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Remember, anybody can come up with a good idea, but it takes a company like Dow to make it work for you. Agricultural Products Department, Midland, Michigan 48640.

DURSBAN

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*Trademark of The Dow Chemical Company

3921



Cover: Combines sit idle on side of a soggy seed field in Oregon this summer. Seed yields are down as a result of the rain. Story on page 22.

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Unjamming combines in Oregon. See page 22.

when seed growers cut and windrowed their crop this year. But then the rain started and didn't stop for weeks. The crop is not a bumper one any more.

26 Fertilizer Guide: Part One, What They Are And How They Work

The first of three articles by Drs. Funk and Rathjens of Davey Tree Expert Co., describes in detail the fertilizer products on the market today and how they work. This Guide includes tips to fertilizer burn prevention, symptoms of fertilizer problems, and what is in store for the future. Next month will feature tips for applying turf fertilizers and December will focus on fertilization of trees and shrubs. Don't miss any of this three-part series.



Introduction to fertilizers. See page 26.

46 Salem Enlists Neighborhoods To Keep Budget in Line

Frank Bellinghausen is lucky. Neighborhood groups are taking on some of the work eliminated by regular cutbacks in budget and personnel. Salem, Oregon, has thus earned the title Tree City USA seven times.

48 Cusimano Navigates Protocol at Anapolis' U.S. Naval Academy

The U.S. Naval Academy is home for 4,500 cadets, thousands of tourists, and many visiting dignitaries because Bill Cusimano makes it that way. Working within the protocol of the military, Cusimano plans ahead to keep the military on schedule and prepared for anything.



U.S. Naval Academy Common. See page 48.

42 Cutbacks Force Increased Efficiency For Government

Weeds Trees and Turf survey shows staff sizes and budgets for government landscape managers are falling or frozen while work loads increase. Government landscape managers are forced to turn to more efficient equipment and chemicals to get the job done with the resources at hand.

22 The Soggy Seed Harvest of 1983

It looked like a bumper crop

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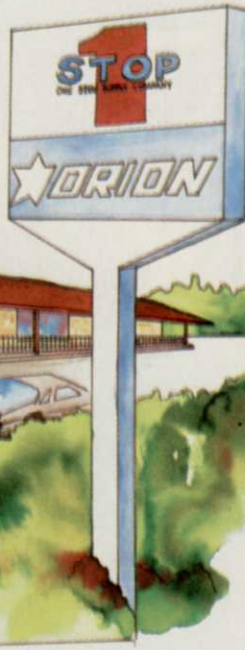
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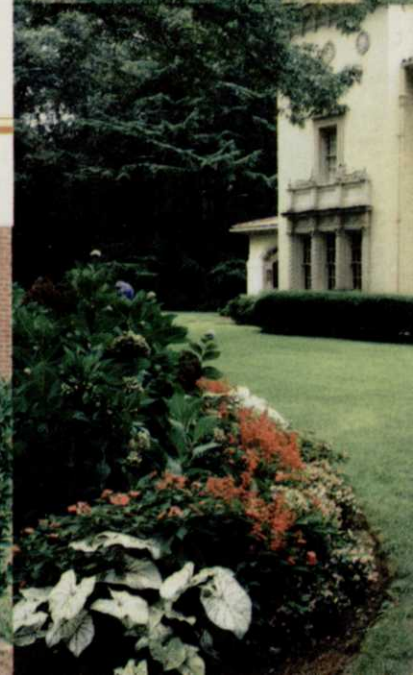


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OUTLOOK

By Bruce F. Shank, Executive Editor

Seed Country: Working long days adds up to better turf for everyone

The usually sleepy Northwest, seed country to us, is buzzing this summer. Between the rain, field burning and a rash of personnel changes, seed country is more like Wall Street than small towns surrounding grain elevators.

Harvest time is always tense. Everyone works long days driving combines and trucks, processing seed at the cleaning plants, and torching fields when the state says it's alright to burn.

