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TURF CALENDAR

JANUARY

3-5—Kansas Association of Nurserymen Winter Meeting. Kansas City, MO. Contact: John Tonkin, 5530 W. 19th St., Topeka, KS 66604; (913) 272-6437.

4-6—Maryland Turfgrass '88. Maryland Turfgrass Council. Festival Hall, Baltimore, MD. Contact: Cheryl A. Gaultney, P.O. Box 223, White Marsh, MD 21162; (301) 335-3700 or Dr. Thomas Turner, Dept. of Agronomy, University of Maryland, College Park, MD 20742; (301) 454-3716.

4-8—Mississippi Turfgrass Short Course. Bost Extension Center, Mississippi State, MS. Contact: G. Euel Coats, MTA, P.O. Drawer PG, Mississippi State, MS 39762; (601) 325-3138.

5-7—Illinois Landscape Contractors Association Winter Design Seminar. Oak Meadows Country Club, Addison, IL. Contact: Pat Cassidy, 2200 S. Main St., Lombard, IL 60134; (312) 932-8443.

5-7—Indiana Association of Nurserymen Annual Winter Conference. Adam's Mark Hotel, Indianapolis, IN. Contact: Philip Carpenter, 202E 650N, West Lafayette, IN 47906; (317) 497-1100.

5-8—Eastern Regional Nurserymen's Association Annual Convention and Trade Show. Concord Resort Hotel, Kiamesha Lake, NY. Contact: Larry Carville, 24 West Rd., Suite 53, Vernon, CT 06066; (203) 872-2095.

6-8—26th Annual North Carolina Turfgrass Conference & Exhibit. Winston-Salem, NC. Contact: A.H. Bruneau, Box 7620, NC State, Raleigh, NC 27695-7620; (919) 737-2326 or R.H. Robertson, P.O. Box 5395, Cary, NC 27511; (919) 467-1162.

6-8—42nd Annual Meeting, Northeastern Weed Science Society. Sheraton Hartford Hotel, Hartford, CT. Contact: Richard A. Ashley, Dept. of Plant Science, U-67, University of Connecticut, Storrs, CT 06268; (203) 486-3435.

6-9—Grower Expo '88. Pheasant Run Resort, St. Charles, IL. Contact: Kathy Wootton, P.O. Box 501, West Chicago, IL 60185; (312) 293-5020.

7—New York State Nurserymen's Association Annual Meeting. Concord Hotel, Kiamesha Lake, NY. Contact: Margaret Herbst, 310 Madison Ave., New York, NY 10017; (212) 697-2752.

7, 14, 21—Topics in Landscape Management. Loree Building, Cook College, Rutgers University New Brunswick NJ. Contact: Jim Morris, (201) 932-9721.

7-8—1988 New Hampshire Turf Conference. The Center of New Hampshire Holiday Inn, Manchester, NH. Contact: Dr. John R. Roberts, Dept. of Plant Science, Nesmith Hall, UNH, Durham, NH 03824-3597; (603) 862-3202 or Mark Taylor, P.O. Box 250, Haverhill, MA 01830; (617) 374-0581.

7-8—Kentucky Shade Tree & Nurserymen's Annual Trade Show. Executive Inn West, Louisville, KY. Contact: Larry Lose, 10105 After Rd., Louisville, KY; (502) 245-4036 or Lee Squires, 701 Baxter Ave., Louisville, KY 40204; (502) 451-5630.

7-9—Washington State Nurserymen's Association Annual Convention. Towne Plaza Hotel, Yakima, WA. Contact: Mar-

garet Schlosser, WSNA, P.O. Box 670, Sumner, WA 98390; (206) 863-4482.

9-10—LAN-MNA Educational Winter Seminar. Coliseum Ramada Inn, Jackson, MS. Contact: David Tatum, P.O. Box 5207, Mississippi State, MS 39762; (601) 325-7771.

10-14—Advanced Landscape Plant I.P.M. Short Course. Entomology Department, University of Maryland, College Park, MD. Contact: Dr. John Davidson, Entomology Dept., University of Maryland, College Park, MD 20742; (301) 454-7121.

