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3917



Cover: Brouwer Turf Farms, Keswick, Ontario, Canada. Gerry Brouwer's company has grown from a sod farm into an international supplier of sod, mowing and forklift equipment.

JULY 1983/VOL. 22, NO. 7



Cushman's Grass Caddy is a sign of demand for commercial grass collection systems. See Iron Country, page 24.

24 Report From Iron Country

Golf and landscape equipment manufacturers predict a shake-out in the number of equipment companies as new ones enter the market. Manufacturers reveal plans and problems. 1983 may set records for the number of new models.

32 Sleek and Wiser, State of the Industry

As construction returns, gains in productivity and cost control are still needed. Will parks be able to meet the increasing demand for athletic fields, and will they be managed properly? A look at

all segments of the Green Industry.

36 The Sod Market, Ready to Rebound

The latest *Weeds Trees & Turf* survey shows a fall in staff and purchases in the last three years. But, new technology enables sod producers to bounce back quickly with new construction.

38 New Breed in Oregon Accepts Renovation

Oregon Turf Farm manager Will Lighty bases the future of sod on a new breed of customer with new attitudes about lawn renovation. The advantages of sod for instant, quality turf cover can overcome reluctance of price compared to lawn seeding.

40 Efficiency is Key to Long Island Sod Farm

Dick McGovern considers efficiency the key to success in sod today. Equipment and using the land like a commodity keep McGovern Sod Farms a major factor in the New York metropolitan area.



Oregon Turf Farm's new breed, page 38

45 Workmen's Compensation, No-Fault Protection

Labor lawyer Richard Lehr tells the reasoning behind workmen's compensation and how to avoid disputes with employees. Check state laws to see if your company is required to participate in workmen's compensation programs.

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*Manufacturer's estimate. Model 1910, 28.5 hp, not available until Fall, 1983.

FORD TRACTORS



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Carl Schiefer runs an award-winning landscaping business in Orange county, California. In that part of the country bermudagrass is an extremely tough perennial weed problem in lawn and shrub areas. Carl solves that problem with Roundup® herbicide.

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Round up was also used for trimming and edging around new plantings, as well as follow-up maintenance.



Monsanto

OUTLOOK

By Bruce F. Shank, Executive Editor

Superintendents Aren't Pushovers: Concerned Members Have Power

The news from the Golf Course Superintendents Association of America (GCSAA) about Executive Director Jim McLoughlin's resignation was not unexpected. It was the result of membership speaking up for a cause they believed in strongly.

After ten years covering industry associations and one year as president of one, The American Society of Business Press Editors, I am extremely impressed with the way GCSAA and its membership handled a sticky situation.

Before the conference in February in Atlanta, a Coalition of Concerned Members was formed to independently study both sides of the relocation issue. The group hired a public accounting firm to pinpoint the real benefits and costs of moving the headquarters to Orlando, Florida. Their findings were published and distributed prior to the conference, at the coalition's expense.

We planned to make the issue a major part of our Show Dailies, but held off when members of the Coalition said they preferred to handle the issue within the association first.

Working from within, the Coalition was able to delay any relocation plans. They made it clear to the association directors and staff that the reasoning for the move was not strong enough to risk the expense and possible harm to other ongoing programs. The membership was not satisfied with the explanation given to them by McLoughlin.

Association direction and management is extremely complicated. Basically, a staff is paid to do what volunteers can't. They try to work from guidelines set by boards or volunteers who have their own responsibilities and worries. The board members often hear better prepared arguments from staff than they do members.

Association managers tend to be very good salesmen. Many times they carry an association through times when direction is lacking. When impatient, they can push an association beyond its means before the membership knows what happened.

The members of GCSAA reacted quickly, spoke up, and therefore retained control. Furthermore, the board members acted to represent the membership. The Coalition built such an impressive case the Board had to listen. Few associations operate so well.

It may seem like GCSAA should be embarrassed. On the contrary, GCSAA is an example for other associations to follow.

Future executive directors of GCSAA will know its members speak up when new programs are not clearly justified. Superintendents are no pushovers.

