

**'The best greens I
ever putt 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.

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A WORD FROM THE PUBLISHER...



We are pleased to announce that, with this issue, Weeds Trees & Turf becomes LANDSCAPE MANAGEMENT.

The new name culminates several years of investment in editorial, circulation and market research which have resulted in numerous editorial awards and unprecedented ad growth.

Setting new publishing trends has become a routine part of our history since the magazine was introduced as the first national landscape monthly 25 years ago. A few landmarks:

**We identified lawn care as an emerging market and published the first magazine for that industry in 1977.

**We have published innovative product and market guides since 1978.

**We sponsored the first all-encompassing annual trade show in the field, Landscape Expo, in 1986.

Today, our readers spend more than \$2 billion every year on chemicals, equipment and seed for their business activities. These landscape managers are better educated than ever. But they face more complex management demands.

For this reason, and others, the majority of our readers tell us that they prefer LANDSCAPE MANAGEMENT over any other possible name for their trade magazine.

The new name better aligns our magazine with the present, and opens exciting avenues of future service. LANDSCAPE MANAGEMENT hopes to continue to merit your confidence as the fastest growing magazine in the industry.

A handwritten signature in dark ink that reads "Richard A. Gore". The signature is written in a cursive, slightly slanted style.

Richard A. Gore
Publisher



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LANDSCAPE MANAGEMENT

Formerly WEEDS TREES & TURF



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If your pre-emergence weed control didn't work, here's a guide to the post-emergent choices.

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Green industry consultants come in all shapes and sizes. Whether you're in the private or public sector, a landscape contractor or a golf course superintendent, you might need one some day.

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Planting flowers doesn't have to be boring. Creativity and color can liven up any landscape.

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As the landscape management market grows more competitive, companies need to gather more information to stay alive. Here are some points not to be overlooked.

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The landscape manager at a Ford Motor Company office is an advocate of 'integrated' pest management, 'integrating' enough herbicides and insecticides to do the job.



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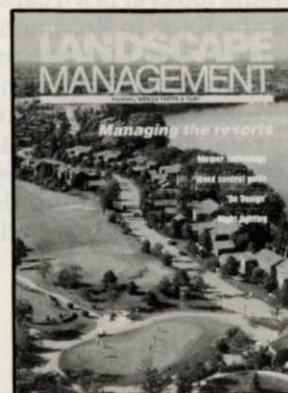
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Cover photo courtesy of Lake Barrington Shores

LANDSCAPE MANAGEMENT, formerly 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 455 East Paces Ferry Road, Suite 324, Atlanta, Georgia 30305. Accounting, Advertising Production and Circulation offices: 1 East First Street, Duluth, Minnesota 55802. Subscription rates: \$25 per year in the United States; \$35 per year in Canada. All other countries: \$70 per year. Single copies (pre-paid only): \$2.50 in the U.S.; \$4.50 in Canada; elsewhere \$8.00; add \$3.00 for shipping and handling per order. Second class postage paid at Duluth, Minnesota 55806 and additional mailing offices. Copyright © 1987 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.

POSTMASTER: Send address changes to LANDSCAPE MANAGEMENT, P.O. Box 6198, Duluth, Minnesota 55806-9898.

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What the golfer looks for

■ Golf course superintendents do not agree on just what a golfer is looking for in a course. What they do know is how to give the golfer what they think he wants.

"There are no tricks," says Mike McBride of Muirfield Village Golf Course, Dublin, Ohio. "It's just important that the members of your staff understand the goals you're trying to attain, and they all take pride in the work and seeing the golf course at a high standard."

McBride is constantly changing the course's design. "There's always room for improvement," he observes.

Bob Alonzi of Winged Foot Golf Club, Mamaroneck, N.Y. thinks golfers look for three things: fast and true greens, tight fairways and a challenging course.

"Each year, golfers have increased their demand because they're improving," he says. "Great players want to play on a higher quality turf."

Adds Richard Valentine of Merion Golf Club, Ardmore, Pa.: "Challenge is the big thing. When the golfer is rewarded, it keeps his interest in the course."

Inarguably one of the most popular courses in the country is Pebble Beach (Golf Links), Pebble Beach, Calif., where Larry Norman thinks aesthetics is the key.

"A golfer is looking for the combination of the best possible course and landscape," he says. "They like for the environment to be as pleasing as possible."

In the Sun Belt, however, where so many golfers are transplanted northerners, things might be a little different. According to Bill Whitaker of Seminole Golf Club, North Palm Beach, Calif., "golfers want conditions similar to the clubs they're accustomed to."

