

tion Division is a sales hybrid. "We sell direct to installers, golf courses and municipalities, but the lion's share is sold through 40 irrigation wholesale supply houses in the area."

Toro Pacific does not plan expansion into the chemical business. "We couldn't do justice to chemicals, seed or nursery plants," says Danielson.

"We doubled our sales in the first five years and we intend to double them again in the next five." Schmid.

In addition to Toro and Cushman products, Toro Pacific sells allied products from other manufacturers. These include golf accessories from Standard and Par Aide, spreaders from Lely and Vicon, aerators from Dedoes, Ryan, and Multicore, tractors from Mitsubishi, and Dihautsu and Sand Dancer turf vehicles.

Toro Pacific backs up its products with a service department of 8 mechanics and four radio-dispatched service technicians. The City of Industry office has 8,000 square feet of service area and more than 100,000 square feet of inventory and storage space.

The distributor's territory is from San Louis Obispo to the Mexico border in California, nearly 250 miles wide and 400 miles long. In that region are many dynamic buyers. Two are Environmental Care and Cal Golf and Tennis, both multi-million dollar buyers of turf equipment which are expanding outside California.

The future is bright for Toro Pacific. "We doubled our sales in the first five years and we intend to double them again in the next five," claims Schmid. "With the economy on the mend, an assortment of new products from Toro, and the addition of complementary product lines like Cushman, we will accomplish our sales goals."

WTT



Warren's Model T-7
Multi-Purpose
SPREADER

Warren's T-7 SPREADER

the **T** is for tough!

Tough enough ... to handle your most demanding jobs! No other broadcast spreader incorporates such rugged construction features as does the famous T-7. For example: the heart of any spreader is its drive mechanism. Our exclusive worm gear direct drive system is fully enclosed in a heavy duty metal casing to prevent annoying jams and assure years of smooth, trouble-free operation.



In addition, the T-7 features a virtually unbreakable polyethylene base and canister. All interior exposed parts are made of corrosion resistant stainless steel. And, the T-7 utilizes such "human engineered" features as a lightweight, compact, body-contoured design, see through safety lid, to prevent your breathing in harmful fumes of dust from the canister, and a precision calibrated top-mounted fingertip flow control knob.

The result: One tough spreader that's efficient, safe and easy-to-use!

Warren's
SEED-SPECIAL PRODUCTS DIVISION

P.O. Box 459
Suisun City, Ca. 94585
(707) 422-5100

Circle No. 160 on Reader Inquiry Card



Top: Machinery awaits repair outside the Porter Brothers service department.

Bottom: Joe Porter, president and chief executive officer of Porter Brothers, Inc.

Porter Brothers, Inc.

Planned growth, computers and communication keep North Carolina distributorship's sales better than ever.



By Maureen Hrehocik
Associate Editor

It all started back in 1949 with a company called the Carolina Chain Saw and Equipment Co., three employees and one product—McCulloch Chain Saws. Thirty-four years and a name change later, Porter Brothers, Inc. in Shelby, NC, an exclusively wholesale distributorship, does in excess of \$35 million annually, employs more than 120 people and represents such manufacturers as Jacobsen, Cushman, U.S.S. Fertilizer, Heckendorn, National, Turfco, Smithco, Mott, Snapper, Yazoo, Merry Tiller, Green Machine, McCulloch, Koehring, Flymo, Topper, Carlton and Giant Vac.

Joseph M. Porter is president and chief executive officer of the company. His brother, Paul, is chairman of the board. W. Robert Porter, now deceased, founded the company. His brother, James, served as vice president until his death in 1979.

It is Joe Porter, though, who is in the office on a daily basis carrying out the affairs of the company. He prefers people to call him "Joe" and delegates with a quiet authority and soft-spoken manner. He travels once a week, 50 weeks a year in the field to "get a pulse" on

Porter Brothers distributorship is divided into two areas: power tool (which is a wholesale operation and accounts for approximately 74 percent of business) and the turf division (products are sold directly to the user, mainly golf courses, making up the other approximately

Sales for 1983 are projected to be the best year yet for the company with only the chain saw and portable heater businesses lagging.

what's happening. Communication—to his customers and to his employees—is important to Joe Porter.

Porter Brothers is now a publicly-held company, owned by the RSI Corporation. Porter Brothers 1982 sales provided 44 percent of the parent company's total revenues. Sales for 1983 are projected to be the best yet for the company with only the chain saw and portable heater businesses lagging.

