

A stylized illustration of a golf ball on a tee. The golf ball is the central focus, featuring a grid of dimples. It is mounted on a reddish-brown tee. In the background, a golf club is partially visible, and the scene is set against a blue sky with white clouds and green rolling hills.

WEEDS TREES & TURF

1986

CALENDAR OF EVENTS

# TURF CALENDAR

## JANUARY

**4-6**—Grower Expo, Chicago, IL.  
**6-7**—16th Annual Georgia Turfgrass Conference, Athens, GA.  
**6-10**—Club Managers of America Association Exposition, San Francisco, CA.  
**7-8**—20th Annual Tennessee Turfgrass Association Conference, Nashville, TN.  
**8-10**—24th Annual North Carolina Turfgrass Conference & Exhibit, Winston-Salem, NC.  
**8-10**—Kentucky Nurserymen/Shade Tree Association Trade Show, Louisville, KY.  
**9-10**—Industrial Vegetation Management Association Meeting & Training Conference, Kansas City, MO.  
**9-10**—New Hampshire Turf Conference, Manchester, NH.  
**14-15**—Nebraska Turfgrass Conference & Trade Show, Omaha, NB.  
**14-15**—56th Annual Michigan Turfgrass Conference, Lansing, MI.  
**15-16**—Northern California Professional Turf & Landscape Exposition, Sacramento, CA.  
**15-17**—Virginia Turfgrass Conference & Trade Show, Richmond, VA.  
**16-17**—Rocky Mountain Regional Turfgrass Conference, Ft. Collins, CO.  
**20-24**—Equipment Maintenance Council Seminars, Tampa, FL.  
**20-22**—Eastern Pennsylvania Turf Conference & Trade Show, King of Prussia, PA.  
**22**—18th Annual Professional Turf & Landscape Conference, Nyack, NY.  
**22-24**—Mid-Atlantic Nurserymen's Trade Show, Baltimore, MD.  
**22-24**—North Central Turfgrass Association Conference, Bismark, ND.  
**23-25**—11th Annual Tropical Plant Industry Exhibition, Miami, FL.  
**25**—NCIHC Certification Exam, Miami, FL.  
**26-30**—ALCA Annual Conference, Tampa, FL.  
**27-30**—California Weed Conference, Fresno, CA.  
**28-29**—Horticulture Industries Show, Tulsa, OK.  
**27-Feb. 4**—GCSAA International Golf Course Conference & Show, San Francisco, CA.  
**29-31**—Midwest Chapter International Society of Arboriculture Annual Conference, St. Louis, MO.  
**31-Feb. 1**—GCA/AAN "Practical Management Workshops for Retail Garden Centers," Louisville, KY.

## FEBRUARY

**1**—STMA Educational Conference, San Francisco, CA.  
**2**—Musser International Foundation Annual Meeting, Hyatt Regency, San Francisco, CA.  
**5-7**—ASPA Midwinter Conference, Scottsdale, AZ.  
**6-7**—ALCA Advanced Landscape Supervisor's Skills Workshop, Seattle, WA.  
**9-13**—National Arborist Association Annual Meeting, Hyatt Regency, Monterey, CA.  
**11-13**—Horticulture Industries Conference, University of Minnesota, St. Paul, MN.  
**18-19**—Interstate Ornamental Plant Pest Management Conference, College Park, MD.  
**18-19**—Target's 14th Annual Pest Management Seminar & Exhibit, San Jose, CA.  
**18-20**—Virginia Tech Winter Workshop, Virginia Beach, VA.  
**19-20**—GCA/AAN "Practical Management Workshops for Retail Garden Centers," Sturbridge, MA.  
**21**—Target's 14th Annual Pest Management Seminar & Exhibit, Fresno, CA.  
**24**—Nassau/Suffolk Professional Turf & Plant Conference, Hauppauge, NY.  
**25**—Target's 14th Annual Pest Management Seminar & Exhibit, Phoenix, AZ.  
**25-27**—Western Pennsylvania Conference & Trade Show, Pittsburgh, PA.  
**26-28**—Virginia Tech Winter Workshop, Blacksburg, VA.  
**28-March 5**—Target's 14th Annual Pest Management Seminar & Exhibit, Anaheim, CA.