Another round with the media?

■ The bad publicity the lawn care industry received last year will not abate for a while yet, says Elliot Maras, editor of *Lawn Care Industry*.

"The media looks at lawn care as a new story," he told people at the Landscape Expo in Rosemont, Ill. "It's not looked upon as old news yet, and it won't for two or three more years."

Maras recommends that lawn care operators set up local organizations to designate local spokespersons for the industry, and to frequently refer questions to qualified researchers. "The industry has to have scientific people speak on its behalf," he said. "Too many lawn care people think that what the company president has to say is enough for the media—but it's not."

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GREEN INDUSTRY NEWS

CONVENTIONS

GCSAA breaks all kinds of size records

The Golf Course Superintendents Association of America Conference and Trade Show continued its growth trend with this year's show.

The 1987 show broke all existing records, attracting 12,588 attendees who viewed exhibits from 331 exhibitors, including new exhibitors. Exhibits covered 108,500 square feet of exhibit space. Among the exhibits were 81 exhibitors new to the show.

The traditional ribbon-cutting ceremony was held by the Board of Directors Saturday. Some rainy weather later that day, January 31, kept many of the conference visitors of the golf course and on the trade show floor, making for quite a few happy exhibitors.

Attendees voiced praise for 29 educational seminars presented by 44 instructors. Almost 400 hours of education were offered, including seven new seminars.

Educational programs were also conducted by the USGA Green Section, the American Society of Golf Course Architects, the National Golf Foundation and the Sports Turf Managers Association.

Elected as GCSAA officers were Donald Hearn, presi-



GCSAA show sets record with 331 exhibitors, 12,588 attendees.

dent; John Segui, vice president; Stephen Cadenelli and Randy Nichols, directors. Dennis Lyon was appointed secretary/treasurer.

On hand to present programs and/or awards were pro football Hall of Famer Bart Starr, Marie Osmond and the Osmond Brothers, and NBC sports commentator Jay Randolph, who presented the "Old Tom Morris" award (see "golf notes").

CONVENTIONS

Inventor honored by Jake

The late Lawrence L. Lloyd, past GCSAA member and inventor of the Turf Groomer greens conditioner, was posthumously honored by Jacobsen at a special reception held during the GCSAA Conference and Trade Show.

A plaque picturing the Turf Groomer and commemorating its inventor was presented to his wife Barbara by Jacobsen president John R. Dwyer Jr.

"Very few people succeed in following through with all of the steps that are so crucial to the development of a new product," Dwyer observed.



Barbara Lloyd (left) honored by John R. Dwyer Jr. of Jacobsen.

"We are gathered here today to honor one man who did succeed."

Mrs. Lloyd said she wasn't surprised when her late husband finally perfected a saleable product. "He didn't finish the 10th grade, but machine-wise, he was very good," she noted. "He worked during the day, and then worked on the Turf Groomer

weekends and nights."

The Turf Groomer is a machine that slows thatch build-up, improves green speed and reduces grain while promoting a healthier, more consistent putting surface.

Golf notes

Several awards were presented at the GCSAA Convention and Trade Show in January:

● NBC commentator Jay Randolph presented the GCSAA's highest honor, the "Old Tom Morris" award, to Robert Trent Jones Sr. Opined Jones: "The design of courses will be hurt tremendously if they don't do something about the ball. It's too hot (long) nowadays. These guys are driving past the natural and designed obstacles that make skill part of golf."

● GCSAA president Riley Stottern presented the association's prestigious Distinguished Service Award to Dr. James Love of Wisconsin and David Gourlay Sr. of Canada.

● Stottern also presented the Leo Feser Award to David Harmon, superintendent at the Golden Horseshoe Golf Club in Williamsburg, Pa. for his contribution to *Golf Course Management* magazine.

Winning supers in Jacobsen's Grand Prize Drawing:

● Donald Silven of Warwick Country Club in Rhode Island won a 27-inch Sony Triniton television.

● Tim Sedgley of Saticoy Country Club in California, Dexter Holtberg of Hilands Golf Club in Montana and Jonathan Peck of Los Angeles Country Club all won 19-inch Trinitons.

Seed Research of Oregon recognized Dr. Richard Skogley, David Fleming and The Terre Company.

Skogley of the University of Rhode Island was recognized for excellence in turf research, Fleming of Singing Hills Country Club in California for top superintendent and Terre of New Jersey for marketing excellence.

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