26 percent). Each area has a little more than 2,000 accounts. Chemicals and fertilizers are sold to turf customers only.

"We're a one-stop shopping center for a turf customer and for a dealer," Porter says.

The company's success is mirrored on the walls of its modest, but expansive, 8-acre Shelby headquarters. Various awards from almost every manufacturer line its walls, including the prestig-

ious Jacobsen Golden Reel Award. The company has been named for several years to the Jacobsen Golden Reel Club and at this year's GCSAA show in Atlanta was a repeat winner of the Professor Jake Award for outstanding distributor service.

The company distributes in an area that covers North and South Carolina, Virginia, West Virginia and east Tennessee.

"We're a one-stop shopping center for a turf customer and for dealers."

"We have enough geographic area," Porter explains. "Now we are trying to increase the market share in the area we're in. The market was getting mature in the power tool division in the southeast, so we moved into other territories. The southeast became one of the fastest growing recreation areas. When I was growing up, golf was for professional people, not the working man. That has changed."

National Golf Foundation statistics show North Carolina has 398 golfing facilities and 424 courses, ranking about 12th in the country in number of courses.

It is Porter Brothers continuing philosophy of "planned growth" that spawned the first decision to expand in the mid-50s.

"We knew that having one product (McCulloch Chain Saws) was limiting and that it was a seasonal product. We decided on planned growth. With our customer base we also decided lawn and garden equipment would be more compatible.

The Merry Tiller brand was added in 1953 and then Snapper followed in 1954 (which today, is Porter Brothers largest vendor.) In 1961 Jacobsen asked the company to take on turf products, originating the turf division.

By the mid-50's, the company had outgrown its Quonset hut-like facilities and moved in 1954. It

again outgrew its facility and moved to a third (and present) location, which, with warehouse space, encompasses 108,000-square-feet on eight acres. The company owns another 19-acre tract with a warehouse about two miles away.

Porter says the company is selective when choosing dealers.

"Our basis for success is keeping a good customer base," Porter explains. "We don't like to overcrowd. We make a selective appointment of dealers. They have to meet certain standards such as physical facilities, finances and buy minimum quantities."

To ensure a long-term relationship with his suppliers, Porter considers the venture a two-way street. "We must represent his entire product line. We want compatible products, not competing."

With more and more new products flooding the market, and with manufacturers coming out with similar products, this is sometimes a difficult area for distributors to handle.

"This (competing product lines) is a major problem. There are so many products and so many manufacturers making competing products, it's sometimes difficult to get an acceptable share of the market. We'd like to cherry-pick products, but we have to be fair. For example, Merry Tiller is a standard among tillers. Snapper, which we also represent, came out with an almost identical model of tiller. It makes it difficult. We're all trying to grow profitably."

"Service is a key aspect of our company," Porter continued. "We don't sell anything in cartons in the turf division. It is unpacked, inspected and shipped ready to go."

The company provides service through its dealers who are trained at Porter Brothers Field service representatives calling on customers every week.

"We conduct regular service clinics," Porter said. "We schedule calls on dealers regularly. We also solicit service business in the winter when the grass isn't growing."

The Power Tool and Turf divisions have separate sales staffs; 12 in turf and 14 in power tool. The salesmen live within the area they service. The company also has a small retail outlet for the convenience of those living in Cleveland County (North Carolina), but, according to Porter, he would like to get out of retail.

Porter Brothers also conducts service/user clinics with assistance from the various manufacturers.

Another, more direct way of service that Porter Brothers provides is toll-free numbers to the company for sales orders and questions answered by sales people who can give on-the-spot answers.

The company is entirely on-line with a computer system that allows sales people to tell the customer immediately the availability of the item they want.

"We try to plan ahead and use all systems available," Porter said.

Porter uses market research and attributes it to much of the company's success.

Customers appreciate thoroughness. We try to make it easy for you to do business with Porter Brothers."

Porter is very proud of his advertising and marketing program. According to him, this area is where a distributor "earns his stripes."

"We are marketing people," he says simply. "Delivery is important, but so is follow-up."

Porter uses marketing research and attributes it to much of the company's success. "More companies should use it," he says. Lack of adequate management did some dealers in."

"We're not experts in advertising, so we employed an agency in the '50s. "We advertise regionally, the manufacturer does it nationally, and we leave it up to the dealers to do it locally."