10-12—Minnesota Nurserymen's Annual Convention & Trade Show. Hyatt Regency Hotel, Minneapolis, MN. Contact: Jim & Gen McCarthy or Larry Pfarr, P.O. Box 13307, St. Paul, MN 55113; (612) 633-4987.

11-12—Associated Landscape Contractors of Massachusetts Short Course. Mass. Bay Community College, Wellesley, MA. Contact: Virginia Wood, 1357 Washington St., W. Newton, MA 02165; (617) 964-0452.

11-13—Mid-Atlantic Nurserymen's Trade Show. Baltimore, MD. Contact: Mid-Atlantic Nurserymen's Trade Show, P.O. Box 314, Perry Hall, MD 21128; (301) 256-6474.

11-14—Michigan Association of Nurserymen Annual Convention & Trade Show. Lansing, MI. Contact: Richard Seely, 500 N. Homer, Suite 201, Lansing, MI 48912; (517) 337-1796.

11-15—Cornell Turfgrass Short Course. Cornell University, Ithaca, NY. Contact: Joann Gruttadaurio 20 Plant Science Building, Cornell University, Ithaca, NY 14853; (607) 255-1792.

11-15—Advanced Technical Arboriculture Course. Washington, D.C. Contact: Dr. Tom Smiley or Dr. Ken Miller at (304) 876-6595 or (800) 622-2562.

12—Perennial Plant Selection and Design. Elyria, Ohio. Contact: Charles Behnke, Lorain County Cooperative Extension Service, 1575 Lowell St., Elyria, OH 44035; (216) 322-0127.

12-13—Rhode Island Nurserymen's Association Short Course and Annual Meeting. Sheraton Islander Inn, Newport, RI. Contact: Marlene Franklin, P.O. Box 99, Kingston, RI 02881; (401) 789-6481.

12-13—Tidewater Professional Horticulture Conference & Trade Show. Pavilion Conference Center, Virginia Beach, VA. Contact: Beth Wright, P.O. Box 6291, Virginia Beach, VA 23456.

12-14—Pacific Coast Nursery Industry Seminar. San Luis Obispo, CA. Contact: Elaine Thompson, 1419 21st St., Sacramento, CA 95814; (916) 448-2881 or (800) 752-6822 or Jack Wick, 1419 21st St., Sacramento, CA 95814; (916) 448-2881.

13-14—24th Annual North Carolina Irrigation Conference. McKimmon Center, North Carolina State University, Raleigh, NC. Contact: Ronald Sneed, Box 7625, NC State University, Raleigh, NC 27685; (919) 737-2675.

13-15—Intermountain Horticultural Trade Show. Dixie Center, St. George, UT. Contact: George S. Hoar, 3500 S. 900 East, Salt Lake City, UT 84106; (801) 487-4131.

13-15—Eastern Pennsylvania Conference and Trade Show. Valley Forge Convention & Exhibit Center, King of Prussia, PA. Contact: Thomas Watschke, Department of

Agronomy, 16 Tyson Building, University Park, PA 16802; (814) 863-1613.

14-15—Landscape Estimating Workshop. Akron, OH (other 1988 dates in cities including Dallas, Portland, Chicago, Washington D.C. & New York). Contact: Vander Kooi & Associates, P.O. Box 621414, Littleton, CO 80162; (303) 697-6467.

14-15—Rocky Mountain Regional Turf Conference. Lory Student Center, Colorado State University, Fort Collins, CO. Contact: Dr. K.M. Brink, Dept. of Horticulture, Colorado State University, Ft. Collins, CO 80523; (303) 491-7018.

14-16—Georgia-South Carolina Nursery Association Trade Show & Short Course. Civic Center, Savannah, GA. Contact: Jake Tringa, 190 Spring Tree Rd., Athens, GA 30602 or Sherry Phillips, 103 Layle Lane, Watkinsville, GA 30677; (404) 769-8255.

