampa citizens are fortunate to have well-groomed green areas within the city. See Tampa Uses Computer on page 50.

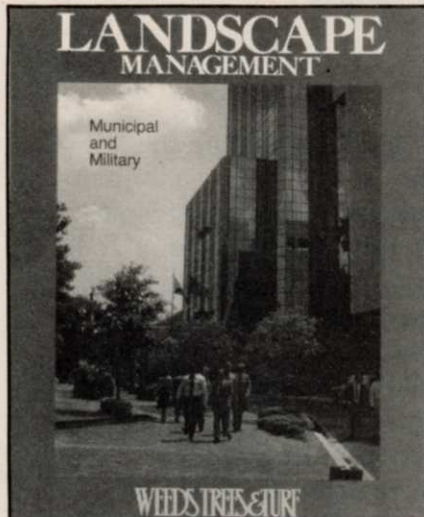
OCTOBER 1982/VOL. 21, NO. 10



Fight compaction problems on tees, see page 24.

## 24 Compaction Robs Golf Courses Of Natural Tees

Golf course architect Ron Fream begins a three-part series on compaction and the golf course. The specifications and precautions for tee construction and care are the focus of part one.



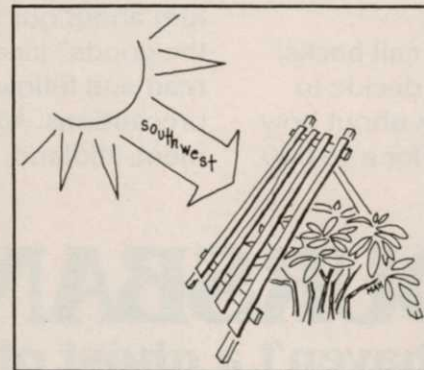
City landscape management, see page 37.

## 29 Seed Growers Link Recovery To Restocking

An improving economy may help out seed growers who experienced good seed harvests this summer despite lagging demand. Harvest results by variety are listed and company spokesmen give their opinions on the seed situation.



Turf block parking lot in LA, see page 45.



Winter protection of landscapes, see page 56.

## 37 Landscape Management Profile: Municipal and Military

Growth of special districts could bolster city landscapes as budgets tighten. Survey results show there is considerable overlap in municipal and park landscape management.

## 56 Combat Winter's Fury With Simple Precautions


Dow Garden Horticulturist Doug Chapman cautions about desiccation, wind and sun scald, and winter pest control. Included is a list of salt tolerant plants for use near paved surfaces. Compare your protection program to Doug's suggestions.

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**WT&T**

# OUTLOOK

By Bruce F. Shank, Executive Editor

## Bullish is better

The other evening during my ritual pre-dusk weed pulling, I noticed my stockbroker neighbor walking around his yard kicking rocks and talking to himself. It made no sense. That week the market turned around and stunned Wall Street with record volume. Stockbrokers should be celebrating.

Since journalists are born nosy, I dropped my handful of clover and ground ivy and crossed the street for an explanation. What I found out surprised me, recovery can be bad for some people.

My neighbor's firm decided the market was not going to hold and went "short". They expected their customers to buy less stock than the market seemed to indicate. Rather than gamble on buying too much stock in advance of its customers and make a profit, the firm's buyers decided to wait. As a result, it was caught short when orders did come in forcing the firm to buy stock to fill orders at a loss. It sounds more complicated than it is. Anyway, in one day his firm lost \$400,000 and the market was still bullish making further losses likely.

I returned to my weeds and pondered similar events in the professional turf and landscape market, my bread and butter. I had two reasons to feel good, my garden looked almost professional and the turf and landscape markets were showing signs of faith in recovery. Discussions that week with major companies in our market revealed a commitment to a good '83. They are investing in the goods required to grow instead of holding up short.

Interest rates are dropping. Building starts are beginning to turn around. Many companies have trimmed down to fighting weight and are ready to wrestle for new business. Each week I hear more about new products, new plans, and people working on their business skills. As the show season begins, everyone appears to have a positive attitude and a desire to succeed in '83.