Seed growers like Bill Rose, Willard McLagen, and Dave Dorfler begin each day at 7 a.m. breakfast meetings with their foremen. They are constantly in touch with their crews by radio as the harvest progresses.

The state might tell a grower he has two hours to burn a 300-acre field. The grower must quickly round up enough people from other operations to drive water and torch trucks, much like a volunteer fire department. There are few complaints about helping out. The days are long and the work is hard, but pitching in is a part of life in Seed Country.

Things were rushed even more this year because two valuable weeks of time were lost to rain. Suddenly, unsold seed from last year's harvest, which threatened to drive the price of this year's crop down, became the surplus needed to cover this year's potential losses from the rain.

Right in the middle of all this excitement, the editors of Weeds Trees & Turf show up, asking a bunch of questions and taking lots of pictures. Some people might have told us to get out of the way or come back later. Not the seed people. They asked us to join them at breakfast meetings, in their trucks as they burned fields, at their cleaning plants in full operation, and after a long, hard day for a barbecue. We did it all and felt fortunate to be in the middle of the nerve center of the seed industry.

If they'd make time for us, they'd make time for you too. That's the kind of people they are.

So, next time you buy seed, you might think of it as more than just seed, but a product from a friendly bunch of people working hard to make your turf look as good as it can.

WTT



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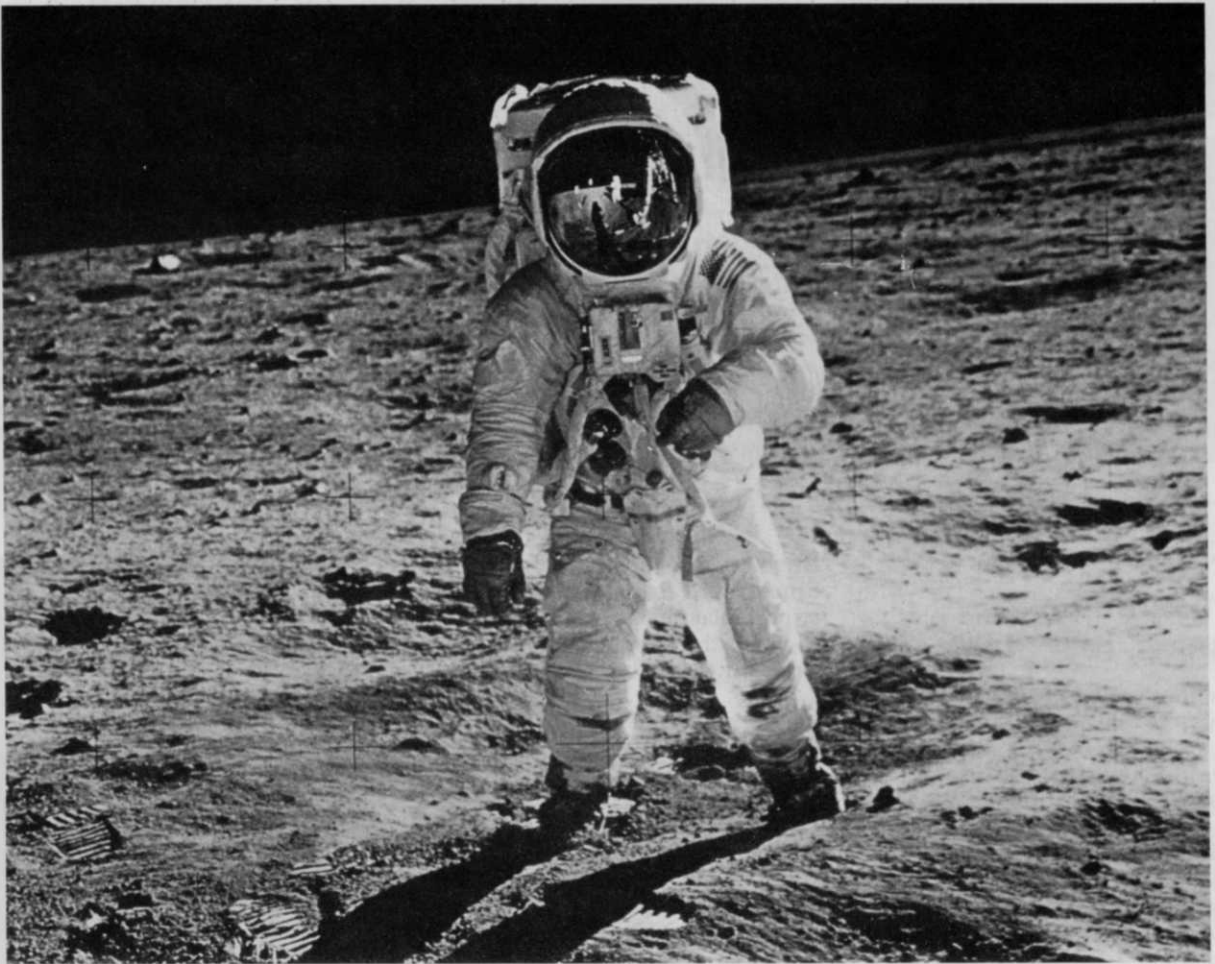