15-17—Arkansas Nurserymen's Association Annual Conference. Excelsior Hotel, Little Rock, AR. Contact: Jerry Russell, P.O. Box 55295, Little Rock, AR 72225; (501) 225-0029 or Faith Welshans, 11473 Southridge, Little Rock, AR 72225.

15-17—Florida World Foliage Association & Foliage Foundation. Orlando, FL. Contact: Ann King or Betty Briggs, P.O. Box 2208, Apopka, FL 32704; (305) 886-1036.

15-17—Mid-Am Horticulture Trade Show. Hyatt Regency, Chicago, IL. Contact: Donn W. Sanford, CAE 4300-L Lincoln Ave., Rolling Meadows, IL 60008; (312) 359-8160.

17-20—40th Annual California Weed Conference. Red Lion Inn, Sacramento, CA. Contact: Stanley Walton, P.O. Box 3021, El Macero, CA 95618; (916) 756-0123.

18-20—58th Annual Michigan Turfgrass Conference. Clarion Convention Center, Lansing, MI. Contact: P.E. Rieke, Crop & Soil Sciences, Michigan State University, E. Lansing, MI 48824; (517) 355-0266 or M.T. McElroy, (517) 353-9022.

18-20—Cornell Turfgrass Short Course. Cornell University, Ithaca, NY. Contact: Joann Gruttadaurio 20 Plant Science Building, Cornell University, Ithaca, NY 14853; (607) 255-1792.

19—New York Professional Turf and Landscape Conference. Yonkers Raceway, Yonkers, NY. Contact: John Cockerill, 475 Central Ave., White Plains, NY 10606; (914) 428-6443.

19-20—Delaware Horticultural Industry Expo. Sheraton Inn, Dover, DE. Contact: Susan Barton, Townsend Hall, University of Delaware, Newark, DE 19717-1303; (302) 451-2532.

19-21—3rd Annual North Central Turfgrass Conference & Trade Show. Holiday Inn, Bismarck, ND. Contact: Kevin Stayton, Box 7262, Bismarck, ND 58502; (701) 224-1517.

19-21—Illinois Landscape Contractors Association Winter Business and Technical Seminar. Oak Meadow Country Club, Addison, Ill. Contact: Pat Cassidy, 2200 S. Main St., Lombard, IL 60134; (312) 932-8443.

19-21—New Jersey Association of Nurserymen Annual Educational Session. Hyatt Regency, Princeton, NJ. Contact: S. Howard Davis, Building A, Suite 3, 65 S.

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TURF CALENDAR

Main St., Pennington, NJ. 08534; (609) 737-0890.

19-21—Landscape Ontario Horticultural Trade Association Congress '88. Sheraton Centre, Toronto, Canada. Contact: JoAnne Willetts, 1293 Matheson Boulevard, Mississauga, Ontario L4W 1R1; (416) 629-1184.

19-21—28th Virginia Turfgrass Conference & Trade Show. Richmond, VA. Contact: Katherine T. Martin, P.O. Box 527, Richmond, VA 23204; (804) 353-8699 or J.R. Hall III, Agronomy Dept., Virginia Tech, Blacksburg, VA 24061; (703) 961-5797.

20-22—Iowa Nurserymen's Association Convention & Trade Show. Des Moines Convention Center, Des Moines, IA. Contact: Marge LePorte, 7261 N.W. 21st St., Ankeny, IA 50021; (515) 289-1790.

20-22—Tennessee Nursery Short Course. Maxwell House Hotel, Nashville, TN. Contact: Dr. Ken Tilt, U.T. Box 1071, Knoxville, TN 37901-1071; (615) 974-1840.

20-23—Texas Association of Nurserymen Convention. Hyatt Hotel, Fort Worth, TX. Contact: B.R. Fullingim, 7730 South IH-35, Austin, TX 78745-6621; (512) 280-5182.

20, 27 (also dates in Feb.) Estimating Residential & Commercial Landscape Proposals. Extension Conference Center, Cook College, Rutgers University New Brunswick, NJ. Contact: Jim Morris (201) 932-9271.