The point is bullish is better. Wait for proof of recovery and, ironically, you stand to lose. Confidence in growth by itself is a third of the battle. It's more than a gamble, the confidence factor tips the scale in favor of success.

Last night I tried to talk to my neighbor for an update. Unfortunately his firm is still suffering from a lack of confidence. He didn't even want to talk about it. I thought, if they had at least taken a chance on the good side and things went sour, then at least they could say they thought like winners instead of losers. As it stands now, they lost twice.

As for me, my garden looks great and my market is thinking like winners.

## Rolling stone gathers no moss

After two short years in New York, *Weeds Trees & Turf* returns to the Midwest, to Middleburg Heights, Ohio and a brand spanking new building. In fact, Harcourt Brace Jovanovich, is also building in Orlando, Florida. As of this month, WTT's new address is 7500 Old Oak Blvd., Middleburg Heights, OH, 44130. (216) 243-8100.

The New York experience will be valuable and never forgotten.

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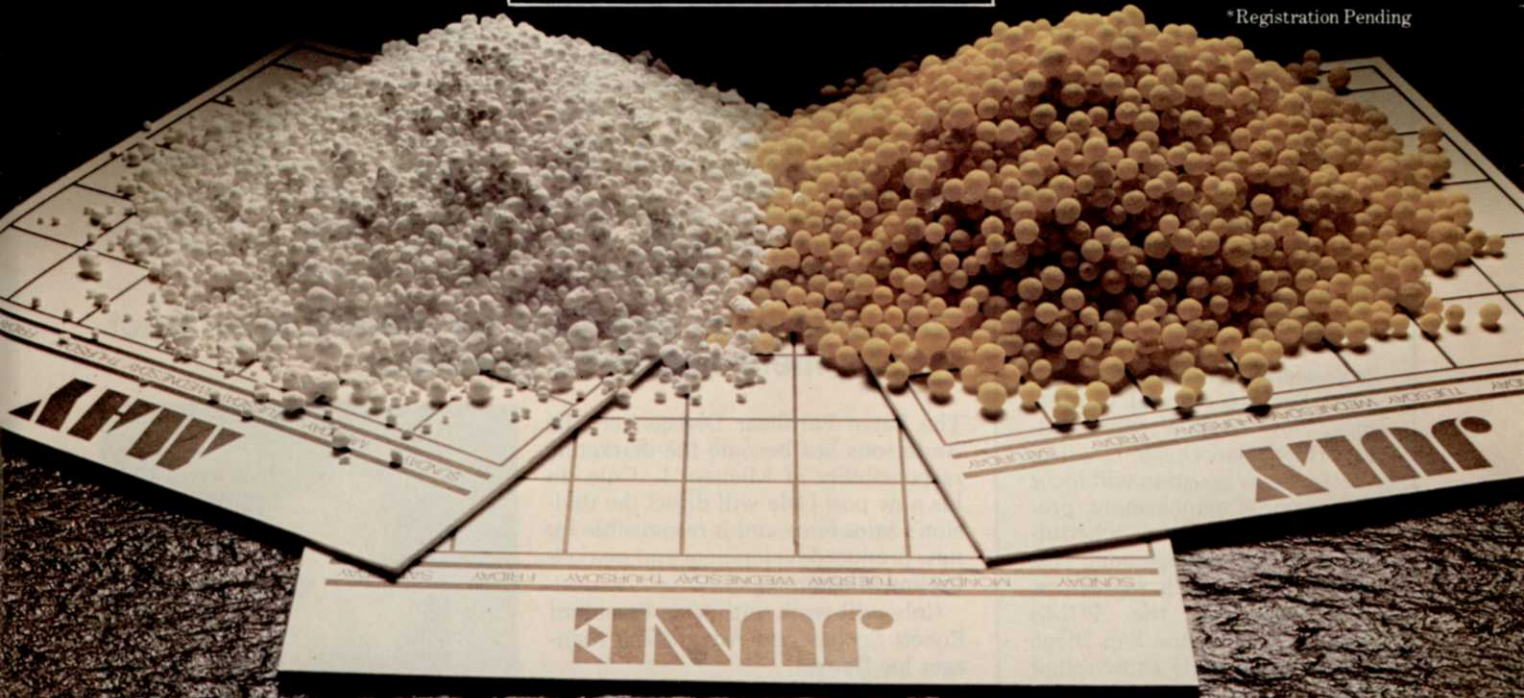


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# GREEN INDUSTRY NEWS

## GCSAA Atlanta show has broader scope

It may be a turf show, but the 54th International Turfgrass Conference and Show this February in Atlanta will go beyond typical turf topics to include sessions on lawn care, taxes, dealing with unions, and even clothing for the superintendent.