Advertising is used as an incen-

continued on page 98

BOOKSTORE



335-LANDSCAPE DESIGN THAT SAVES ENERGY by Anne Simon Moffat and Marc Schlier
Practical guide to landscaping a home or office to reduce space heating needs by as much as 30 percent annually. Contains specific planning strategies for the four main climatic zones of the continental United States. **\$9.95**

360-RESIDENTIAL LANDSCAPING I by Theodore D. Walker
Provides an in-depth discussion of the planning, design and construction phases of residential landscaping. Illustrated with the work of professional landscape architects. Covers everything from analyzing the site to constructing the landscape. **\$22.50**

395-LANDSCAPE ARCHITECTURE by John Ormsbee Simonds
A Manual of Site Planning and Design. This long-awaited second edition outlines and analyzes the complete landscape process from site selection to finished project. In simple and clear terms it describes various planning constraints imposed by the forms, forces and features of the natural and built landscape. **\$34.95**

790-RECREATION PLANNING AND DESIGN by Seymour M. Gold
A comprehensive look at recreation needs for parks and how they can design the park facility for the community. Book's content can help justify construction and maintenance needs. **\$39.50**

800-THE GOLF COURSE by Geoffrey S. Cornish and Ronald E. Whitten
The first book ever to give the art of golf course design its due, and golf course architects the credit and recognition they deserve. 320 pages and approximately 150 color and black and white photographs. Traces the history and evolution of the golf course, analyzes the great courses, shows how they were designed and constructed. **\$35.00**

615-TURF MANAGEMENT FOR GOLF COURSES by James B. Beard
Written by an eminent turfgrass researcher, this USGA sponsored text is an ideal reference and "how to" guide. Details all phases of golf course operations including course design and construction, turf management, course administration, irrigation, equipment and disease and pest control. Fully illustrated. **\$45.00**



010, 015-ADVANCES IN TURFGRASS PATHOLOGY by Dr. B.G. Joyner & Dr. P. Larsen
Leading U.S. turf pathologists report on turfgrass diseases, pythium blight, snow molds, fairy rings, leaf spot of Kentucky Bluegrass in Minnesota, initial and field fungicide screening, turfgrass disease resistance, etc. Contains new ideas on how to combat turfgrass problems. **\$27.95 hardcover, \$18.95 paperback**

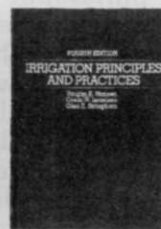
625-ADVANCES IN TURFGRASS ENTOMOLOGY edited by H.D. Niemczyk and B.G. Joyner
A complete account of the facts presented at the 1980 Symposium on Turfgrass Insects. 200 photographs, tables and graphs make this volume an indispensable reference for anyone connected with the turfgrass industry or research. **\$24.95**

110, 120-TURF MANAGERS' HANDBOOK by Drs. William Daniel and Ray Freeborg
This specially designed manual by leading turf specialists is a comprehensive, organized approach to turfgrass science and care. An easy, on-the-job reference for planning, purchasing, hiring, construction and plant selection. **\$23.95 hardcover, \$18.95 paperback**

645-MANAGEMENT OF TURFGRASS DISEASES by J.M. Vargas
Identifies turfgrass diseases by description and illustration. Includes a holistic approach to healthy turf and lawns. Presents practical management strategies for golf courses, lawns and athletic fields. 204 pages. Illustrated. **\$24.95**

655-TURFGRASS: SCIENCE AND CULTURE LABORATORY MANUAL by Beard, DiPaola, Johns and Karnok
Class tested for over three years, this manual provides fourteen exercises which can be easily adapted to your particular course structure. Exercises involve students in vegetative and seed identification, equipment and irrigation system selection and operation, problem solving of typical math problems involved in turfgrass operations and the diagnosis of problems with emphasis on weeds, diseases and insects. Encompasses both warm and cool season turfgrass. **\$10.95**

635-IRRIGATION PRINCIPLES AND PRACTICES by Hansen, Israelisen and Stringham
A new fourth edition of this highly successful textbook presents essential concepts pertaining to water conveyance, application, storage in the soil and use by the plants. Basic underlying principles that govern irrigation practices are stressed. Generalized concepts are discussed and newly formulated practices are examined. **\$34.50**



