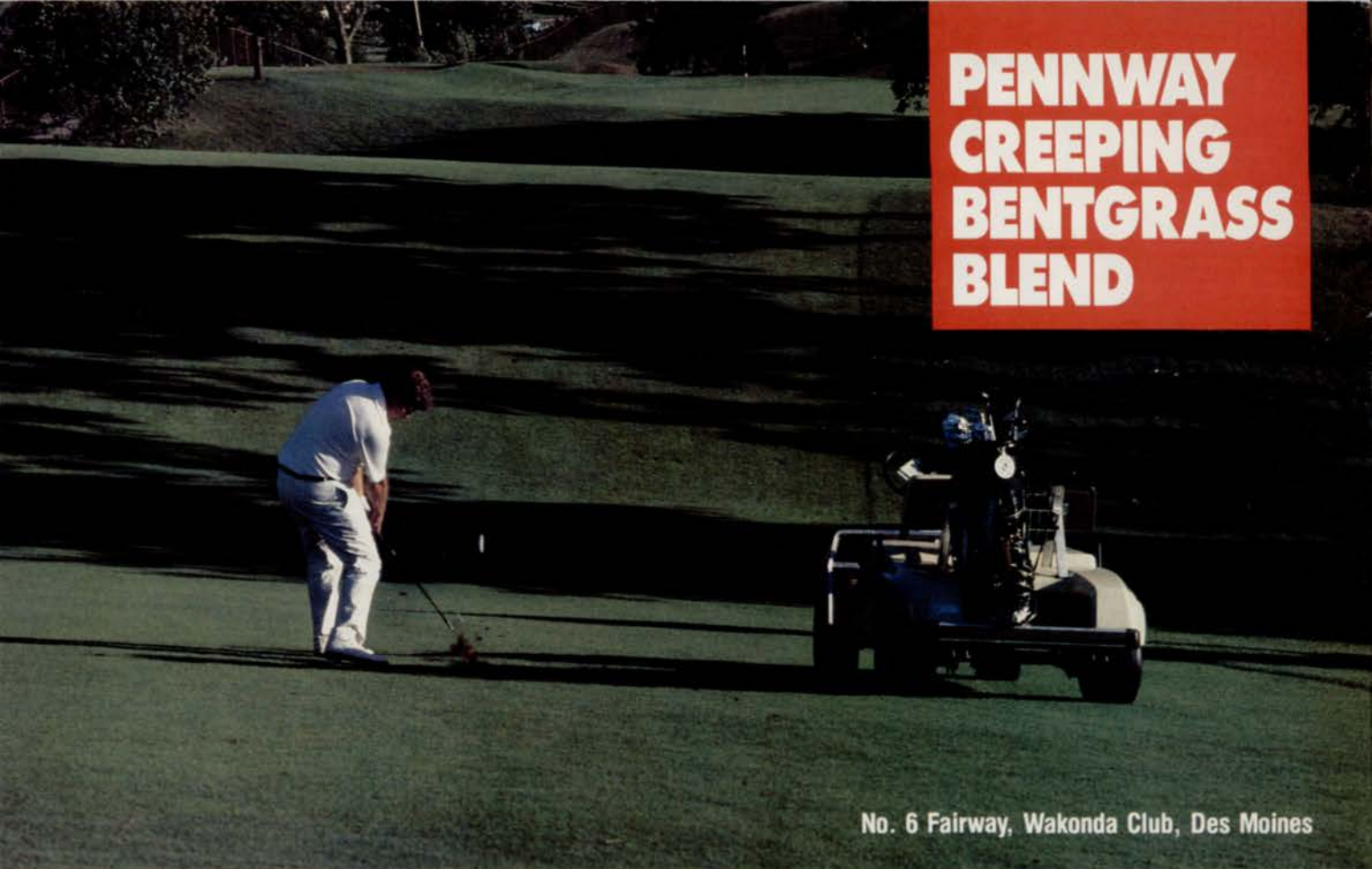


# PENNWAY CREEPING BENTGRASS BLEND



No. 6 Fairway, Wakonda Club, Des Moines

## GIVE IT A DIVOT!

**PENNWAY BLEND IS  
A HIT IN DES MOINES  
WHERE SUMMERS ARE  
HOT AND MEMBERS  
DEMAND PERFECTION.**



**Nick Dunn, Superintendent  
Wakonda Club, Des Moines, IA**

"When the membership at Wakonda Club in Des Moines voted to replace their bluegrass/poa fairways with creeping bentgrass, I wasn't certain of its availability. Leon Williams from Williams Lawn Seed assured me that he could get an adequate supply of Pennway blend from Tee-2-Green Corp. in Oregon. I knew Tee-2-Green for quality Penn products, but I wasn't positive about Pennway. When I found that Pennway is 25% Oregon certified Penncross, 25% certified Penneagle and 50% creeping bent also from Tee-2-Green, I elected to use it over other bent blends available.