"We're sending up a number of trial

### COMING SOON

**National Landscape Maintenance Conference**, Nov. 7-9, Marriott Market Center, Dallas, TX. Sponsored by the Associated Landscape Contractors of America, the new conference will focus on reports from national leaders in the industry, including contractors, specifiers, and corporation representatives, who will assess the state of the maintenance industry and its future. All sessions are developed specifically for maintenance contractors. Highlights include marketing and image building, management development, job estimating, use of maintenance equipment, and personnel development. Contact ALCA, 1750 Old Meadow Rd., McLean, VA 22102. (703) 821-8611.

**Professional Grounds Management Society Annual Conference**, Nov. 14-18, Vacation Village Hotel, San Diego, CA. The new four-day program will focus on personnel management, preventive maintenance, scheduling, irrigation management, pest control and growth regulators. Presentation of the PGMS Awards, tours of the San Diego area, and the trade show round out the event. Extra time for sightseeing is planned. Contact Allan Shulder, PGMS, 7 Church Lane, Pikesville, Md. 21208. (301) 653-2742.

ballons," says Jim Prusa, director of education for the Golf Course Superintendents Association of America. "Superintendents should know more about non-golf subjects."

At the same time, GCSAA has preserved and expanded bread and butter sessions such as the Thinking Superintendent and Research Update. Sixteen turf researchers and 32 superintendents will give brief updates on methods to improve their jobs.

The seminar series, held in previous years on the weekend before the show, will also be held during the week for early risers and on the final days of the show. The show begins at the Georgia World Congress Center in Atlanta on Monday, February 21, and ends Friday, Feb. 25. Seminars begin Saturday, Feb. 19.

GCSAA has invited both Senator Robert Dole (R-KS) and Agriculture Secretary Richard Block to keynote the conference. ChemLawn Vice President Robert Miller will cover developments regarding 2,4-D during the lawn care session on Wednesday. Superintendents will depart the conference with insight to the government workings which affect them.

The seminar series has been expanded to include golf car fleet operations, retirement planning, leadership

and motivational theories, computers and the golf course, and labor relations. The United States Golf Association Green Section will again present its morning session on rules, course rating system, and regional golf course problems.

Golf course basics will be covered in sessions on turfgrass identification and management, ornamental and turf pests, and plant and soil nutrition. A five-hour session on golf course design is also scheduled.

More than 220 booths have been contracted to suppliers for the industry's largest display of turf equipment and supplies. Both GCSAA and *Weeds Trees & Turf* will have show dailies to keep showgoers informed and on time.

The annual preconference golf tournament will take place at Myrtle Beach on Feb. 17 and 18. Complete show information will be mailed by GCSAA in mid-October. The association has increased the participation of regional newsletters in the show. A newsletter editor session was held in Lawrence, KS, in September to help the word on the show get out to everyone.

Interested persons should contact GCSAA if they have not received a registration packet by late October. The address is 1617 St. Andrews Drive, Lawrence, KS 66044.

## The Andersons pick Cole for marketing product development and sales strategies

The Lawn Fertilizer Division of The Andersons has become the marketing responsibility of Michael L. Cole. In his new post Cole will direct the division's sales force and is responsible for new product development and marketing and sales strategies.

