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WEEDS TREES & TURF

The Magazine of Landscape and Golf Course Management Since 1962

24 Zoysiagrass Stands Up to St. Louis Conditions

A complete management program for zoysiagrass is outlined as a solution to the cold winters and hot summers of the transition zone by Stan Zontek, north-central director of the USGA Green Section. Zontek compares planting and management techniques tried at various golf clubs in St. Louis.

31 Multi-Course Management and the SUPER-intendent

Companies which operate or maintain more than one golf course are growing rapidly. More and more superintendents are responsible for a number of courses with superintendents under them. *Weeds Trees & Turf* talks to the super-superintendents and the owners of these companies.

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Labor lawyer Richard Lehr gives key points in dealing with unions where they exist and how to prevent their development where they have not organized

LANDSCAPE MANAGEMENT

39 Business Surpasses Mother Nature

Time, money and personnel present greater problems to today's golf course superintendent than anything mother nature can dish out. *Weeds Trees & Turf* reports the findings from its latest industry survey.

42 Six Courses on 850 Acres, That's Pinehurst

Two Pinehurst superintendents give "day-in-the-life" accounts of managing six prestige courses with a \$1.55 million budget.

50 Milwaukee CC Boasts of Tree and Student Programs

Danny Quast believes in delegating responsibilities and grooming future superintendents at his 350-member private club.

60 Renovation of Illahe Changes Priorities for Super


Illahe was already fast, but the Greens Committee asked superintendent Swancutt to reshape lakes and bunkers to make the course in Salem, Oregon, as attractive as the mountains in the background.

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WEEDS TREES & TURF (ISSN 0043-1753) is published monthly by Harcourt Brace Jovanovich Publications. Corporate and Editorial offices: 7500 Old Oak Boulevard, Cleveland, Ohio 44130. Advertising Offices: 7500 Old Oak Boulevard, Cleveland, Ohio 44130, 111 East Wacker Drive, Chicago, Illinois 60601 and 3091 Maple Drive, Atlanta, Georgia 30305. Accounting, Advertising Production and Circulation offices: 1 East First Street, Duluth, Minnesota 55802. Subscription rates: \$20 per year in the United States; \$25 per year in Canada. All other countries: \$50 per year. Single copies (pre-paid only): \$2 in the U.S.; elsewhere \$4.50; add \$3.00 for shipping and handling per order. Second class postage paid at Duluth, Minnesota 55806 and additional mailing offices. Copyright © 1984 by Harcourt Brace Jovanovich, Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical including photocopy, recording, or any information storage and retrieval system, without permission in writing from the publisher. Microfilm copies of articles are available through University Microfilm, International, 300 N. Zeeb Road, Ann Arbor, Michigan 48106.

POSTMASTER: Send address changes to WEEDS TREES & TURF, P.O. Box 6198, Duluth, Minnesota 55806-9898.  A HARCOURT BRACE JOVANOVIICH PUBLICATION



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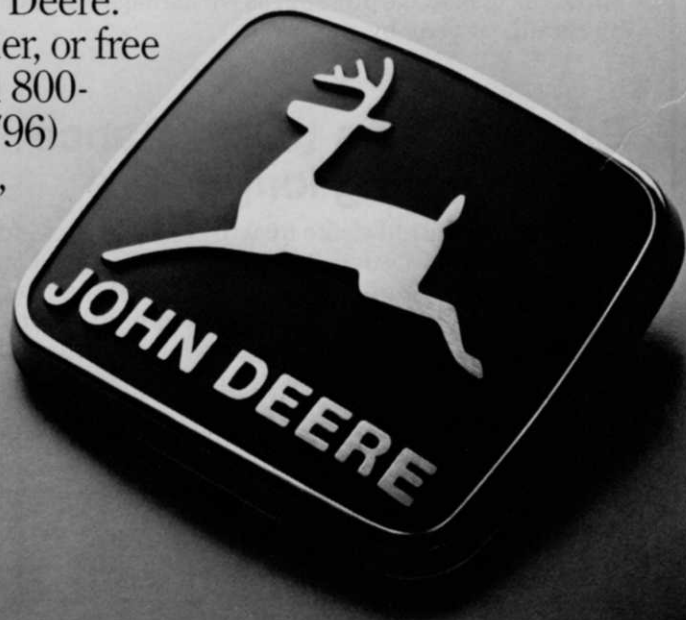
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Nothing Runs Like a Deere®