After one year, our fairways look superb and the membership raves.

With our maintenance program, we have had no problem with thatch

buildup, and we find that Pennway requires less water than our old bluegrass/poa fairways ... an important factor considering our droughty summer. Pennway? Yes. Give it a divot!"

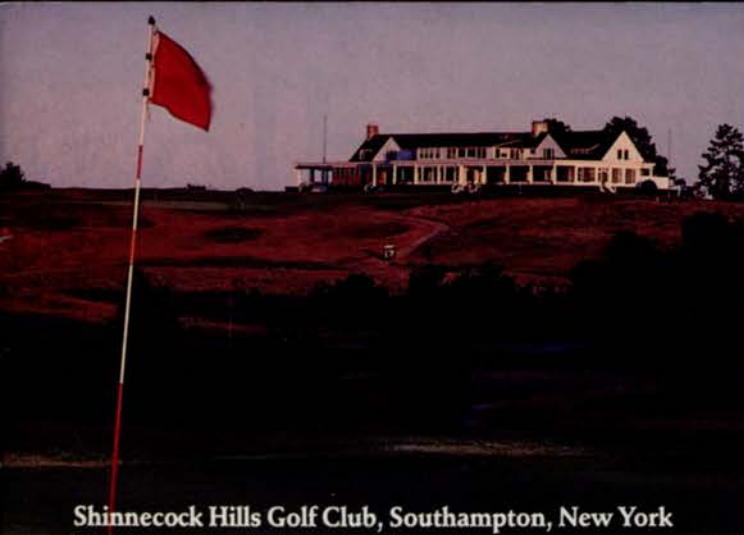
**PENNWAY**  
FOR FAIRWAY USE

**CREEPING BENTGRASS BLEND  
One of the 'Penn Pals'**

Warren Bidwell is available to speak to your superintendents' group about Penn bentgrasses. Call our toll free number for details. **TEE-2-GREEN Corp.**, PO Box 250 Hubbard, OR 97032

Circle No. 142 on Reader Inquiry Card

**Tee-2-Green Corp.**  
**1-800-547-0255**  
**FAX 503-981-5626**



Shinnecock Hills Golf Club, Southampton, New York



Southern Hills Country Club, Tulsa, Oklahoma



Oak Tree Golf Club, Edmond, Oklahoma



Medinah Country Club, Medinah, Illinois

# Another banner year for Betasan.

Once again, most of the country's top courses chose **BETASAN**.

Perhaps that's because top superintendents know that **BETASAN**<sup>®</sup> herbicide is more effective, safer and longer lasting than all other crabgrass controls, including Dacthal\* and Team\*\*.

Or, maybe the reason is Betasan is the only preemergent crabgrass control that's safe for bentgrass and all other turfgrasses, including established bluegrass, fescue, perennial, annual rye, bermudagrass, Zoysia, bahia, centipede and St. Augustine.

Either way, for over 20 years Betasan has been earning the trust of the most de-

manding and knowledgeable golf course superintendents in the country.

Isn't it time you experienced the same confidence?

**BETASAN** is available in liquid formulation, as well as granular, to match any application need you may have.

For more information contact your local supplier, or call ICI Americas at 1-800-759-2500.

# BETASAN

**Trusted most by the best**

Circle No. 117 on Reader Inquiry Card



\*Dacthal is a registered trademark of Fermenta Corp.

\*\*Team is a registered trademark of Elanco.

BETASAN is also marketed professionally under the trade names Bensumec, Pre-San and Lescosan

# How to handle w



*With the Hardbody's double-wall seamless construction and rust-resistant cargo bed, you don't have to worry when things pile up.*



*Want to take it with you? Better get a Hardbody King Cab® 4x4. Its powerful engine lets you tow up to 3,500 pounds.*

*Who says cab rides have to be uncomfortable? Not Nissan. Our trucks have plenty of headroom and legroom.*



# Work-related stress.



*You can carry the weight of the world with a Hardbody V6. It has a 2,000 lb. payload and the largest cargo volume of any leading compact truck.*

If job demands have you on edge, maybe it's time to seek some help.