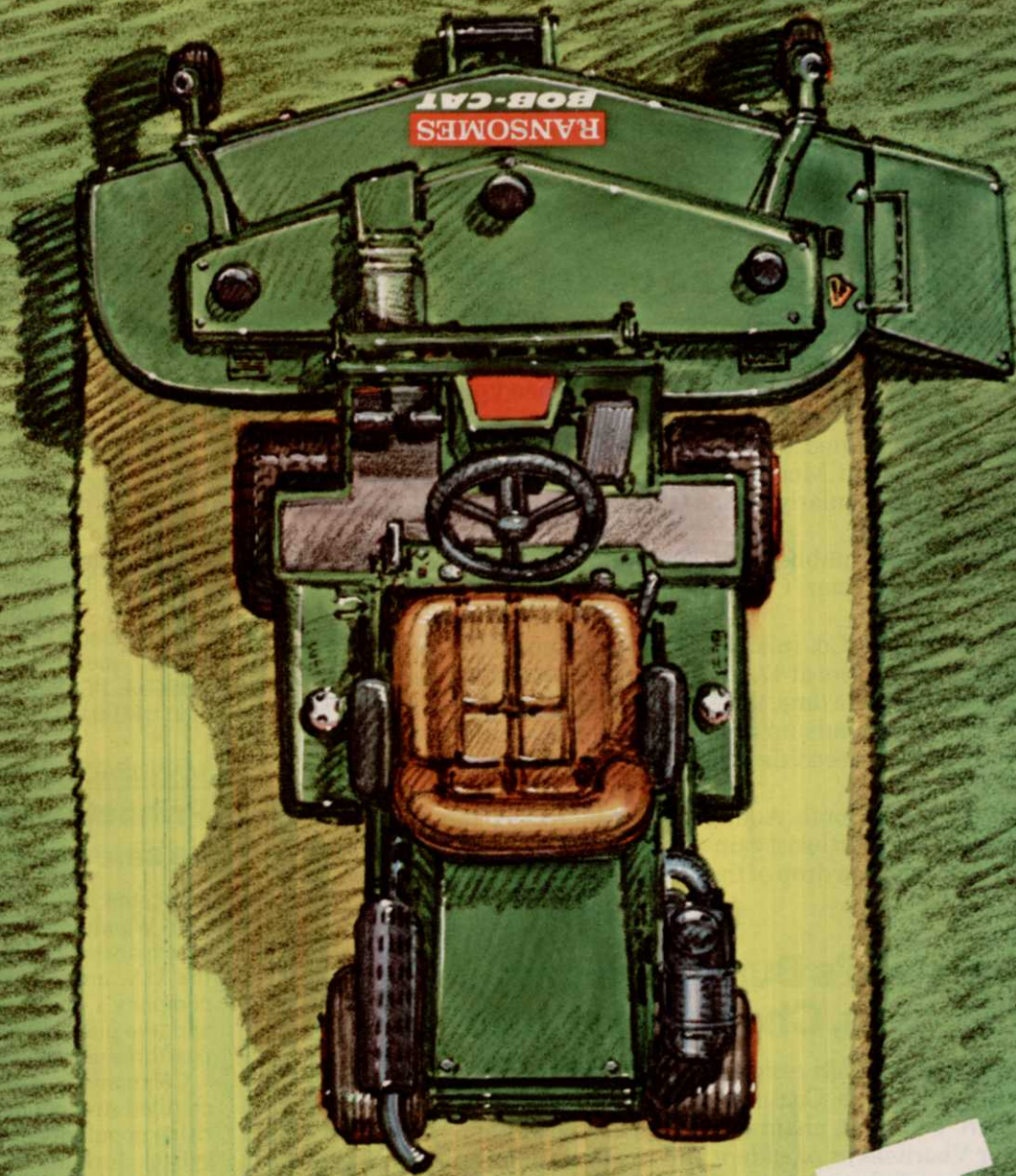
Cole will work with Vice President Robert Scobee and Advertising Manager Joe Deluca.

The Andersons has developed more than 500 products since its inception in 1962. Cole joined the company in 1981 and has previously held marketing posts for J.I. Case.



Michael Cole





# PRIME CUT

A product of new technology, the Ransomes Bob Cat Diesel provides the professional turf-maintenance industry with the most efficient grass machine ever developed. Fuel consumption for this incredibly quiet diesel is 40% less than gasoline and the engine will pay for itself in only 650 hours. The big 74" deck makes short work of major mowing jobs and provides trouble free performance and a prime cut on every pass. See your Ransomes Bob Cat distributor or call Ransomes, Inc., One Bob Cat Lane, Johnson Creek, WI 53038, (414) 699-2000.

