

**'The best greens I
ever putted on'**

Harry Anderson, Greens Chairman
Wilmington CC, Delaware



David Kroll, CGCS, inspects one of 18 PennLinks greens at Wilmington CC, Delaware

PennLinks creeping bentgrass — working wonders at Wilmington

New bentgrass variety provides a truer putting surface at Wilmington CC.

When David Kroll, CGCS, was dealt the problem of bentgrass

This Wilmington green was seeded in early '60s with poor quality seed fraudulently labeled Penncross. All the greens deteriorated to the point that they had to be entirely renovated.



deterioration on the greens of this prestigious country club, he called in the experts to help. The greens could not be salvaged, so they were treated with methyl bromide and completely re-greened.

Dr. Joe Duich, Penn State University, suggested seeding with a bentgrass coded PSU 126.

Two and a half years later, the greens look great and with PennLinks' more upright growth pattern, putt like a dream. That experimental variety is now named PENNLINKS, and is available in limited quantities.

Available in limited supply this fall in the re-usable 6 gallon "PENN PAIL."

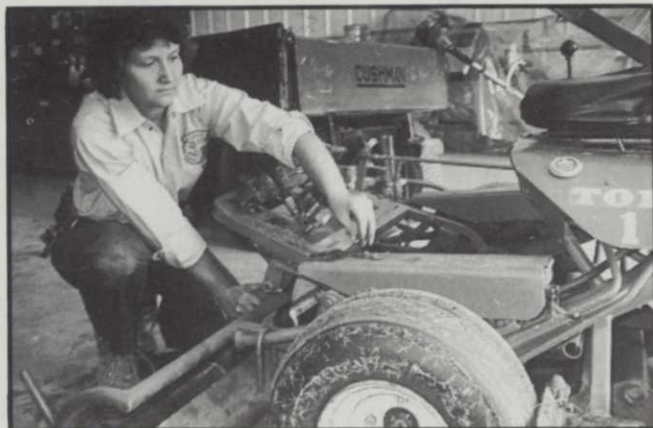


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WEEDS TREES & TURF

The Magazine of **LANDSCAPE MANAGEMENT**



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15 COVER STORY: IT'S NO JOKE

The numbers are growing . . . and women golf course superintendents are not only surviving, but thriving, in what was once considered a man's job.

20 ALL SYSTEMS GREEN

The green industry is growing in all directions. An indication of this positive trend is the magnitude of chemical, equipment and seed purchases. So the state of the green industry is "green and go."

25 GOLF AND TURF CALENDAR

A detailed listing of all the major turf and golf events lined up for calendar 1987.

40 MOTIVATION TIPS

Getting the most out of employees is one key to a successful operation. A salary by itself will not provide the motivation necessary for optimal productivity.

44 THE EUCALYPTUS LONGHORNED BORER

A new insect pest is threatening California's eucalyptus trees. So far, there aren't many solutions to the growing problem.

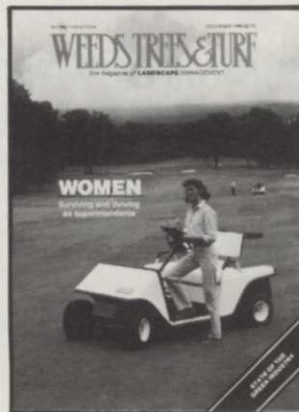


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Model C.B. Silver scans Sleepy Hollow Golf Course in Cleveland, Ohio.



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BPA AIP



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Rolling ads on golf cars?

■ A campaign to place advertising on golf cars has been launched in Florida, Southern California, Arizona and other major golf markets.

The Rollad Corp. of Louisville, Ky., will pay a \$50 a year commission to the fleet owner for each golf car on which ads are placed. Also part of the Rollad plan is the creation of a scholarship program for the junior golfers who help service the Rollad fleet.

The "Rollads" are 8½-inch square all-weather stick-ons which can be peeled off.