21-22—Shade Tree Conference. Kansas Arborists Association. Manhattan Holiday Inn, Manhattan, KS. Contact: Charles Long, Waters Hall, Kansas State University, Manhattan, KS 66506; (913) 532-6170.

21-22—Think Trees. Albuquerque Parks & Recreation Dept. Albuquerque, NM. Contact: Robert Cox, 620 Lomas S.W., Albuquerque, NM 87102; (505) 243-1386.

21-23—Tropical Plant Industry Exhibition. Coconut Grove Exhibition Center, Miami, FL. Contact: TPIE, 5401 Kirkman Rd., Suite 650, Orlando, FL 32819; (305) 345-8137.

22—National Council for Interior Horticultural Certification Exam. TPIE Convention Coconut Grove, Miami, FL. Contact: Norma A. Gammon, 115 Abbot St., Andover, MA 01810; (617) 475-9417.

22—Western Chapter, International Society of Arboriculture Educational Meeting. Kellogg West, Cal Poly State University, Pomona, Calif. Contact: Denise Froehlich, P.O. Box 424, St. Helena, CA 94574; (707) 963-7578.

24-29—Institute for Facilities Management. Association of Physical Plant Administrators, Hotel El Rancho, Sacramento, Calif. Contact: Diana Tringali, 1446 Duke St., Alexandria, VA 22314; (703) 684-1446.

25-28—Central Environmental Nursery Trade Show (CENTS) & Ohio State Nursery Short Course. The Ohio Center, Columbus, OH. Contact: Bill Stanten, 2021 E. Dublin-Granville Rd., Columbus, OH 43229; (614) 431-2452.

26-28—Iowa Turfgrass Conference & Show. Des Moines Convention Center, Des Moines, IA. Contact: Dr. Michael Agnew, 105 Horticulture Building, Iowa State University, Ames, IA 50011; (515) 294-1870.

27-29—International Society of Arboriculture Midwest Chapter Conference. Holiday Inn Westport, St. Louis, MO. Contact: James Rocca, Conservation Dept., P.O. Box 180, Jefferson City, MO 65102, (314) 751-4115.

28—Southern California Spring Horticultural Trade Show. Los Angeles County Fairplex, Pomona, CA. Contact: Richard Staples, 3136 Root Ave., Carmichael, CA 95608; (916) 488-6434.

28—65th Annual Meeting, Connecticut Tree Protective Association. Aqua-Turf, Plantsville, CT. Contact: CTPA, P.O. Box 344, New Haven, CT 06513-0344; (203) 467-5600 or (914) 428-6700.

28—Western Cemetery Alliance Board of Directors Meeting. Coeur d'Alene Resort, ID. Contact: James A. Lahey, 1107 Ninth St., Suite 860, Sacramento, CA 95814; (916) 441-4533.

28-29—New Jersey Chapter American Society of Landscape Architects Annual Meeting. Resorts Casino-Hotel, Atlantic City, NJ. Contact: Richard Bartolone, Roger Wells Inc., 132 Haddon Ave., Haddonfield, NJ 08033; (609) 429-1577.

28-29—Horticulture Industries Show. Tulsa Convention Center, Tulsa, OK. Contact: Dr. Mike Kenna, Oklahoma State University, Stillwater, OK 74078-0481; (405) 624-5419.

31-Feb. 2—Empire State Annual Tree Conference. Westchester Marriott, Tarrytown, NY. Contact: Mary Drake, NYSAA, 108 Ruskin Ave., Syracuse, NY 13207; (315) 472-2085.

31-Feb. 3—33rd Annual Southwest Park & Recreation Training Institute. Lake Texoma Lodge, Kingston, OK. Contact: Max Robertson, Parks & Recreation, P.O. Box 2570, Waco, TX 76702-2570; (817) 753-0222.

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SOURCES OF CAPITAL

Over-extended in your loans from conventional sources of capital?