**RANSOMES**  
**BOB-CAT**



## Joe Much moves up for NGF

Joe Much, popular director of western field operations for the National Golf Foundation, is being kicked upstairs to Director of Field Services and will move to NGF headquarters in North Palm Beach, FL.

Much, 59, joined the Foundation field staff in 1968 and currently resides in Monmouth, OR. A former sportswriter, Much pens articles regularly for the Golf Market Report and PGA Magazine.

Bob Slausen, publisher of *The Middle Tee*, takes Much's place as western director. Golfer numbers grow to more than 17 million.

A.C. Nielson Co. released in August figures placing the number of U.S. golfers at 17,367,000, an increase of 9.2 percent since 1979. At the same time, the National Golf Foundation reports second quarter rounds up an average of 8.5 percent over 1981, the largest increase recorded since NGF started quarterly analysis in 1978.

Play in the South Atlantic states increased the most at 13.2 percent. The Northeast gain was very modest and the West North Central showed a drop of three percent.

## Standard's Burrell resigns, Voorhees, Champion named

Steve Burrell has resigned as president and marketing director of Standard Golf Co., manufacturer of golf course accessories. Robert Voorhees, chairman, has announced the appointment of Peter Voorhees as president and Jim Champion as sales director. Bob Waseskuk and Steve Tyler will continue to represent the company. Burrell is pursuing alternative career interests.

## Water denial stumps Floridians

Sebastian, Florida recently had its request to pump water from the Floridian Aquifer for use on the city's golf course denied by the St. John River Water Management District. Florida golf course superintendents are wondering if this precedent will affect development of future golf courses in the state.

An editorial by Superintendent Jim Callaghan of Rio Mar Country Club, Vero Beach, FL, in *Georgia Turfgass News* indicates a trend may be developing in water use requests for southern golf courses. "We may have to bite the bullet and accept the fact that golf is played on grass and not lush greenery that has become commonplace. We will be responsible to educate our club officials to this new fact of life.

The Water Management District felt the club should have studied the use of trapped rainfall instead of wells, especially where the aquifer has high salt content. The newly built course may have to be restructured to channel surface water more effectively into surface lakes.

### SPORTS TURF

## Parks show adds sports turf meet

The 12th Annual National Institute on Parks and Grounds Management will include for the first time a concurrent program by the Sports Turf Managers Association. The sports turf group was created in 1981 and is managed by the same group as NIPGM.

The theme of the conference is "Technology in the 80's". The program will utilize "experts in applied technology and professionals who have experience in new systems to present the practical facts, costs, problems, and advantages." A computer workshop is also planned.

For more information contact NIPGM, PO Box 1936, Appleton, WI, 54911. (414) 733-2301.

### MANUFACTURING

## Princeton adds dealers as sales pick up

Princeton Manufacturing Co. president Woodrow Wilson has announced an expansion in his dealer program in the U.S. and Canada as sales of the company's sod harvesters, forklifts, and tree planters turned upward in the past three months.

Company spokesman Tom Chupka credited strength in sales overseas and rising popularity of the company's Piggyback forklift for Princeton's optimism. It has an office in London which distributes machinery to all parts of Europe.

Princeton, based in Canal Winchester, OH, has new dealers in Longmont, CO, and Mt. Hope, Ontario. Wilson said he will make further new dealer announcements very soon.

### STATE

## New York turf show moves to Rochester

Updating technical skills and getting the most out of resources are the main thrusts of the New York State Turfgrass Association Conference and Trade Show, Nov. 9-11 at the Rochester War Memorial.

The location of the conference alternates between eastern and western portions of New York to provide all turf managers in the state a convenient location. The show is produced in cooperation with Cornell University's agronomy department.