by Bruce F. Shank, executive editor

Large buyers want same deals as municipalities and military

Equipment and chemical manufacturers to the Green Industry have made very few exceptions over the years to the dealer/distributor network. One exception has been special prices and direct selling to government buyers. The bid process often required in selling to the government has made this exception necessary.

Now, managers of large landscaping and lawn care companies want equal consideration when they buy. Bruce Wilson, president of Environmental Care Inc. of Calabasas, CA, thinks manufacturers will have to give large buyers as much attention as the government in the future to get the business. "We make our own tree nursery bid for work our construction division does," says Wilson. "Competition is critical within our firm and the same is expected to apply to our suppliers. We buy as much as many government agencies during a year and should receive the same consideration."

American Golf leases equipment to speed growth, watch cash flow

American Golf Corp., Los Angeles, is adding golf courses monthly to its contract maintenance and operation service. This rapid expansion could easily get out of hand if management at AGC didn't insist each course support itself.

One of the secrets, says AGC regional superintendent Mike Heacock, is equipment leasing. In the past six months the company has leased more than \$250,000 worth of equipment for its family of 40 golf courses nationwide.

"Our operating capital is the same as a daily fee course, greens fees and clubhouse income," Heacock told *Weeds Trees & Turf*. "In the long run it may be cheaper to buy all the equipment needed to maintain a course, but, when you're leasing the course, the long run is uncertain. Equipment leasing allows us to manage our debt as we manage our income, month-by-month or year-by-year."

Briggs keeps tough stance while settling long strike

The four-month-old strike by workers at Briggs and Stratton in Milwaukee was settled in November. The fact management stood firm on its offer to the union and that they kept one out of a dozen production lines open throughout the strike, is a message to workers at other U.S. engine manufacturers that competition against foreign companies is a greater threat to their jobs than robots and work assignments.

In the future, management will be forced to consider international competition equal to union concerns. The survival of the company must be of higher importance than wages or individual job security.

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LAWN CARE SHOW

Pay attention now, or go out of business

A shift in pesticide legislation from the Federal to the state and local levels may put some lawn care companies out of business. The message of three speakers at the Professional Lawn Care Association of America 4th Annual Conference in Indianapolis, IN, was sobering, but it was honest and supported with facts.

The speakers may have seemed too direct for such a positive show as this year's PLCAA Show. A record number of exhibitors, a record number of people attending, and a sense "the market has arrived" balanced the somber words of the speakers. But, as a result, the show was a responsible one and not just a social event.

Not all sessions were "downers". They were historical, such as the speech by ChemLawn President Jack van Fossen. They were problem-solving, like talks on saving cancellations by incoming PLCAA President John Kenney, assuming contracts extend year after year by past president Marty Erbaugh and L.D. Anderson of Fertilawn, and how customers see lawn care businesses by researcher Carol Scott with Barrickman Advertising. They were also educational with many speakers from universities, lawn care companies, and manufacturing.

But, closest to the pocket book were three speeches. The first by Ray Russell, government relations direc-



ChemLawn President van Fossen tells the past and the future of the company that helped professionalize the lawn care industry.

tor for Dow Chemical, illustrated shifts in pesticide regulation. Russell pointed out that efforts to protect pesticide users at the Federal level were missing more than 80,000 other governmental bodies capable of restricting pesticides. "Twenty-six states have controversial legislation regarding pesticides," Russell said. "Environmental groups are organizing on the local as well as the Federal

level. We must shift or expand our efforts to protect ourselves."