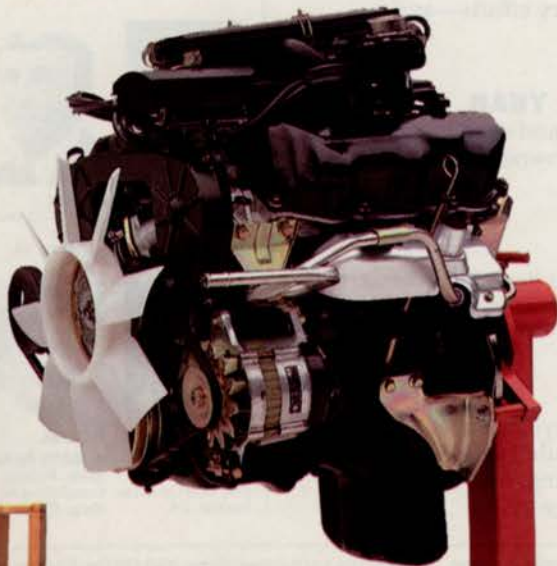
The kind that you can get only from Nissan® Hardbody™ trucks.

Not only can they handle the daily abuse that's a part of doing business, they also do well over the long haul. Keeping maintenance costs, downtime and your blood pressure much lower.

And Hardbodies are available in a variety of configurations, all known for reliability, quality and longevity. With as much as 300,000 miles of use reported\*.

If you're ready to do something about the pressures of your business, talk to a Nissan Fleet Representative. Just call 1-800-323-5313 to locate the one in your area.

And make carrying a heavy workload a lot easier to deal with.



*Standard on some models, a 3.0-liter fuel-injected V6 engine has 145 horsepower. Enough to get you through almost anything.*

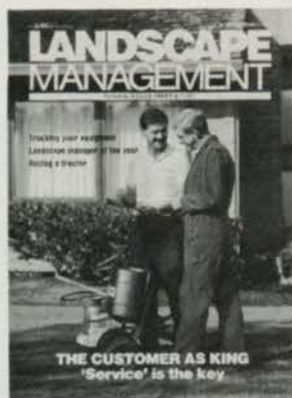


**Nissan Fleet Sales.**  
**Built for the Human Race.™**

Circle No. 132 on Reader Inquiry Card

# LANDSCAPE MANAGEMENT

Formerly WEEDS TREES & TURF



On the cover: Good lawn care companies, like Pro Grass, know how to treat customers. Photo by Larry Kassell.

**28 COVER STORY: THE CUSTOMER AS KING**  
by Will Perry, managing editor.  
Today's saturated lawn care market demands that LCOs work harder to keep their customers happy.

**34 COMPACT TRACTORS**  
by Jeff Moehle. The versatility and flexibility of compact tractors make them ideal for budget-minded landscape managers.

**37 NAILING THE CULPRIT**  
by Jay Holtzman, contributing editor. With an efficient equipment tracking system, those lost and broken hand tools swiftly become a thing of the past.

**44 CLEARING PROFITS WITH THE SNOW**  
by Jerry Roche, editor. The work is difficult and the hours long, but landscapers are making the necessary efforts—and money—from snow removal.

**48 LANDSCAPE MANAGER OF THE YEAR**  
In getting the most out of his personnel and equipment, Roy Peterman made the Brigham Young University campus a model of good management.

**50 'LOVE THAT DIRTY WATER...'**  
by Jeff Sobul. Improvements in treatment have made reclaimed wastewater a viable source of irrigation water, and a way to conserve valuable freshwater supplies.

**58 THE COST OF LAYOFFS**  
by Rudd McGary and Ed Wandtke. To layoff or not to layoff? With the winter season coming up, it could increase your cash flow to lay off some employees until spring. But, in the long run, you may lose some customers next year.