You may want to try secondary sources—
but not without first understanding the criteria for borrowing.

by Rudd McGary and Ed Wandtke

In this era of ever-changing opportunities, it is essential for growing companies in the green industry to know where to secure capital and what it will cost.

Sources of capital willing to invest in service companies in general—and in the green industries in particular—are evident by the large number of acquisitions taking place in lawn care today. This is but an example of the belief by other companies not currently in the industry that a significant return on their investment is available by operating a successful lawn care company.

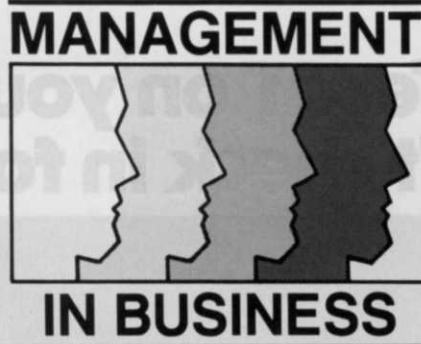
If you haven't been developing a capital source for your firm, where can you turn?

Conventional source

Conventional financing sources of capital are: your banker, a secured loan from the state in which you operate your company, or one of the various federal financing sources available in your community. In many cases, conventional financing is not available to companies already over-extended in these sources. An alternative is to turn to another group of financing sources.

Secondary sources

Literally hundreds of secondary sources of capital are located all around the country. Some of them



limit their investments to specific industries. Some differentiate their investment criteria by some specific business interest in which they have some expertise.

These sources of capital are known as "venture capital companies" or as "small business investment companies" (SBICs). These companies often cover many business areas and their financing ranges from \$100,000 to over \$1,800,000.

Many of these firms lend and invest in secondary mortgages or subordinated debt, with a warrant to purchase shares of a company at a certain price at a future fixed date. If your business is already highly leveraged (high debt-to-equity ratio), and you can't borrow conventionally, you may wish to contact one of the firms who operate in your market area.

You should know of two operating issues when you deal with these capital sources.

1. When they invest in a company they oversee their investment by becoming a member of the board of directors with the authority of a majority owner of the company.

2. They will require regular management reports, monthly financial statements, and access to all operating results of the company as the reports are generated. They may even require the owner to send a narrative with the reports to help them interpret and understand what the reports are telling the company's management.

The need to secure funds from these secondary sources of capital may be a sudden opportunity, or the occurrence of an unforeseen circum-

stance. Whatever the reason, the following is a list of ideas that will help you to raise the capital.

- Determine the amount of funds you will need. Then add 25 to 30 percent as a cushion.

- Document your capital requirements by preparing a monthly cash flow projection for the first year's use of the funds. Then prepare a monthly projection for the next year or two to demonstrate the probable repayment plan.

- Prepare monthly profit-and-loss statements and balance sheets for the same period for which the cash flow is prepared.

- Develop a one-page summary of your business detailing its history and concept.

- Provide additional information such as: past three years' financials, a brief profile of the management, and advertising brochures that you are using.

- Plan on sending your proposal to between four and 10 firms which lend funds in your market.

- Check with your accountant and lawyer before you send out any information on the company. You must be certain you have represented the company fairly and are not in violation of any federal or state security laws.

- One week after sending the package out to prospective investors, call to confirm that the material was received and is in the hands of the appropriate individual in the firms.

- Follow up in another one to two weeks for any preliminary interest or additional action.

Summary

It is important to identify the need for capital and then to quickly identify those investors who would be interested in your opportunity. Within 30 days after contacting the capital markets you should have enough feedback as to whether there is any interest in your proposal. Make sure your proposal to potential investors is succinct and framed in such a manner that the investor can make a decision—either yes or no.



Wandtke and McGary are senior consultants with All-Green Management Associates in Columbus, Ohio. Dr. McGary focuses on marketing and management issues. Wandtke focuses on operations and financial questions.