"This medium could provide advertisers with one of the longest, most intensive exposure factors in the ad industry, and it provides another source of income for course operators," says Michael A. Cox, a golf industry communications consultant who is assisting the Rollad startup.

In mid-August, the Rollad fleet was at 4500 cars; the company expects to reach 20,000 cars by the end of the year.

Golf course boom to continue

■ Why is the demand for municipal golf courses so strong?

Ken Killian, president of the American Society of Golf Course Architects notes first that, since high interest rates choked development for several years, the country is now "playing catchup" during the current period of lower interest and bond rates.

Even more importantly is the fact that about one-third of the nation's golfers are now women, according to the National Golf Foundation.

Killian also feels that the general trend toward better conditioning and more exercise has helped contribute to the demand for more high-quality golfing facilities. "Also," Killian adds, "there are more people in retirement than ever before, and many of them are avid golfers."

He adds that municipal golf courses no longer are second class citizens in the world of golf. "Some of the best new courses being designed are municipal layouts, and that trend will continue as city and recreation department personnel recognize that courses are appreciated by the general public and generate substantial income," he contends.

Rental equipment more popular

■ Changing conditions in the construction industry will force construction equipment users to take a harder look at equipment rental in the coming decade, says Marv Zoromski of JI Case.

Four major trends will influence the shift, Zoromski says: smaller projects, proposed tax law changes, increased contractor sophistication and increased competition in the rental industry.

WT&T Editorial Staff



Jerry Roche



Heide Aungst

STAFF

Editor

Jerry Roche, Cleveland

Associate Editor

Heide Aungst, Cleveland

Assistant Editor

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Reader Service Manager

Gail Kessler, Duluth

Promotion Director

Linda Winick, Cleveland

OFFICES

ATLANTA

455 East Paces
Ferry Road Suite 324
Atlanta, GA 30305
(404) 233-1817

CLEVELAND

7500 Old Oak Boulevard
Cleveland, OH 44130
Editorial: (216) 243-8100

CHICAGO

111 East Wacker Drive
Chicago, IL 60601
(312) 938-2344

SEATTLE

1333 N.W. Norcross
Seattle, WA 98177
(206) 363-2864

DULUTH

120 West Second Street
Duluth, MN 55802
(218) 723-9200

MARKETING REPRESENTATIVES

Dick Gore

Atlanta (404) 233-1817

Ron Kempner

Atlanta (404) 233-1817

Jon Miducki

Cleveland (216) 243-8100

Robert Mierow

Seattle (206) 363-2864

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Let us send you a sample of Ferromec⁺⁺ so you can see with your own eyes how fast it changes weak-looking dull grass into vibrant, deep-green, healthy-looking grass.



Everett Mealman
President
PBI/Gordon Corporation

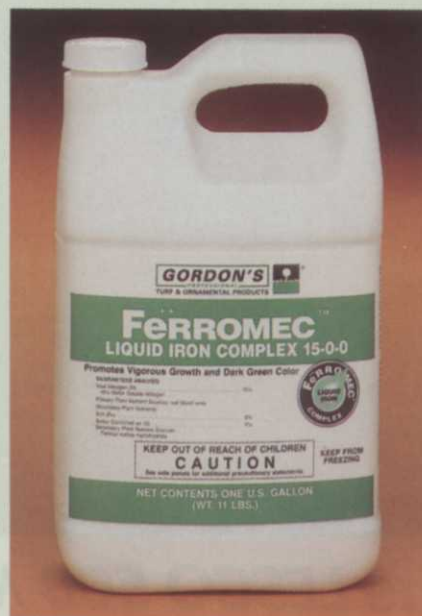
As a professional golf course superintendent or grounds-keeper, you will immediately recognize the significance of what I am about to say . . .

. . . We at PBI/Gordon have been quietly testing our patented Ferromec under a wide variety of growing conditions, and the results are conclusive! . . .

Ferromec will not only deliver rapid and dramatic color responses in turf as a result of foliar intake, but will also deliver a therapeutic dose of iron to the turf through root absorption.