## MARCH

**2-5**—Canadian Turfgrass Conference & Show, Ottawa, Ontario.  
**3-6**—Iowa Turfgrass Conference, Des Moines, IA.  
**3-5**—Midwest Regional Turf Conference, West Lafayette, IN.  
**4-6**—Massachusetts Turf Conference, Springfield, MA.  
**4-6**—12th Vertebrate Pest Conference, San Diego, CA.  
**4-6**—52nd Annual Iowa Turfgrass Conference, Des Moines, IA.  
**5-7**—Landscape Exposition, Valley Forge, PA.  
**19-20**—Maine Turf Conference, South Portland, ME.  
**22-30**—International Atlantic City Flower Show, Atlantic City, NY.  
**27**—Annual Sportsturf Institute, Pomona, CA.

## APRIL

**7-8**—40th Annual Southeastern Turfgrass Conference, Tifton, GA.

## MAY

**1**—Professional Grounds Maintenance Tour, Atlanta, GA.  
**5-7**—27th Annual Turf & Landscape Institute, Anaheim, CA.  
**14**—IFAS Turf Update & Field Day, Gainesville, FL.  
**21**—North Carolina Turf & Landscape Field Day, Raleigh, NC.

## JUNE

**5-6**—Menninger Flowering Tree Conference, Miami, FL.  
**8-11**—Fertilizer Institute Marketing Conference, White Sulphur Springs, WV.  
**19**—Turf-Seed Field Day, Hubbard, OR.

## JULY

**13-16**—APPA Annual Meeting, Boston, MA.  
**19-22**—American Nurserymen's Association Conference, Denver.  
**23-25**—ASPA Summer Convention & Field Days, St. Louis, MO.

## AUGUST

**12**—Turf & Ornamentals Field Day, Griffin, GA.

## SEPTEMBER

**14-17**—NLAPA 16th Annual Convention, Orlando, FL.  
**16-18**—Virginia Tech Turfgrass Field Days, Blacksburg, VA.

## OCTOBER

**8-9**—Southern California Turfgrass Exposition, Costa Mesa, CA.  
**7**—22nd Annual Turfgrass Equipment, Irrigation & Supplies Field Day, Piscataway, NJ.  
**19-22**—Florida Turfgrass Association Annual Conference & Show, Tampa, FL.

## NOVEMBER

**1**—ASTA Lawn Seed Conference, Kansas City, MO.  
**9-13**—Professional Grounds Management Society Conference & Trade Show, Milwaukee, WI.  
**11-13**—N.Y. State Turfgrass Conference & Trade Show, Rochester, NY.  
**17-19**—Professional Lawn Care Association of America Conference & Show, Baltimore, MD.


## DECEMBER

**1-4**—New Jersey Turfgrass Expo, Atlantic City, NJ.  
**9-11**—North Central Turfgrass Exposition, Rosemont, IL.

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# GOLF & TURF ORGANIZATIONS

**American Association of Nurserymen**, 1250 I St. NW, Washington D.C. 20005, (202) 789-2900

**American Seed Trade Association**, 1030 15th St. N, Washington D.C. 20005, (202) 223-4080

**American Society of Landscape Architects**, 1050 Connecticut Ave. NW, Washington D.C. 20009, (202) 466-7730

**American Sod Producers Association**, 4415 W. Harrison St., Hillside, IL 60162, (312) 449-2890, Douglas H. Fender

**University of Arizona**, Dept. of Plant Sciences, Tucson, AZ 85721, (606) 621-2211, Dr. William R. Knebone

**Associated Landscape Contractors of America**, 405 N. Washington St., Falls Church, VA 22046, (703) 241-4004, Terry Peters, executive director

**Canadian Golf Course Superintendents Association**, 698 Weston Rd., Toronto, Canada M6N 3R3, (416) 767-2550, Mary Gurney

**Club Managers Association of America**, 7615 Winterberry Place, Bethesda, MD, 20817, (301) 229-3600, Karen Watkins

**Delaware Turfgrass Association**, University of Delaware, Plant Science Department, Newark, DE 19711, (302) 738-2531

**Equipment Maintenance Council**, 1133 Fifteenth St., NW, Washington D.C. 19806

**The Fertilizer Institute**, 1015 18th St. NW, Washington D.C. 20036, (202) 861-4900, Pamela Lucas

**Florida Turf-Grass Association**, 302 S. Graham Ave., Orlando, FL 32803, (305) 425-1581, Ruth P. Shepherd

**University of Florida**, 1523 HS/PP Bldg., Gainesville, FL 32611, (904) 392-1832, Dr. Charles Peacock

**University of Georgia**, Extension Agronomy Department, Athens, GA 30602, (404) 542-2978, Gilbert Landry, Jr.

**Golf Course Superintendents Association of America**, 1617 St. Andrews Drive, Lawrence, KS 66044, (913) 841-2240, John Schilling, executive director