## DEPARTMENTS

- 6 As I see it . . .
- 8 Green Industry News
- 11 Short Cuts
- 20 Athletic Turf
- 22 Letters
- 26 People
- 58 Jobtalk
- 60 Insurance Insights
- 62 Products
- 64 Events
- 66 Classified
- 74 Ad Index
- 76 Problem Management

## LM

### Editorial Staff



Jerry Roche  
Editor



Will Perry  
Mg. Editor

## LM

### Editorial Advisory Board



Doug Chapman  
Horticulturist  
Dow Gardens  
Midland, MI



J.R. Hall  
Extension Agronomist  
VPI & SU  
Blacksburg, VA



Kent Kurtz  
Professor  
Horticulture  
Cal Poly-Pomona



Harry Niemczyk  
Professor  
Ohio State University  
Wooster, OH



A. Marty Petrovic  
Assoc. Professor  
Cornell University  
Ithaca, NY



Robert Shearman  
Assoc. Professor  
University of Nebraska  
Lincoln, NE

LANDSCAPE MANAGEMENT (ISSN 0894-1254) is published monthly by Edgell Communications, Inc. 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: \$25 per year in the United States; \$50 per year in Canada. All other countries: \$100 per year. Single copies (pre-paid only): \$2.50 in the U.S.; \$5.00 in Canada; elsewhere \$10; add \$3.00 for shipping and handling per order. Office of publication: Edgell Communications, Inc., 1 East First Street, Duluth, Minnesota 55802. Second class postage paid at Duluth, Minnesota 55806 and additional mailing offices. Copyright © 1988 by Edgell Communications, 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



Turf-Seed products lead the

# RENOVATION REVOLUTION

Home lawn two months after overseeding with Turf-Seed ryegrass and bluegrass products.



1. Aerify



2. Roundup



3. Slit Seed

## Quality Turf Products Green-Up Your Bottom Line

Lawn renovation can be a profitable addition to an LCO's services, but like other programs, satisfied customers are the key to continued success. Along with professional technicians, proper equipment and timely service, the grass seed used make the long lasting impression that creates referrals. And Turf-Seed, Inc. has the premium quality seed for *your* program ... in *your* region. Ask for these products by variety name ... because it's really *your* name that's on the line.

### Northern Turf Renovation

Perennial Ryegrasses  
Citation II • Birdie II •  
Omega II • Manhattan II •  
CBS II Blend • 246 • 2DD •  
2HH 'Charger'

Kentucky Bluegrass  
Midnight • Challenger •  
Columbia • Galaxy Blend

### Southern Turf Renovation

Tall Fescues  
Olympic • Apache • Monarch •  
Silverado • Eldorado •  
Murietta • Triathalawn Blend

Perennial Ryegrasses  
Citation II • Birdie II •  
Omega II • Manhattan II •  
CBS II Blend • 246 • 2DD •  
2HH 'Charger'



PO Box 250, Hubbard, OR 97032  
FAX 503-981-5626 TWX 510-590-0957

# 1-800-247-6910

Circle No. 144 on Reader Inquiry Card



## On being proud of your job

"There are a lot of great superintendents in the country."

These words from Milwaukee Country Club's Danny Quast, a superintendent himself, start the juices flowing. And there are a lot of other great landscape managers in the country, too. In my six years in the green industry, I've certainly met my share at conventions and in other travels across the land.

"You have to love this business and you have to be motivated," the likable Quast told me this summer, right in the middle of the driest, hottest drought in decades. "The members don't expect as much out of me as I do."

And that's the key.

If this is beginning to sound like a pep talk, maybe it is. Every once in a while, we all need a pep talk. A little "Vince Lombardi" to remind us that we're proud of what we're doing.

Just what is it that you're doing? You're beautifying our country. You're making it a pleasure for others to go to work. You're making it fun to take the kids outside on a nice spring day and roll around in the grass. You're making it a treat to take a day off from work and play a few holes of golf. In your own special way—think about this—you're making people more fully appreciate life.

And you're having fun doing it. You're not chained to a desk or locked in a room with a computer terminal. You, generally, are outside in the warm sunshine when many others are chomping at the bit to be unleashed.

Ken Erman is building supervisor at Edgell Communications. He is, typically, one of you. As he approaches retirement, he tells the story best.

"I've been at this all my life. I worked on a farm from the time I was nine. This was my life. I couldn't get enough of work."

Was it hard work, Ken?

"There are hard aspects. But it was worth it to see the product. To see the results.

"Maybe it's hereditary. My dad was a great one for flowers."

You're a landscape manager. You're historically a hard worker. Hereditary or not, you take pride in seeing the final product. Thank you, one and all. And keep up the good work.