It means that now you can have deep, vibrant, healthy green turf without an unwanted overdose of fertilizer which could lead to all sorts of problems and exposure to disease.

No wonder we are so eager to get a sample of Ferromec in your hands. But, meantime, we urge you to take a minute or so to better understand why iron is such an elusive material, and how



PBI/Gordon has managed to harness it for you.

Ferrous Iron is Very Fragile.

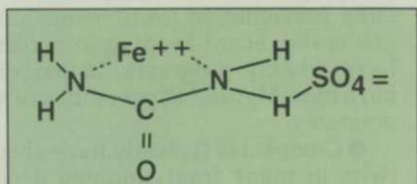
As you know, the basic problem of supplying iron to turfgrass is its fragility in the Ferrous⁺⁺ state. Only Ferrous iron can be utilized by a plant and, *ironically*, almost as soon as Ferrous Sulphate is applied it turns to the non-usable Ferric⁺⁺⁺ state. Once oxidized, the reversal with organic matter acting as a reducing agent is so slow there is a question if it would ever occur.

And thus it is that scientists devised chelating, which is intended to fix the iron molecule in the Ferrous state. If chelating is properly done, it is effective.

Half of this green at Hodge Park Golf Course in Kansas City was sprayed with Ferromec and, within 24 hours, the color change was dramatic. Under normal growing conditions, visual response usually occurs between 8 and 48 hours after application. However, if moisture and temperature extremes exist, the response may be slower. Ferromec is also effective on trees, shrubs and herbaceous plantings.



Iron that Produces Within 24 Hours



This is the molecular structure of Ferromec. Note that ferrous sulphate is bonded to a urea molecule and will remain stable. Ferromec utilizes a recombinant urea process to achieve the unique composition. It is classified as an organometallic compound.

But it is very expensive and so slow to release that it could be many weeks before a treatment of chelated iron could produce a significant color change in the grass.

Ferromec Works Right Now!

At PBI/Gordon we have a patented process of bonding a Ferrous iron molecule to a molecule of urea, which stabilizes the iron in a Ferrous state. Notice the diagram above of the Urea/Ferrous sulphate molecule which is called Ferromec.

Ferromec can be mixed with liquid fertilizer and Super Trimec® broadleaf herbicide, and it will not harm the equipment. The Ferromec is almost immediately assimilated so the color change occurs very rapidly. The Ferromec which reaches the

ground is taken up by the root system because the grass has such a voracious appetite for the nitrogen content of Ferromec.

Neal Howell Can Answer Your Questions about Iron in Turf

Iron is definitely established as an essential micronutrient required by all plants. Yet, the amount required can vary dramatically depending on the pH of the soil, the composition of the fertilizer that is being used and the plant that is being fed.



To help you better understand how to use iron in your turf program, we have brought Neal Howell into the PBI/Gordon organization as Director of Technical Sales Services of Soil Supplements. He is a leading authority on iron and is as near as your telephone when you have questions.

You'll like Neal. He's a *real Iron-man* whose roots go back to the Iron Knights of the "Hell on Wheels" gang of the 2nd Armor Division from Fort Hood (that's General Patton's old bunch).



Ask for Samples of these New Products from PBI/Gordon

Other new products that have been developed and thoroughly tested by PBI/Gordon are Bov-A-Mura®, a patented, natural organic activator that turns thatch into humus; and Transfilm® a patented year-around plant protector that is up to five times more effective in reducing transpiration, and lasts up to twice as long as conventional plant protectors.

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EQUIPMENT

Half of equipment service is in-house

Nearly half of the landscape management companies answering a WEEDS TREES & TURF survey have in-house equipment service technicians. Forty-nine percent said they have service technicians on the payroll. Most of the rest of the companies depend on either commercial service dealers or distributor service departments.

While the Midwest (54 percent) Southeast (54 percent) and Northeast (48 percent) depend most heavily on staff service technicians, the Southwest heavily favors commercial service dealers for maintenance (50 percent).