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The Bettmann Archive

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Pennfine Poster # 4, P.O. Box 923, Minneapolis, MN 55440. (Watch for the other five ads in this series.)

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OCTOBER 1983/WEEDS TREES & TURF 7

GCSAA simplifies show travel plans



The Golf Course Superintendents Association of America has chosen Sunflower Travel Agency as the official travel agency of the Las Vegas Conference and Show, Jan. 28 to Feb. 3, 1984. Designation of the agency helps showgoers obtain lower airfares for the show, tournament beforehand, and post-conference travel.

The golf tournament will be held in Scottsdale, Arizona, Jan. 26-27. Headquarters hotel will be the Scottsdale Raddison Resort and Racquet Club. The men's tournament will be played at McCormick Ranch Golf Club. The ladies will play Orange Tree Golf Club.

The preconference seminars start in Las Vegas Saturday, Jan. 28. The trade show opens on Tuesday, Jan. 31. The banquet takes place Thursday evening, Feb. 2. The MGM Grand is the headquarters hotel in Las Vegas. The deadline for early registration discounts is Dec. 31, 1983. Registration packets were mailed in early September. Interested persons should contact GCSAA, 1617 St. Andrews Drive, Lawrence, KS 66044.

SEED

Firms trade players in sales, research

A chain reaction of management changes at the major turf seed companies, starting in early August, continues at press time.

First Mike Robinson, product and marketing manager at Pickseed, left to create his own research and marketing company. Then Steve Tubbs of Loft's Great Western Seed Co. was replaced by Dick Olson of E.F. Burlingham.

Next Gerald Pepin, International Seeds research director and owner of many turf seed patents, moved over to Pickseed. Van Engelen Beheer, Holland, purchased seed grower Willard McLagen's 50 percent interest in International Seeds Inc. in late July. J.L. Carnes, president of ISI retains a 50 percent interest in the company. Van Engelen, a division of Cebeco-Handelsrad of Rotterdam, is one of the oldest European marketers and breeders of turf and forage grass varieties.

These changes leave two seed management positions open, one at Bur-

lingham and one at International. Since there is a limited number of experienced managers of turf seed, it is likely the chain reaction will continue for the next few months.

NURSERIES

AAN's Lederer predicts fall surge in sales

In a special report to the American Association of Nurserymen Board of Directors, Executive Vice President Robert F. Lederer said that important financial and economic indicators are clearly pointing to a potentially strong turnaround for sale of living plants this fall season. In his report, he urged the Board to call on the industry to prepare for a big fall season and to take steps now to help make it happen.

"Plant product retailers should stock up on plants and supplies to make certain that as the turnaround builds, the industry is fully prepared to capture those sales," Lederer said. "Good fall weather coupled with the vastly improved economy could very



Robert F. Lederer

well makeup for spring losses."

The primary cause for the weak spring season was the unusually poor weather.