565-WEEDS by Walter C. Muenschler
Second edition. Premier text for identification and basic natural history for weeds found in the continental United States and Canada. Ecological data on weed biology combined with excellent keys and plant descriptions makes this an essential reference book. **\$34.50**

455-THE GRAFTER'S HANDBOOK by R.J. Garner
Revised and updated fourth edition. The encyclopedia of plant propagation by grafting. Contains information on the chemical control of weeds in orchards, on diseases and on the vegetative propagation of woody plants. **\$19.95**

405-WOODY ORNAMENTALS by Partyka, Joyner, Rimelspach, Carver
Illustrates plant identification characteristics. Organized in two basic sections: plant identification and plant disorders, this text utilizes 430 color photos, 430 line drawings and 45 black and white photos to simplify identification. Goes into detail on plant identification and description as well as plant problems such as diseases, chemicals, insects, animals and physiological disorders. **\$27.00**

Circle
the
Reader
Service
numbers
of those
items of
interest
to you.

Inquiries serviced for 90 days from date of issue. For those countries outside the U.S., please apply appropriate postage before mailing.

READER SERVICE INFORMATION CARD 9-83 ²

For more information on products or services mentioned in this issue, circle the corresponding numbers below, fill in appropriate information and mail today.

101	108	115	122	129	136	143	150	157	164	171	178	185	192	199	206	213	220	227	234
102	109	116	123	130	137	144	151	158	165	172	179	186	193	200	207	214	221	228	235
103	110	117	124	131	138	145	152	159	166	173	180	187	194	201	208	215	222	229	236
104	111	118	125	132	139	146	153	160	167	174	181	188	195	202	209	216	223	230	237
105	112	119	126	133	140	147	154	161	168	175	182	189	196	203	210	217	224	231	238
106	113	120	127	134	141	148	155	162	169	176	183	190	197	204	211	218	225	232	239
107	114	121	128	135	142	149	156	163	170	177	184	191	198	205	212	219	226	233	240

MY PRIMARY BUSINESS AT THIS LOCATION IS:
(PLEASE CHECK ONE ONLY IN EITHER A, B OR C)

A. LANDSCAPING/GROUND CARE AT ONE OF THE FOLLOWING TYPES OF FACILITIES:

- 0005 Golf courses
 0010 Sport complexes
 0015 Parks
 0020 Rights-of-way maintenance for highways, railroads & utilities
 0025 Schools, colleges & universities
 0030 Industrial & office parks/plants
 0045 Condominiums/apartments/housing developments/hotels/resorts
 0050 Cemeteries/memorial gardens
 0060 Military installations & prisons
 0065 Airports
 0070 Multiple government/municipal facilities
 Other type of facility (please specify) _____

B. CONTRACTORS/SERVICE COMPANIES/CONSULTANTS:

- 0105 Landscape contractors (installation & maintenance)
 0110 Lawn care service companies
 0125 Landscape architects
 0135 Extension agents/consultants for horticulture
 Other contractor or service (please specify) _____

C. SUPPLIERS:

- 0205 Sod growers
 0210 Dealers, Distributors
 Other supplier (please specify) _____

Approximately how many acres of vegetation do you maintain or manage? _____

What is your title? (please specify) _____

YOUR NAME _____

BUSINESS NAME _____ BUSINESS ADDRESS _____

CITY _____ STATE _____ ZIP _____ TELEPHONE (____) _____

AREA CODE

I WISH TO RECEIVE (CONTINUE RECEIVING) WEEDS, TREES & TURF EACH MONTH YES NO

SIGNATURE _____ DATE _____



BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 665 DULUTH, MINNESOTA

POSTAGE WILL BE PAID BY ADDRESSEE

READER SERVICE DEPARTMENT

WEEDS TREES & TURF

POST OFFICE BOX 6049

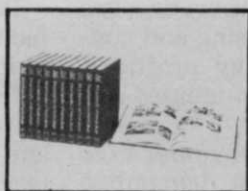
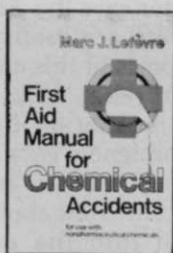
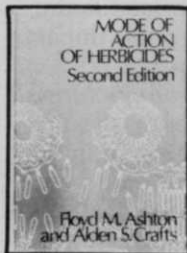
DULUTH, MINNESOTA 55806