**Golf Course Builders of America**, 1001 Connecticut Ave., NW, Washington D.C. 20036, (202) 775-1150, Harry Lambeth

**Horticultural Industries Conference**, University of

Minnesota, St. Paul, MN 55108, (612) 373-1561, Shirley Munson

**Illinois Turfgrass Foundation**, c/o Dr. T.W. Fermanian, 106d Horticulture Field Laboratory, 1707 Orchard St., Urbana, IL 61801, (217) 333-7847

**University of Illinois Department of Ornamental Horticulture**, Urbana, IL 61801, (217) 333-7848, Dr. Dave Wehner

**International Society of Arboriculture**, P.O. Box 71, Urbana, IL 61801, (217) 328-2032, Ervin Bundy, executive director

**Iowa Turfgrass Conference**, Iowa State University Horticulture Dept., Ames, IA 50011, (515) 294-1870, Dr. Michael L. Agnew

**The Irrigation Association**, 13975 Connecticut Ave., Silver Spring, MD 20906, (301) 871-1200

**Jacobsen Mfg. Co.**, 1721 Packard Ave., Racine, WI 53403, (414) 637-6711

**Kentucky Shade Tree Association**, 10105 Afton Road, Louisville, KY 40213

**Maine Turf Conference**, University of Maine, Deering Hall, Orono, ME 04401, (207) 581-2922, Dr. Vaughn Holyoke

**Maryland Turfgrass Council**, University of Maryland, 1112 H.J. Patterson Hall, College Park, MD 20742, (301) 454-3715, Dr. Thomas Turner

**Massachusetts Turfgrass Conference**, University of Massachusetts, Plant and Soil Science, Stockbridge Hall, Amherst, MA 01003, (413) 545-2353, Dr. Joseph Troll

**Michigan Turfgrass Foundation**, Michigan State University, Crop and Soil Sciences, East Lansing, MI 48824, (517) 355-0266

**Midwest Regional Turf Foundation**, Department of Agronomy, Purdue University, West Lafayette, IN 47907, (317) 494-4785, Dr. W.H. Daniel

**Mississippi State University**, Department of Landscape Architecture, Briscoe Hall, P.O. Drawer MQ, Mississippi State, MI 39762, (601) 325-3935

**Missouri Lawn and Turf Conference**, University of Missouri Dept. of Horticulture, I-40 Agriculture Building, Columbia, MO 65211, (314) 882-7511, John H. Dunn

**The Musser Foundation**, Box AA,

College Park, MD 20740, (301) 864-0090, Dr. Fred Grau, President

**National Arborist Association**, 174 Route 101, Bedford Station, Box 236, Bedford, NH 03102, (603) 472-2255

**National Golf Foundation**, 200 Castlewood Drive, N. Palm Beach, FL 33408, (305) 844-2500

**National Institute on Park and Grounds Management**, P.O. Box 1936, Appleton, WI 54913, (414) 733-2301

**National Lawn and Garden Distributors Association**, 1900 Arch St., Philadelphia, PA 19103, (215) 564-3484, Bill Robinson

**National Landscape Association**, 1250 I St. NW, Washington D.C. 20005, (202) 789-2900

**National Recreation and Park Association**, 1601 N. Kent St., Arlington, VA 22209, (703) 820-4940

**National Roadside Vegetation Management Association**, 309 Cedar Hill Rd., Wilmington, DE, 19807

**University of Nebraska**, 377 Plant Sciences Bldg., Lincoln, NE 68583, (402) 472-1143, Dr. R.C. Shearman

**New Hampshire Turf Conference**, Dept. of Plant Science, Nesmith Hall, University of New Hampshire, Durham, NH 03824, (603) 862-1200, Dr. John Roberts

**New Jersey Turfgrass Association**, Rutgers University Cook College, Soils and Crops Department, P.O. Box 231, New Brunswick, NJ 08903, (201) 932-9453, Dr. Henry Indyk