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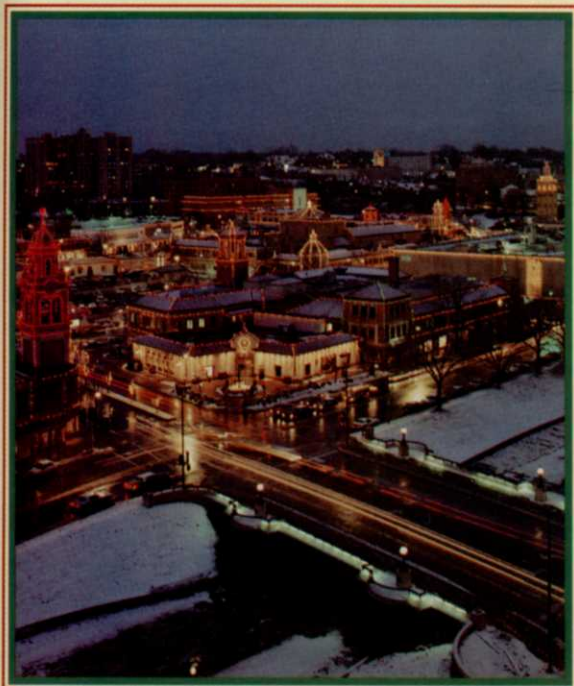



Season


by Heide Aungst, managing editor



Perhaps the display which best reflects Yuletide tradition is the one viewed by millions at Rockefeller Center in New York City. The Center starts preparing for the holidays as early as August each year. For more than 50 years, New York has launched the Christmas season with the lighting of the giant evergreen on Rockefeller Plaza. The tree comes from places throughout the country each year. Pictured here is a Norway spruce (right) decorated with more than 18,000 multi-colored lights set on five miles of wire. The trumpeting angels (right) in the Channel Gardens, designed by Valerie Clarebout, is another signature of the season. White lights on the *ilex glabra* and junipers (right) highlight the plants in the angel display. The Exxon Building lights up its Douglas fir with multi-colored lights (above) while white lights highlight the shrubs. Of course, visitors to the Big Apple will also want to watch in the ice skaters at the famous Rockefeller rink. 




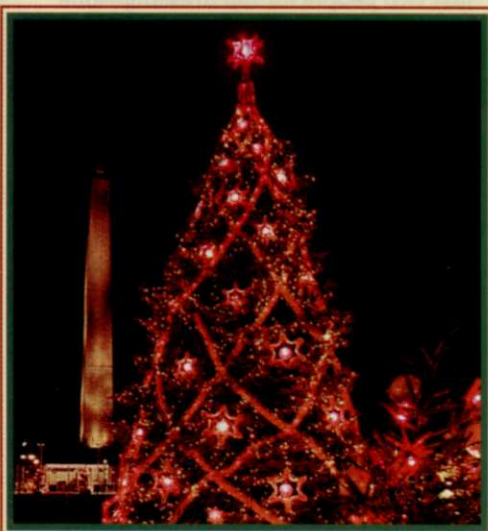
People come from all over the world to view the annual Thanksgiving Day lighting of Country Club Plaza in Kansas City, Mo. Forty-seven miles of lights (that's 155,000 bulbs!) brighten the more than 60 acres of buildings and landscape. The plaza is the oldest planned suburban shopping center in the country. Most of the buildings in the area are owned and run by the J.C. Nichols Co. The Mill Creek Building (two-story building in the center of the photo) was the first store in the area, built in 1922. Three years later one string of lights decorated the building, a tradition that has expanded and grown during the past 57 Christmas seasons. Today, the one-story addition to the Mill Creek building houses Gerhardt furs. Red lights highlight the Giralda Tower (left side of photo). White lights decorate many of the Bradford pear trees which line the plaza's streets. Although snow covers most of the bluegrass/ryegrass turf here, the park areas are highly managed by Rosehills Garden Inc. "The plaza is my baby," says Everett Asjes, Jr., former president of Rosehills. "I still advise on it. It's a really beautiful area." Rosehills has managed the plaza's landscape for 20 years. The highlight after the Christmas lights is watching the more than 25,000 tulip bulbs bloom in the spring. 