Other facts revealed by the survey conducted for The Toro Company:

- Seventy-one percent of the re-



spondents provide turf cultivation such as aeration.

- Four out of 10 landscape management companies mow between 50 and 200 acres of turf per year.

- Most common training practices employed are, in order of popularity,

hands-on demonstrations, lectures and a review of the owner's manual.

- Cutting season lengths: 7 months in the Northeast, 7½ months in the Midwest, 9 months in the Southeast, 10 months in the Southwest.

- 34 percent of the companies have daily preventative maintenance programs and record-keeping; 31 percent have weekly programs, 18 percent have monthly, and 17 percent have no programs.

- Companies typically have about twice as many front-mounted decks on riding mowers than center-mounted decks on lawn tractors.

- Price is not the top determining factor in making a purchase—parts availability is.

LAWN CARE

PLCAA not opposed to lawn sign-posting; planning to mount public relations blitz

The Professional Lawn Care Association of America has changed its policy toward lawn care companies which wish to adopt voluntary sign-posting of treated lawns.

The new policy reads:

"The PLCAA believes proper application of labelled pesticides by licensed, trained applicators is the primary issue in ensuring public and employee safety. The association is not opposed to the voluntary posting of lawns after application as a courtesy to customers as notice that an application has been made.

"The association further believes that, if notification of pesticide application is to be required, notification or posting requirements should not single out applications to a particular site such as lawns, or a particular type of applicator such as commercial applicators."

The PLCAA's previous written policy did not condone sign-posting. To make the change was a difficult decision, according to James Wilkinson, PLCAA president.

"The Board of Directors...given the fact that there were a number of companies most likely posting in 1987, decided that we should take a look at that policy," Wilkinson told LCOs at the PLCAA's annual conference last month. "The first thing we felt necessary was to avoid the issues of safety and health. Our policy and feelings are quite strong that the application of pesticides by professionals pose no health, safety or environmental problems whatsoever."

The change was greeted with mixed emotions by PLCAA members attending the conference.

Other "hot" topics covered during the volatile but informative conference included the recent media scare and the possible loss of 2,4-D herbicide from the list of EPA-



approved pesticides.

"The association will develop a pro-active public relations campaign to counter the negative attention that our industry has been receiving," said Wilkinson, referring to a barrage of bad national publicity directed at LCOs in 1986.

Here is the short-term program the PLCAA is implementing:

- reducing data gaps on the pesticides LCOs use;
- making a list of third-party experts the organization can turn to;
- providing "damage control" to LCOs who face local negative publicity;
- putting together a media information kit;
- organizing a "media alert network;"
- sending information to members to help them respond to negative publicity, including a booklet entitled "The News Media's Lawn Care Scare: Fact or Fiction?" and
- establishing industry advisory committees from manufacturers.

Because the costs of warding off negative newspaper articles and radio and television programs is running to \$6,000 per month, the PLCAA will solicit extra funds. The organization is asking for voluntary contributions from manufacturers and is assessing the membership quarterly. Member donations in 1987 will be a minimum of \$100 for the smallest companies to a maximum of \$1500 for the largest companies.

The seventh annual convention and trade show broke all records for number of exhibitors and attendance. More than 1700 LCOs visited Baltimore for the event.



Roadside officers

Bill Johnson (right), state landscape engineer for the North Carolina Department of Transportation, is the new president of the National Roadside Vegetation Management Association (NRVMA). Elected as vice-president at the annual meeting in St. Louis was Carl B. Wills (center), roadside environment state administrator for the Kentucky D.O.T. Re-elected as secretary/treasurer was Larry Munzenmaier (left), Du Pont sales representative.

INDUSTRY

Buy-outs, mergers affect green industry suppliers

Within the last several months, major shufflings have taken place among green industry suppliers.

Hoechst A.G. of West Germany acquired New York-based Celanese Corp. for \$2.84 billion, a merger which forms the world's largest chemical company.

Celanese and Hoechst together had 1985 sales of \$17.6 billion, which puts them ahead of Du Pont, which reported sales of \$16.6 billion last year.