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



**GET
MORE
FACTS**

BOOKSTORE



575-MODE OF ACTION OF HERBICIDES by Floyd M. Ashton and Alden S. Crafts
Provides worldwide body of information on each class of herbicide. Cross-indexed tables of common and trade names of herbicides are included. New herbicides accepted since 1972 are listed in this revised second edition. Excellent practical reference for specialists in field of weed science. **\$47.95**

795-FIRST AID MANUAL FOR CHEMICAL ACCIDENTS by Marc J. Lefevre
This indispensable guide helps you take quick corrective action to minimize the harmful effects of chemical accidents. Written for people (other than doctors) called on to aid fellow workers who are victims of such work-related accidents. A must reference for any work situation involving hazardous chemicals. **\$21.50**

555-THE NEW YORK BOTANICAL GARDEN ILLUSTRATED ENCYCLOPEDIA OF HORTICULTURE by Thomas H. Everett
10 volumes compiled in an easy-to-use encyclopedic format with Latin/popular name cross-referencing, 20,000 species, 3600 genera, 2500 cross-references, 10,000 photographs. Slated to be the standard reference source in the field of horticulture. **\$550.00**

ADDITIONAL TITLES

- 340 - CONSTRUCTION DESIGN FOR LANDSCAPE ARCHITECTS \$39.50
- 345 - COST DATA FOR LANDSCAPE CONSTRUCTION 1983 \$27.50
- 410 - DISEASES & PESTS OF ORNAMENTAL PLANTS \$29.95
- 660 - DISEASES OF SHADE TREES \$23.50
- 610 - DISEASES OF TURFGRASSES \$30.00
- 350 - HANDBOOK OF LANDSCAPE ARCHITECTURAL CONSTRUCTION \$48.50
- 510 - HORTUS THIRD \$125.00
- 690 - INSECTS THAT FEED ON TREES & SHRUBS \$47.50
- 370 - LANDSCAPE OPERATIONS: MANAGEMENT, METHODS & MATERIALS \$20.95

- 545 - MODERN WEED CONTROL \$21.50
- 700 - THE PRUNING MANUAL \$14.95
- 720 - SHRUB IDENTIFICATION \$8.00
- 750 - TREE IDENTIFICATION \$9.95
- 760 - TREE MAINTENANCE \$35.00
- 650 - TURFGRASS MANAGEMENT \$19.95
- 630 - TURFGRASS: SCIENCE & CULTURE \$27.95
- 640 - TURF IRRIGATION MANUAL \$22.95
- 620 - TURF MANAGEMENT HANDBOOK \$14.65
- 570 - WESTCOTT'S PLANT DISEASE HANDBOOK \$36.50

CLOSEOUTS

ORDER THESE TITLES AT SPECIAL REDUCED PRICES!

- 450 - GARDENING IN SMALL PLACES \$6.75
- 460 - GREENHOUSE ENVIRONMENT \$21.20
- 480 - GREENHOUSE MANAGEMENT FOR FLOWER & PLANT PRODUCTION \$13.00
- 560 - WEED SCIENCE \$21.00

Mail this coupon to: Book Sales
Harcourt Brace Jovanovich Publications
One East First Street, Duluth, MN 55802

Name _____
Street Address _____
P.O. Box Number _____
City/State/Zip _____
Signature _____ Date _____
Phone Number _____

Please send me the following books. I have enclosed payment* for the total amount.
Please charge to my Visa, Master Card or American Express (circle one)
Account Number _____ Expiration Date _____

BOOK NUMBER AND TITLE	QUANTITY	PRICE	TOTAL PRICE

*Please add \$3.00 per order plus \$1.00 per additional copy for postage and handling.

Please allow 6-8 weeks for delivery
Prices subject to change.
Quantity rates available on request

(postage & handling)
Total Enclosed _____

WTT 93

tive with dealers.

Porter Brothers uses all media, but especially television because it is more effective in demonstrating how a piece of equipment works.

The company has also devised a PACE program, Promotional Advertising with Consumer Emphasis, that outlines numerous ways an individually-tailored advertis-

ing program can help each manufacturer.

"The key is to be innovative, use research and advertising and conduct on-going training programs. We're very promotion-minded and advertising-minded."

Porter sees the consumer now spending money, but demanding more value for that money.

"The parts business has definitely picked up," he says.

Porter says the American manufacturers are realizing the impact of imports in this country.