"If we get reasonably good weather this fall, the market will rebound with great strength," Lederer said.

He also suggested that the retail industry begin now with aggressive advertising and promotion programs to help stimulate demand for the fall season.

Make sure you're there when hundreds of lawn care professionals meet to take part in the green industry event of the year...

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PLCAA Conference & Show Indianapolis / Nov. 8-10

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KEYNOTE ADDRESS

THE LAWN CARE INDUSTRY: PAST, PRESENT, AND FUTURE
JACK VON FOSSEN, President, Chemlawn Corp.



EARLY BIRD REGISTRATION AND RECEPTION

Make plans to arrive Monday, November 7th, and take advantage of the Early Bird Registration and Reception Theme Party (6:30 PM to 8:30 PM). Pick up your badge and convention packet and be ready to go Tuesday morning when the Show opens.

THE TRADE SHOW

The Indiana Convention — Trade Center plays host to a super display of lawn care equipment, suppliers, and manufactures. See the latest that the industry has to offer, and enjoy the unique "Specials" that several exhibitors are offering this year.

WORKSHOPS

A panel of green industry experts has been assembled to conduct shirt-sleeve workshops focused on management techniques that boost the bottom line:

BETTER MANAGEMENT FOR SINGLE BRANCH OPERATIONS.

BETTER MANAGEMENT FOR MULTIPLE BRANCH OPERATIONS.

SEMINARS

Here is a partial list of this year's exciting lineup of speakers and topics:

GOVERNMENT REGULATIONS: A CLEAR AND PRESENT DANGER

RAY RUSSELL, Director, Government Relations, Dow Chemical Co.

ORGANIZING AT THE LOCAL LEVEL: OUR MOST URGENT NEED

IAN OPPENHEIM, Executive Director, Rational Approach to Pesticides, Inc.

NEW AGRONOMIC ISSUES FOR THE LAWN CARE INDUSTRY

JOE VARGAS, Michigan State; JACK HALL, VPI; CHUCK DARRAH, Chemlawn Corp.

NEW IDEAS IN EQUIPMENT FOR THE LAWN CARE INDUSTRY

...A review by industry representatives

CUSTOMERS, COMPLAINTS AND CANCELLATIONS

YOUR CUSTOMERS AND HOW THEY PERCEIVE YOU: RESULTS OF A RECENT MARKETING STUDY

CAROL SCOTT, The Barickman Company

COMPLAINTS: FROM WHENCE THEY COME
ALLAN DUEY, President, Jay-Lan, Inc.

SAVING THE CANCELLATION: A FEW SUGGESTIONS

John Kenney, President, Turf Doctor

THE NEGATIVE OPTION TIME BOMB

L. D. ANDERSON, President, Fertilawn, Inc.; J. MARTIN ERBAUGH, President, Lawnmark/Div. Erbaugh Corp.

THE IMPORTANCE OF RESEARCH AND ITS APPLICATION TO KEEP YOUR COMPANY GROWING

AL TURGEON, Vice President, Research, Tru-Green Corp.

STAYING LIT WITHOUT GETTING TORCHED: STRESS MANAGEMENT

TOM JADIN, Director, Winnebago Mental Health Institute

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	Advance	On-Site
PLCAA Members:	\$ 60.00 (per per.)	\$ 75.00 (per per.)
Non-Members:	\$100.00 (per per.)	\$115.00 (per per.)
Spouse/Student:	\$ 20.00	\$ 25.00
Ladies Program:	\$ 10.00	\$ 10.00 (Wed., Nov. 9)
One Day Registration:	Members - \$30.00	Non-Member - \$45.00

* Advance Registrations accompanied by a PLCAA Membership Application and dues payment may register all representatives as members if received by October 24, 1983

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NOTE: (1) Any cancellation MUST BE in writing, \$10 non-refundable. No refund given after November 1, 1983. (2) Advance registrations will not be acknowledged after October 24, 1983. (3) Hotel reservation cards must be sent directly to the Hyatt or Hilton (overflow). Reservations with the Hyatt MUST be received by October 13, 1983.