Hoechst manufactures Acclaim, a post-emergence herbicide, for which registration is pending. The company also makes Trevira, a nonwoven polyester fabric used by Warren's in its Terrabond landscape fabric.

Lesco, Inc. of Rocky River, Ohio

has acquired Groves Industries, Inc. of Elyria, Ohio. Groves Industries works in precision machining, manufacturing, fabrication, painting and finishing.

"Groves is an important supplier to Lesco of various precision parts used in our greensmower and will expand into production of components for other turf care equipment which we manufacture and market," says Jim FitzGibbon, chairman of Lesco.

Steven Groves, former president of Groves Industries has joined Lesco as vice president, manufacturing.

The Alamo Group of Seguin, Texas has purchased the BMB Company of Holton, Kan. Alamo Group completed

continued on page 11

Chemical spills are one of the landscape manager's biggest fears. But pesticide expert Phil Catron says such spills can be avoided.

Catron told the Florida Turfgrass Conference causes of vehicular accidents:

- excessive speed;
- following too closely;
- not keeping your eyes on the road; and
- backing.

Catron says 90 percent of all accidents occur because of improper backing.

He defines proper backing of a tanker:

1. Check all mirrors.
2. Walk around the truck before backing.
3. Don't back up, if it can be avoided; drive around the block.
4. If people are in the truck with you, have them get out and watch you back up.

Tanker characteristics—height and weight—play a role in accidents. A tanker is most dangerous, Catron warns, when it is half full because of the shiftable fluid load.

Even with these safety precautions, accidents can happen, in which case Catron advises:

1. Save people first.
2. Contain the spill. If the spill is small, use kitty litter to absorb it. Keep the kitty litter in a plastic garbage bag and dispose of it in an approved landfill.

Lesco's Hazorb pillows are even better than kitty litter. The pillows should be carried in the truck.

If the spill is large, dike it up, using all available resources.

3. Notify your employer. He or she can dispatch help.

4. Always carry a registration sheet in your truck, telling what chemical you are carrying and its EPA registration number.

5. Have a list of emergency phone numbers readily available in case the accident leaves the driver unconscious.

Finally, Catron notes, keep an emergency plan outlined for your employees with the proper accident procedures listed.

"1-2-3," a column describing pesticide safety "by the numbers" is a regular feature of WT&T.



Landscape Exposition

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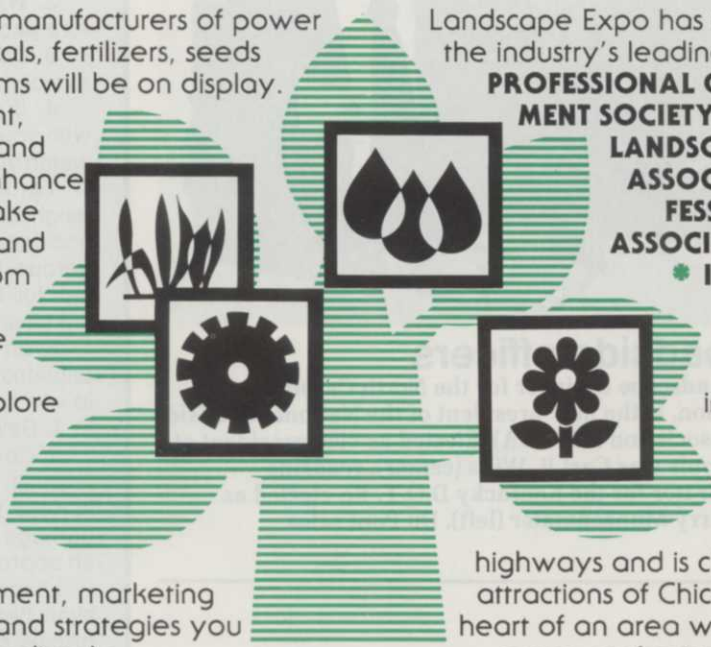
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