**New York State Turfgrass Association**, 210 Cartwright Blvd., Massapequa Park, NY 11762, (516) 541-6902, Ann Reilly, executive secretary

**Northern California Turfgrass Council**, P.O. Box 268, Lafayette, CA 94549, (415) 283-6162, Wandra Sarsfield, executive secretary

**North Carolina Turfgrass Council**, P.O. Box 36160, Raleigh, NC 27606, (919) 737-2751, Marcy Hege

**Ohio State University**, 20001 Fyffe Court, Columbus, OH 43210, (614) 422-9775, Dr. Elton Smith

**Ohio Turfgrass Foundation**, Ohio State University, 2021 Coffey Rd., Columbus, OH 43210, (614) 422-2047, Dr. John Street

**Oklahoma State University**, 360 Agricultural Hall, Stillwater, OK

74078, (405) 624-5414, A. Douglas Brede

**Pennsylvania Turfgrass Council**, 412 Blanchard St., Bellefonte, PA 16823, (814) 355-8010, Christine E. King, executive secretary

**Professional Grounds Management Society**, 3701 Old Court Rd., Suite 15, Pikesville, MD 21208, (301) 653-2742, Allan Shulder, executive director

**Professional Lawn Care Association of America**, 1225 Johnson Ferry Rd. NE, Marietta, GA 30067, (404) 977-5222, James R. Brooks, executive director

**Reinders Turf Equipment**, 13400 Watertown Plank Rd., Elm Grove, WI 53122, (414) 786-3163, Ed Devinger

**Rocky Mountain Region Turfgrass Conference**, Colorado State University Department of Horticulture, Shepherdson Hall, Ft. Collins, CO 80523, (303) 491-7070, Dr. Jack Butler

**Southern California Turfgrass Council**, 1000 Concha St., Altadena, CA 91001, (714) 798-1715, Ed McNeill

**Southern Turfgrass Conference**, University of Georgia Coastal Plains Experiment Station, Tifton, GA 31793, (912) 386-3353, Dr. Glenn W. Burton

**Southern Turfgrass Association**, Texas Turfgrass Conference, 3606 Meadow Oaks, Bryan, TX 77802, (409) 846-0360, Shirley Duble, executive secretary

**Southwest Turfgrass Association**, New Mexico State Univ. Agronomy Department, Box 3Q, Las Cruces, NM 88003, (505) 646-3405, Dr. Charles Glover

**Sportsturf Institute**, c/o Cal Poly University, Ornamental Horticulture, 3801 West Temple Ave., Pomona, CA 91768, (714) 598-4168, Dr. Kent Kurtz

**Target Chemical Co.**, 17710 Studebaker Rd., Cerritos, CA 90701

**University of Tennessee**, Department of Ornamental Horticulture, P.O. Box 1071, Knoxville, TN, 37901, (615) 974-7324, Dr. L.M. Callahan

**Turf Seed, Inc.**, P.O. Box 250, Hubbard, OR 97032, (503) 981-9571

**Virginia Polytechnic Institute and State University**, Cooperative Extension Service, Department of Agronomy, 426 Smith Hall, Blacksburg, VA 24061, (703) 961-5797, Dr. John R. Hall III

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# A marketing plan

You can make money—sometimes without a plan. But thoughtful planning of marketing tactics will often result in more sales and more profits.

by Rudd McGary and Ed Wandtke

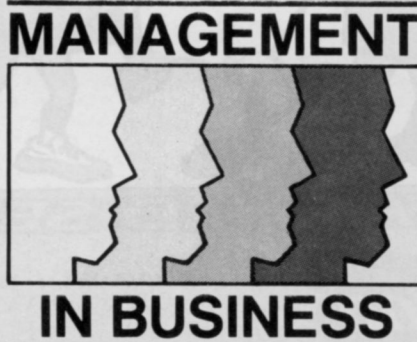
All companies involved in attracting and keeping customers use marketing. That is not an issue. But not every company plans for increased efficiency in its marketing—and more cost effectiveness—by using a marketing mix.

It's not a question of making money; you can do that—without a plan sometimes. It's a question of being able to control the growth of the company with the best possible use of talent and capital. That requires planning, in both landscape maintenance and lawn care operations.