Other shifts identified by Russell are from legislation to restrict use rather than products. Russell used the term chemical trespass to point out legal terminology developing to restrict pesticide use.

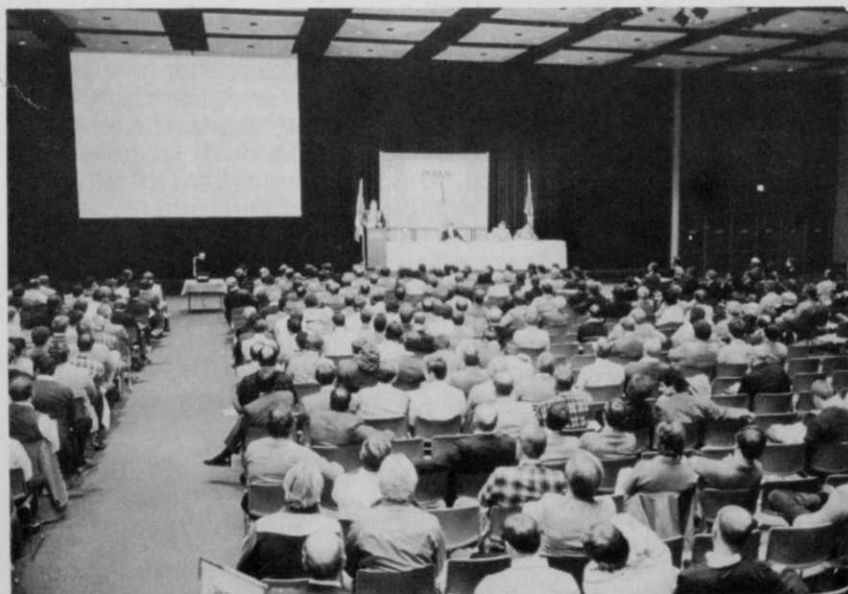
"Environmental groups are attacking potential registrations while EPA is processing them rather than waiting for them to reach the marketplace," Russell said. There is also a shift in attacking pesticides for urban use rather than agricultural use.

Recent proposed amendments to the Federal Insecticide Fungicide Rodenticide Act (FIFRA) would make it easier for opponents to get injunctions to stop pesticide use, increase record keeping and access to records, and require buffer zones and posting.

Lawn care businessmen can protect themselves by taking action now, Russell said, by getting their businesses in order, becoming better informed on local legislation, developing public affairs skills, and supporting pesticide applicator coalitions.

Ian Oppenheim, executive director of Rational Approach to Pesticides Inc., asked the lawn care businessmen whether they wanted to face growing legislation alone or as part of a unified

continued on page 12



All seats were taken during sessions at the PLCAA conference.

OUR GROUNDSMASTER® 62. WE PICKED ITS ENGINE APART.

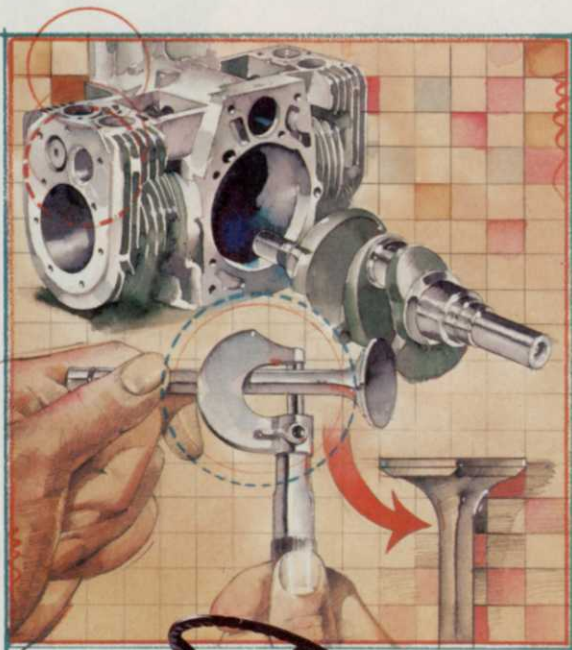
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