UPDATE

ABA defers membership ruling

After a five month nationwide campaign by the National Club Association to protect the private social rights of judges, the American Bar Association House of Delegates has deferred action on a resolution that would make it "inappropriate" for judges to belong to private organizations with alleged selective membership policies.

Resolution 119, sponsored by the ABA Committee on Ethics and Professional Responsibility, seeks to amend the ABA Code of Judicial Conduct. Judges would be banned from maintaining memberships in private, social, civic, service, fraternal and sororal groups which practice "invidious discrimination." According to the Committee report, these memberships "may give rise to the perceptions by minorities, women and others, that the judge's impartiality is impaired." The term invidious discrimination proved to be a trouble spot. It was never clearly defined within the resolution.

In the end, the ABA Delegates agreed to defer consideration of the resolution until its next meeting in Feb. 1984.

McLoughlin settles prior to trial

James McLoughlin, recently resigned executive director of the Golf Course Superintendents of America, will not have to face a jury for alleged gambling violations due to an arrangement his lawyer worked out with the judge in Lawrence, KS, in August.

McLoughlin said earlier he would fight the charges against him, but chose instead to accept good behavior conditions which could prevent charges being recorded. A trial would have required testimony from many GCSAA staffers and board members, a great inconvenience. The arrangement sets a period of time for "good behavior" with the result of charges being dropped. Since McLoughlin lives in New York, and both McLoughlin and the association would like to put this situation behind them, the judge agreed to the special arrangement.

McLoughlin tendered his resignation the end of May, citing the Association's two-year delay in relocation and the need to be closer to his family in New York, as reasons for leaving. McLoughlin's directorship had always been riddled with controversy. The press for relocation, alleged gambling violations and financial condition of the GCSAA weighed heavily in the Executive Committee's decision to accept McLoughlin's resignation. John Schilling, formerly in charge of marketing for the annual conference and Golf Course Management magazine, has been named associate executive director. The Executive Committee is studying requirements for the top post.

Cheeseman leaves turf for teeth

Jerry Cheeseman, the driving force of the Lake City Community College, FL, School of Golf Course Operations, will leave the teaching ranks to enter the student ranks at the University of Florida school of dentistry.

Cheeseman was also director for the Lake City Community College School of Landscape Design and Sales. Cheeseman was very active in state and national golf organizations and was responsible for making the small community college a sought-after school by students from across the country.

NURSERY**AAN says goodbye to 230 Southern Bldg.**

After 45 years in the same location, the headquarters of the American Association of Nurserymen has moved. Its new address, effective Aug. 22, is 1250 Eye St. NW, Suite 500, Washington, D.C. (202) 789-2900.

"With the uncertainty of the future of the old building we were in and with the tremendous incentives we received from the owners of the new building, we decided the time to move was right," said AAN Associate Manager Larry Scovotto.

The Association had been considering building its own headquarters for the past year-and-a-half, but the economy and prohibitive cost of building in the Washington, D.C. area curtailed those plans. Incentives at the new building included seven months free rent and \$70,000 in improvements, suited to the needs of the AAN.

TREES**NAA picks Las Vegas for February meeting**

The National Arborist Association will have its 47th Annual Meeting at Caesar's Palace in Las Vegas Feb. 12-17.

Although the entire agenda of the meeting has not been finalized, it will focus on management. Las Vegas was selected in keeping with the Association's policy of moving the Annual Meeting from East to West on alternate years.

SOD**Pacific Sod likes its old name best**

Pacific Green/Nunes and Pacific Green has returned to using its original name, Pacific Sod, and has completed an internal reorganization, according to Richard Rogers, president.

Pacific Sod, founded under that name 15 years ago, is one of the West's largest commercial sod growers.

"The reorganization allows us to position ourselves in order to quickly expand our operations to meet anticipated increased demands for the balance of 1983 and 1984," said Rogers.

Rogers said the decision to resume
continued on page 14