"For years, U.S. manufacturers were making an inferior product and foreigners got a foothold in the market. It started in the auto and electronics market and has now moved into the outdoor power equipment market. The U.S. is accepting it has a quality problem and is starting to try to correct it. The customer saw he could buy a better mousetrap elsewhere and did. The U.S. has got everything it takes to be a leader in this market. And in this cycle, manufacturers are recognizing the importance of a good, strong distributor. Manufacturers are offering better products, better selection and consumers have regained some confidence."

And while the economy is boosting his business, the geographical location of Porter Brothers is another "plus."

"There's been a diversification in manufacturing in North Carolina," Porter said. "When I was growing up, it was an agricultural and textile market. Now it's gotten to be one of the leading financial centers. Our educational system has also improved which bodes well for the future."

Porter grew up on a farm in Cleveland County in what he considers a rather "industrious" family atmosphere. He inherited his father's desire to be an entrepreneur. After a high school education, Joe Porter became an accountant for an automobile agency. His older brothers had been in sales and equipment. "I'd make the poorest salesman in the world," he confesses. Even though his management style was different than his brothers' he decided to join the company in 1951 and became president in 1975. He and his wife, Bea, whom he affectionately calls "mama", have been married 36 years and have two daughters and two grandchildren.

Porter is an avid golfer and was a founding member of the Outdoor Power Equipment Distributors Association.

"It's been a good 61 years," he says with a smile.

WTT

CUT ON DOTTED LINE

**If you don't
plan on seeding
with MUSTANG,
you may need
this.**

Why take chances? There's a new tall fescue whose superior turf quality, disease resistance and dark green color make it a breed apart from the others.

Mustang's high seedling vigor and excellent heat and drought resistance make it the one you can bet on. So, don't try your luck—try Mustang.

MUSTANG
TURF-TYPE TALL FESCUE

Produced by:
PICKSEED®
PICKSEED WEST Inc.
P.O. Box 888, Tangent, OR 97389 • (503) 926-8886

Available Fall, 1983
Call or write for the distributor nearest you.

Circle No. 168 on Reader Inquiry Card



Reliability

... of our sprinklers,
of our company.
It's what makes us



in more than just name.

For full color product catalog, write or call:

1460 N. Naud Street, Los Angeles, CA 90012-1982

CHAMPION SPRINKLER EQUIPMENT

In California: (213) 221-2108 / 223-1545; Outside California, toll-free: 1-800-421-9052 or 1-800-421-9054

Circle No. 107 on Reader Inquiry Card

Sometimes you have to fool Mother Nature



Air-supported greenhouse in late March incubating the turf seed mix.

As the Cleveland Browns walked off the Cleveland Stadium field last November following the final game of the season, David Frey went to work.

Frey, hired in August of the same year by Larry Staverman, director of the Stadium Corp., grew up in his father's landscape and golf course distributorship, Dryfoos Co., in Solon, OH. He had visited many golf courses and commercial sites working for his father after earning his business degree. It was a personal challenge to him and a test of his experience working with Cleveland area superintendents and landscape managers.

The most sobering thought for Frey was the Cleveland Indians were to play an exhibition on the football-worn field in early April. The mid-field area was a turfless quagmire. The solution in past years was to install sod in March. Frey believed he could forgoe loosely knitted sod by building a greenhouse over the center field area and seeding perennial ryegrass. Instead of buying 2,000 yards of sod, he wanted to buy only 600 yards and seed the rest.



David Frey

Quietly, he went to work, building an air-inflated greenhouse, 60 x 180 ft. After seeking help from various greenhouse companies, with bids more than \$150,000, he had the Cleveland stadium crew and a balloonist friend, help

him build the structure in early March 1983.

On March 10, with the air-supported structure overhead, Frey and his crew seeded with a mixture of Baron Kentucky bluegrass, Manhattan and Derby perennial ryegrass. By the second week of April and the Indians exhibition game, the greenhouse was gone and the football damage was unnoticeable. The outfielders were playing on grass that didn't move under their feet.

"You have to understand the emotions of sports fans when they enter a huge stadium, see and smell the green carpet of turfgrass, and with beer and hot dogs in hand, yell for their team," Frey stated. "The fact the grass is real and the players have confidence in their footing, is what's important. Indoor stadiums don't have the same sense of outdoors that older stadiums do and that's important to fans."

Northern outdoor stadia, like Cleveland and Milwaukee, need answers to correcting late fall football damage in time for baseball. David Frey strongly believes he may have one solution.

WTT