The marketing mix consists of four distinct parts, some of them more important to the green industries, some less so. The four parts are: pricing, promotion, product/service, and physical distribution.

Pricing consists of consumer reaction to an offered price, competitors' pricing, and the profit margin necessary to keep the company operating. If any one of these three parts is ignored in setting prices, the company will suffer.

The physical distribution part of the marketing mix is less of an issue for green industries, unless you consider the your routing as distribution of services. (This is not the standard use of the term physical distribution but can be applied to green industries



in certain cases, if we enlarge the meaning of physical distribution.)

The product/service that is to be delivered is a key to the success of the company. Many companies don't have a clear idea of the real services they offer, at least from the consumer's point of view.

The consumer is the key in an overall marketing system, since he/she will determine if you are going to be in business next week. Therefore, the product/service you are offering should match the consumers' needs, something that is often forgotten in the green industries—particularly those run by managers with strong agronomic backgrounds.

Try defining your service in terms of the consumer instead of an internal image and you will find that all your marketing efforts will be better coordinated and more effective.

The final part of an overall marketing mix is the promotion part, which is often confused with an overall marketing system. "Promotion" generally consists of an advertising, promotion, and personal sales mix designed to get the consumer to a yes/no buying decision.

Some of the marketing practices that used to be standard in the green industries have changed dramatically. The use of direct mail continues, but the return rate is lower than ever before. (Some companies are experiencing .05 percent and less, return

on their mailers.) Advertising done in the Yellow Pages and newspapers is almost always used, but we have found that the ads don't often respond to consumer needs but rather to something dreamed up either by the ad agency or the the owners of the company.

The promotional efforts are often overlooked in this part of the marketing system. Opportunities for free space in newspapers and free time on television that can help the overall marketing effort are very often overlooked by most companies.

The personal sales part of market planning is, to us, the key to a successful marketing plan. All other functions of the system are designed to have a salesperson face-to-face with a consumer who can say yes or no.

Telemarketing is not sales, it is designed to get a measure. Direct mail is not sales, it is designed to get a customer to take a measure. All advertising is designed to get the customers to inquire about your services. Thus you have to have a well-trained sales force which knows how to close a sale when they are in front of a customer.

Thus we see that marketing is an organized system designed to fill consumer needs in exchange for capital.

You can make money in spite of yourself, but as the green industries get more and more competitive, companies that plan their marketing will grow faster than you. You may even find that you can't afford to stay in business because you don't have a large enough customer base to stay open.

The planning of your marketing is going to be one of the major efforts you will make in the upcoming years. If you don't want to grow, or you are satisfied with a shrinking customer base, don't bother to plan your marketing efforts. If you do want to continue to expand your customer base, you must be aware of the different parts of a marketing system and be able to plan for the future.

Someone else is, why not you?

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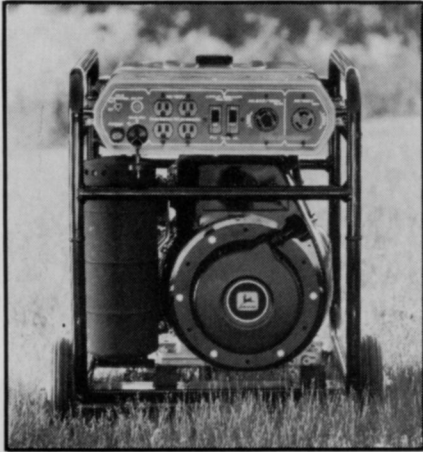
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## Deere unveils three mid-sized generators

John Deere says its three new medium-sized generators are easy to transport and deliver ample output for power tools in the field.

The generators are characterized by their maximum electrical output in starting wattage since some motors need more power to start than they need to continue running.



The model 1800 provides 1,800 starting watts and 1,600 running watts, the model 2300 gives 2,300 starting watts and 2,000 running watts, and the the model 3200 provides 3,200 starting watts and 2,900 running watts. The 1800 and 2300 models are powered by 5-hp engines, the 3,200 with a 7.5-hp powerplant. With a full fuel tank all three operate for about seven to eight hours.

Starting is made easier by choke-assist and automatic compression release. An automatic "low oil" engine shutoff system minimizes risk of overheating the engine.