Continued on page 10



# 9 of the top 10 golf courses in America have Toro® irrigation



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### **Deadline nears for residential award program**

Entries for the National Landscape Association's 13th Annual National Residential Award Program must reach NLA by November 1. The contest is open to all professionals who created design or performed the installation or maintenance. Categories for entry are single family residences, entrance areas, active use areas, and passive use areas. To obtain entry form contact NLA, 230 Southern Building, Washington, D.C. 20005. (202) 737-4060.

### **Earl Butz to keynote PLCAA show**

The controversial former secretary of agriculture Earl Butz will expound upon free enterprise in the 80's as the keynote speaker for the Professional Lawn Care Association of America convention and trade show Nov. 16-18, Indianapolis, IN.

Butz, U.S. Secretary of Agriculture from 1971-1976, has been a popular speaker since his departure from office under fire. He strongly defends the need for profits for agriculture and other businesses. Populism, Politics and Progress is the title of his presentation.

The PLCAA show also features the largest collection of equipment, chemicals and supplies for lawn application and maintenance. Panel discussions on major topics have also been very popular. ChemLawn Vice President Robert Miller will speak on the 2,4-D situation. Other speakers are slated to speak on personnel management, budgeting, marketing, and organization.

Contact Jane Stecker, PLCAA, Suite 1717, 435 N. Michigan Ave., Chicago, IL. 60611. (312) 644-0828.

### **New guideline booklets published**

Two new publications are now available to assist landscape contractors with designing, planning, and specifying exterior and interior work.

The Residential Landscape Guidelines Notebook by the National Landscape Association is a collection of photos, design drawings, and commentary on the winning projects of the NLA Residential Landscape Awards Program for the last four years. Each winner is discussed regarding five factors; site, program, composition, construction and implementation.

The notebook is designed for addition of future winners and costs \$24.95 for members and \$34.95 for nonmembers. Contact NLA, 230 Southern Building, Washington, DC 20005.

The third edition of the Guide to Specifications for Interior Landscaping has been released by the Interior Landscape Division of the Associated Landscape Contractors of America. The new edition features 56 color illustrations of interior plants, updated standards, and a detailed discussion of contractual, installation, and maintenance practices. Like previous editions, the Guide contains specifications for lighting requirements, pot sizes, soil mixes, pH, and other factors of interior landscapes.

The Guide is available to ALCA members for \$20 and nonmembers for \$30. Contact Interior Landscape Division, ALCA, 1750 Old Meadow, Rd., McLean, VA 22102.

Technical updates will concern growth regulators, weed control, turf-grass selection, sand topdressing, and *Poa annua*. Breakout sessions focus on the specific needs of golf, athletic fields, and lawn care. The final day of the conference offers a workshop and exam for pesticide recertification.

The conference is also a good place to start planning equipment and supply needs for the coming year. Manufacturers and regional distributors exhibit at the NYSTA Show.

Contact Ann Reilly, Nysta, 210 Cartwright Blvd., Massapequa Park, NY 11762. (516) 541-6902.

### TURF

#### **Warren's adds Trevira to growing products**

Hoechst Fibers Industries has appointed Warren's Turf Nursery, Inc., as national distributor for Trevira Spunbond fabric for recreational and horticultural use. Warren spokesman Emory Hunter said the fabric represents expansion of the company's product line which now includes sod, seed, and the T-7 spreader.

Trevira Spunbond is a nonwoven, continuous filament polyester fabric which can be used to line sandtraps to prevent soil/sand mixing, to provide erosion control, lining greens during construction, reinforcing cart paths, and to line pond bottoms.

"Warren's is diversifying and consolidating its product line for turf and golf course uses," says Hunter. "Two more products will be announced in the near future, Turf-Kote, a nutrient-coated lawn seed, and Adventure, a new turf-type tall fescue. Our present dealers across the U.S. will be carrying a broader line of Warren's products, and we will be establishing more dealers in the near future."

### EQUIPMENT

#### **Carswell elected OPEDA president**

Robert Carswell was elected president of the Outdoor Power Equipment Distributors Association during their annual meeting in Miami, FL. He is president of Carswell Distributing Co. of Winston-Salem, NC. Accepting the office, Carswell praised the work of the outgoing president Joseph Porter and pledged to continue the new member drive started last year.

*Continued on page 18*