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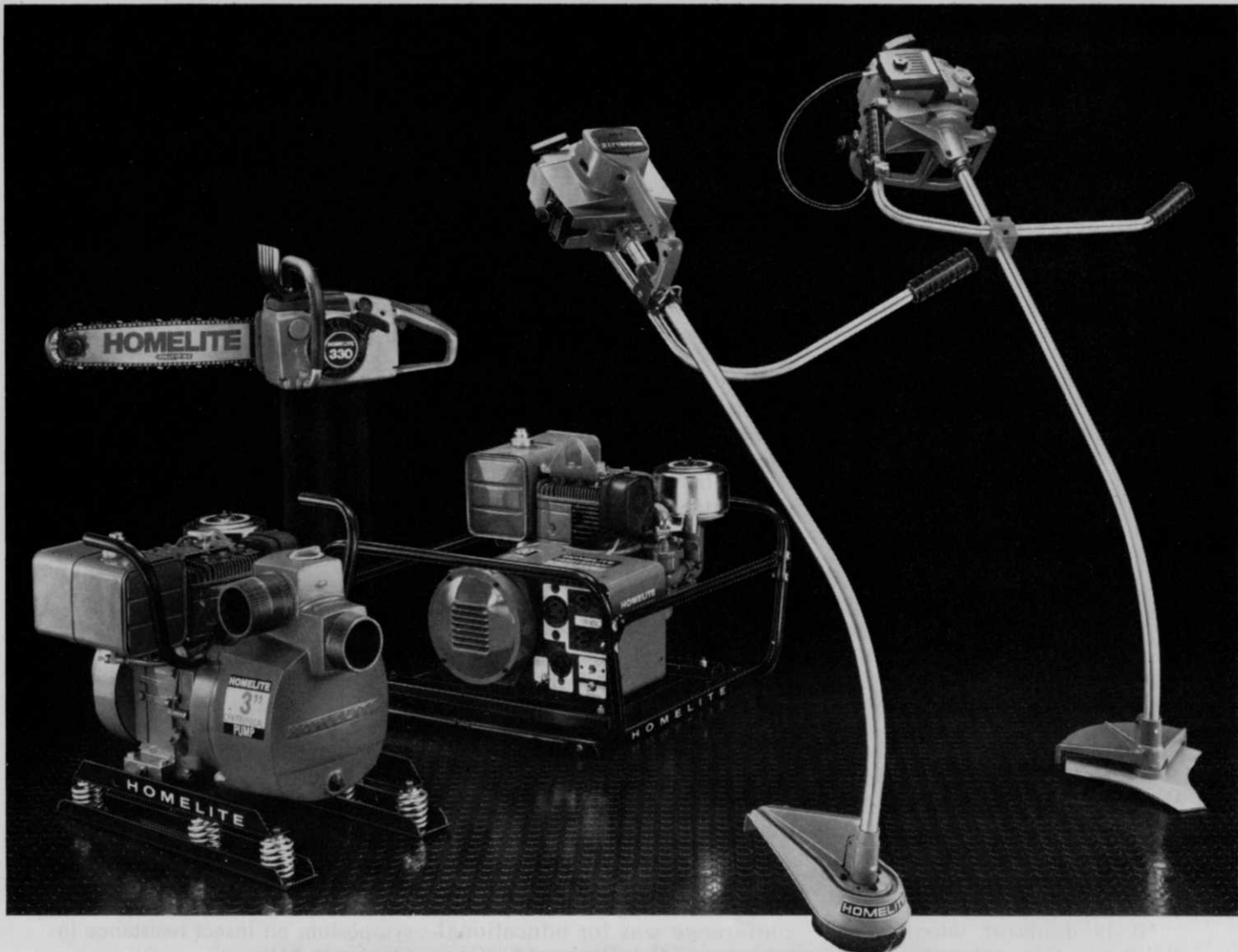
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GCSAA

McLoughlin resigns, move in doubt

The controversial executive directorship of James E. McLoughlin for the Golf Course Superintendents Association of America will come to an end September 1, 1983. McLoughlin tendered his resignation the end of May.

According to John Schilling, associate executive director, "An association can't be based on one man's dreams. McLoughlin's dreams, including relocation of the headquarters to Florida, did not always agree with those of the membership and the executive committee. The members want educational programs, a good conference, and all the benefits a well-run association should provide," said Schilling.

The official announcement of McLoughlin's resignation states his reasons for leaving as the one to two-year delay in relocation of the headquarters and the need to be closer to his family in New York.

"It is doubtful whether the Relocation Committee will have a proposal for the membership by the Las Vegas conference in January," Schilling said. "Many of

the benefits originally expected from Orlando, Florida, either didn't materialize or can be met by Kansas University and the city of Lawrence. The opinions of our members have to be given top consideration, as were the opinions of a coalition against the move formed before the last conference in Atlanta."

Between now and September 1, the Executive Committee will be reviewing the goals of the association in regard to the type of executive director needed.

The press for relocation, the financial condition of the association, and an investigation of the GCSAA headquarters by law enforcement officers this spring for alleged gambling violations were all factors on the minds of the Executive Committee in accepting McLoughlin's resignation.

"The dues increase passed by the membership at the Atlanta conference was for educational programs," Schilling said. "Certainly, Educational Director Jim Prusa will play more of a management role in the future. We need to

concentrate on good association management based upon the direction of the membership."

Schilling has been in charge of marketing for the conference and *Golf Course Management* magazine. He received the associate executive director title upon McLoughlin's announcement.

SEED

Ryegrass fights back against turf insects

Recent discoveries linking the presence of fungi in perennial ryegrass to insect resistance may be a major step forward for turf and producers. A research paper on the discoveries was presented by Rutgers turf breeder Dr. C. Reed Funk and Lofts Seed Co. Vice President Richard Hurley to a symposium on insect resistance in Oregon in May.

Endophytic fungi was present in perennial ryegrass in turf areas relatively undamaged by sod webworms. The endophytes can be transmitted to descendants of resistant perennial ryegrass parents. Funk has also shown resistance to the bluegrass billbug.