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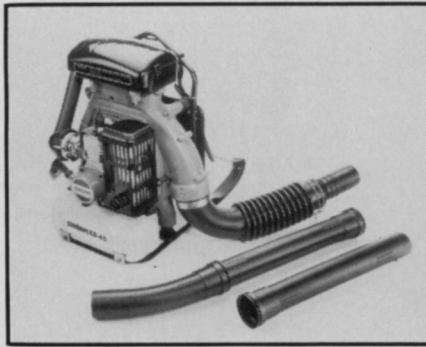
## Backpack blower lightweight, tough

Shindiawa's new backpack blower, the Model EB45, weighs only 21.3 pounds, yet delivers high air velocity and volume to move leaves, dirt, powdered snow, and heavy debris, according to its manufacturer.

The EB45, engineered for user safety and comfort, has a four-point backpack anti-vibration system and a bottom-mounted fuel tank. A muffler guard deflects hot air away from the user. And vertical grooves in the backpack allow air to flow to the operator's back.

The blower also has a carburetor

primer pump and electronic ignition for easy starts.

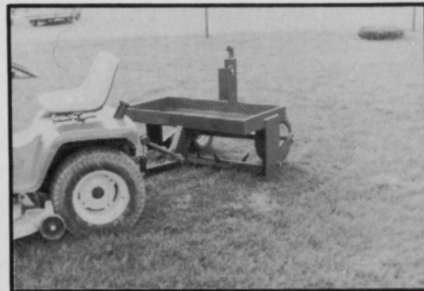


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## Tag model aerator for smaller acreage

Holland Equipment Ltd.'s new tag model turfgrass aerator is the Aer-Way II. It can be used for parks, sports fields, cemeteries, school grounds, estates, and smaller acreages, according to Holland.

The Aer-Way II is equipped with standard wind-down transporter



wheels. It simply attaches to the hitch of any lawn or turf tractor with a minimum of 10 hp.

The unique patented design of the tines fractures the soil and helps natural capillary action.

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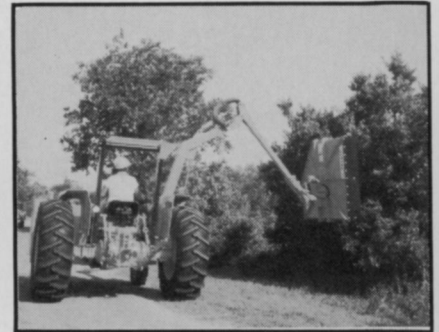
## Three boom mowers keep roadsides clean

The "A" Boom, Flail-Axe and Versa Boom articulated mowers from Terrain King keep roadsides and other public grounds mowed and cleared of overhanging limbs.

The "A" Boom cuts growth up to five inches in diameter and reaches from 17 to 31 feet. The Flail-Axe cuts vegetation high or low, up to four inches in diameter. It reaches out 23 feet. The Versa Boom reaches over 20

feet to cut weeds, brush and trees up to five inches in diameter.

All Terrain King articulated boom mowers transport at legal highway widths.



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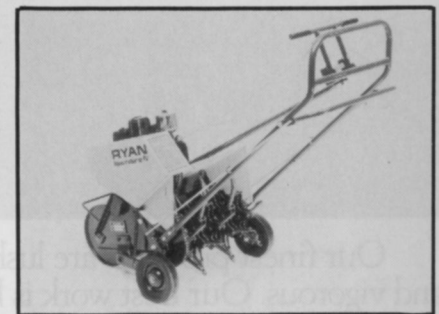
## New Ryan aerator walk-behind model

The Lawnaire IV by the Ryan Division of OMC Lincoln is a walk behind aerator with 3/4-inch coring tines. The tines penetrate 2 1/2 to 3 inches deep. The Lawnaire covers a 19-inch swath and leaves eight holes per sq. ft.

Its manufacturer says it can aerate up to 21,000 sq. feet per hour.

A removable 38-pound steel bar and a 6.6-gallon steel drum which, when filled with water, weighs 50 pounds, gives the operator the right amount of weight for aerating under varied conditions.

The Lawnaire IV also has a spring-loaded handle on the handlebar



which allows a user to aerate to the edge of a shrub or sidewalk. Drop the transport wheels and back the unit up and turn it easily.

The unit is powered by a 3-hp Briggs & Stratton I/C engine. Bearings on the tine wheel shaft and water drum shaft are equipped with grease fittings and protected by felt seals.

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