The National Christmas tree is the focal point of the annual Pageant of Peace in Washington, D.C. Frank LaGuisa of General Electric designs the lighting for the tree each year. The tree is chosen from various locations throughout the country. In this design (below), LaGuisa chose large lighted ornaments which will carry greater distances. The smaller lights on the tree fill in the tree's form. A moderate amount of flood lighting picks up the sparkle in the tinsel. A new technique uses cycling controls on the tree to slowly change the color of the major ornaments. 



One of the most beautiful Christmas lighting displays is in Cleveland, Ohio, home to lighting experts General Electric. Every year, the G.E. headquarters shines with multi-colored lights (above). G.E. designer Frank LaGuisa offers Christmas landscapers some lighting tips:

Note that there is no pattern of garland. The tinsel-trimmed star ornaments create a pattern which carries the design for distant viewing. The ground-level floodlighting makes the tinsel shine. The two styles of luminous ornaments are the only lighting on the tree itself. A good technique is to surround the featured tree with smaller trees. The clear sparkly lights on the smaller trees provide a more traditional foil for the highly stylized feature tree. 



Top dressing in half the time



The grain cart auger fills the Vicon Spreader hopper in a matter of minutes at Hercules Country Club.

Tom Kelleher improved his top dressing operation two years ago when he switched from a dump truck/pull-type top-dresser method to a vehicle-mounted spreader.

Kelleher is grounds superintendent for Hercules Country Club, a 27-hole course located in the rolling countryside of New Castle County, Delaware, near Wilmington. Although pleased with the improvement in his top dressing operation, he still sought a way to cut the time needed for refilling the spreader, a Vicon spreader unit mounted on a Cushman Turf-Truckster.

It took 15 to 16 hours to top dress the 27 greens because the operator had to return to the maintenance building frequently to refill the unit's 700-lb. hopper.

Using some characteristic "Yankee ingenuity," Kelleher and his assistant superintendent, Paul Glenn, came up with a better idea. They bought a used John Deere grain cart equipped with auger from a local farm implement dealer. They had to make some minor modifications so the cart and auger would handle the top dressing mix of 70 percent sand, 15 percent topsoil and 15 percent peat.

Then, using a small utility tractor to pull it, the grain cart became a

"nurse tank" for the top dressing operation. It cut their top dressing time in half.

The grain cart auger, operated from the power take-off of the tow tractor, is used to refill the spreader unit hopper in a matter of minutes. When full, the grain cart holds enough to fill the Vicon hopper 10 times—enough to do nine greens, putting on about $\frac{1}{3}$ yard per green. That means the top dressing crew can do the entire course with just three trips to the maintenance area to refill the cart. And the Cushman-mounted spreader unit can continue top dressing while the cart is in for another load.

"It used to take us eight to 10 hours



The greens at Hercules Country Club are top dressed with 70 percent sand, 15 percent topsoil and 15 percent peat.

to do 18 greens," says Glenn. "Now, with the Cushman/Vicon combination and the grain cart, we do 27 greens, the putting greens and the nursery in six to eight hours."

The improvised system cut labor costs, too. With the former set-up, it took one person to drive the dump truck and two to run the walk-behind top dresser.

"We had to use two men so they weren't walked to death," says Glenn.

Now Hercules Country Club uses just two people for top dressing—one to drive the Cushman/Vicon Spreader unit and one to operate the tractor pulling the "nurse cart."

Hercules Country Club's first 18 holes opened in 1937. Nine holes were added in 1967. According to Glenn, the Hercules course has a reputation of "some of the most demanding golf holes in the region." The par 72 18-hole course is 6,270 yards. The nine-hole addition is a 35-par, 2,889 yards.

Hercules Country Club includes a driving range, swimming pool and eight tennis courts. The club has more than 2,000 members. Kelleher's grounds crews have used Cushman vehicles for years. One Turf-Truckster is used for spraying and a new Turf-Truckster just went into service this season as a course vehicle for the golf course ranger. **LM**