Seed producers could add the insect resistance benefit to their perennial ryegrass seed. The endophyte has also been found in tall fescues.

INDUSTRY

Champion appoints national sales manager

Frank M. Frederick has been appointed national sales manager of Champion Brass Mfg. Co. of Los Angeles. Champion produces sprinklers and accessories.

Frederick comes to Champion from Royal Tool in New York and has more than 20 years experience in sales and management.



Total of 5,892 showgoers visited the 261 exhibit booths at the 1983 National Landscape Industry Show. The exhibitors saw an enthusiastic crowd during the two-day show held recently in Anaheim.

Does anyone
rely as much on the weather
as a turf manager does?



Maybe.

Pennfine Perennial Ryegrass covers more ground than any other turfgrass variety in the world. This message recognizes the people who made it happen.

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Pennfine Poster # 6, P.O. Box 923, Minneapolis, MN 55440. (Watch for the other five ads in this series.)

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NGF backs management school

The National Golf Foundation has established a new, two-year Golf Management School at Oglebay, a resort and municipal park operated by the Wheeling, West Virginia, Park Commission.

The Foundation will participate in an advisory capacity, according to NGF President Frank Smith, appointing three of the seven members of the Board of Regents, helping establish curricula and providing educational materials.

The school hopes to provide an improvement of the operational skills for managers of public golf facilities.

"We believe there is a need for such a school," said Smith, "and know the combined expertise of Oglebay and the Foundation will make the venture successful."

Ralph Cryder, director of the Los Angeles County Park System, will chair the Board of Regents. Field Services Director Joe Much will coordinate the Foundation involvement.

The first five-day session is scheduled for Jan. 8-12, 1984. A \$200 fee will cover tuition, books and supplies. Registrants are expected to participate in both the 1984 and '85 sessions.

More information is available from Randy Worls, Oglebay, Wheeling, WV, 26003, (304) 242-3000.

Robinson elected president of ASGCA

Ted Robinson of Laguna Niguel, CA, is the new president of the American Society of Golf Course Architects.

Robinson, a graduate of the University of California, received his Master's degree in urban planning and landscape architecture from the University of Southern California. In 1954, he established his own practice and was involved in land planning, subdivisions, park design and golf course architecture. In the late 1970s, Robinson began concentrating his efforts on golf course architecture.

Other officers elected at the annual meeting in Dallas recently were Dr. Michael Hurdzan, Columbus, OH, vice president; John Watson, Lachute, Quebec, Canada, secretary; and Ken Killian, Palatine, IL, treasurer.

The society, headquartered in Chicago, is comprised of leading golf course architects in Canada, Mexico and the U.S.

Nugent forms own design company

Golf course architect Dick Nugent has formed a new golf course design firm, Dick Nugent Associates of Palatine, IL.

Formerly a partner in Killian and Nugent, Inc., Nugent has been instrumental in the design of dozens of the nation's top courses including Kemper Lakes golf course, home of the Illinois PGA; Tuckaway Country Club, site of the Milwaukee Open; and Sand Creek golf course, Bethlehem Steel's new course near Burns Harbor, IN. He has also been involved in the remodeling of many established clubs such as Medinah, renovated for the 1975 U.S. Open.

IRRIGATION

Royal Coach/Buckner buys Valtronix assets

Royal Coach/Buckner, a Fresno, CA irrigation equipment manufacturer, has purchased the assets of Valtronix Manufacturing Co. of South El Monte, CA.

Mel Canterbury, vice president of Royal Coach/Buckner said, "This acquisition will provide us with a full line of industrial grade plastic valves for turf and irrigation applications in 1 inch through 3 inch sizes with a standard angle/globe configuration complete with plug. These complement our brass valve lines."

"The pressure regulator series features a moisture-proof, adjustable pressure regulator with a locking device to maintain steady outlet pressure settings regardless of changing inlet flow. The contamination-resistant series handles dirty water and effluent systems and has a 3-way solenoid, normally closed. In addition, the line includes electric 2-way solenoid and hydraulically normally open series diaphragm valves."

The valve bodies are molded of 30 percent glass-filled nylon with metal inserts or studs molded into the bodies. All have a large oversize handle to adjust flow and a manual bleed screw. Component parts are corrosion resistant.

In other news from Royal Coach/Buckner, David Truttman has been named manager of the newly-established Technical Services Section of the Marketing Department. Truttman will be responsible for technical literature and sales aids including show planning, visual presentations, co-op advertising and the Royal Coach/Buckner Advantage, a quarterly in-house publication.

GARDENING

Gardening tips available on radio

Gardens for All, The National Association for Gardening, based in Burlington, VT, has a radio service available to the gardening public—Gardens for All Radio. The service, a taped series of 90-second tips titled, "Helping Your Garden Grow" is being offered to radio stations throughout the country.

"It's one more step toward our goal of providing the most up-to-date information for helping gardeners to be more successful," said Jack Robinson,

continued on page 14