Jerry Roche, editor

## EDITORIAL STAFF

**Jerry Roche**, Editor  
**Will Perry**, Managing Editor  
Office: 7500 Old Oak Blvd.  
Cleveland, OH 44130  
(216) 243-8100

## MARKETING STAFF

**Dick Gore**, Publisher  
Office: 455 E. Paces Ferry Rd.  
Suite 324  
Atlanta, GA 30305  
(404) 233-1817

**Jon Miducki**, National Sales Manager  
**Marsha Dover**, Midwest Sales Manager  
**Gloria Cosby**, Eastern Sales Manager  
**Bob Earley**, Group Vice President  
Office: 7500 Old Oak Blvd.  
Cleveland, OH 44130  
(216) 243-8100

**Robert Mierow**, W. Coast Representative  
Office: 1515 NW 51st Street  
Seattle, WA 98107  
(206) 783-0549

**Tom Greney**, Senior Vice-President  
Office: 111 East Wacker Drive  
Chicago, IL 60601  
(312) 938-2344

## SUPPORT STAFF

**Carol Peterson**, Production Mgr.  
**Marilyn MacDonald**, Prod. Supervisor  
**Deb Georges**, Graphic Design  
**Becky Gothner**, Circulation Super.  
**Bonnie DeFoe**, Directory Coordinator  
**Gail Parenteau**, Reader Service Mgr.  
Office: 120 West Second St.  
Duluth, MN 55802  
(218) 723-9200

**David Komitau**, Graphics Coordinator  
**Ted Matthews**, Promotion Director  
Office: 7500 Old Oak Blvd.  
Cleveland, OH 44130  
(216) 243-8100

**EDGELL**  
COMMUNICATIONS

Robert L. Edgell, Chairman; Richard Moeller, President; Lars Fladmark, Executive Vice President; Arland Hirman, Vice President/Treasurer; Thomas Greney, Senior Vice President; Ezra PinCUS, Senior Vice President; Joe Bilderbach, Vice President; James Gherna, Vice President; George Glenn, Vice President; Harry Ramaley, Vice President.

# BEHIND EVERY GREAT PERFORMER IS A GREAT COACH



That's why so many winning equipment manufacturers sign Onan to their team. For almost half a century, Onan engines have been the first round choice of leading manufacturers.

Onan engines perform. Hundreds of thousands proving themselves every day. Performing under adverse conditions. Performing with power. Performing for years of trouble-free operation.

Onan builds winners by building winning relationships with equipment manufacturers.

Partnerships based on common goals and dedication to customer service.

Great performance, great teamwork. An unbeatable combination.

**Onan**  
Engines

Built in the U.S.A. 

Onan Corporation  
Engine Division  
1400 73rd Ave. N.E.  
Minneapolis, MN 55432





Burning turfseed fields means black plumes of smoke and possible danger for motorists.

## SEED

# Seed prices could escalate if legislation to limit field burning is passed in Oregon

Oregon seed farmers have been "feeling the heat" lately. Field burning, a key part of turfseed growing operations, was cited as the cause of a horrifying traffic accident on Oregon's I-5 in August. Heavy smoke from the field blew across the highway near Albany, decreasing visibility like a curtain of heavy fog.

Shortly after the crash, in which seven people were killed and 38 injured, the Oregon Department of Environmental Quality (DEQ) banned field burning within a ¼-mile of all interstate highways. Since then, the ban has been expanded to a ½-mile "fire safety buffer zone" along I-5, with burning banned completely in the first ¼-mile of the zone. Burning in the second ¼-mile can take place only with increased state regulation. In addition, seven other highways in the state will be lined by a ¼-mile buffer zone with burning banned within the first ¼-mile.

The new rules were issued via a 180-day Administrative Order that will be in effect until mid-February. After that time, the issue will again come before the DEQ for renewal.

"Ever since the accident occurred, people previously tolerant of field burning have come out in opposition to it," says Dave Nelson, executive director of the Oregon Seed Council. The primary opponents are groups

called End Noxious Unhealthy Fumes (ENUF), Oregonians for Clean Air, and Residents of Oregon Against Deadly Sprays and Smoke.

Members of these groups and others were among the 60 people present at a September public hearing where a state legislative committee heard the strongest opposition yet voiced against the 40-year-old practice of field burning. Opponents have joined forces with state Sen. Grattan Kearns (D-Eugene) in proposing legislation seeking to ban field burning.

The state's emerging resistance to field burning has been more intense than that of the 1960s and 1970s when the state gained regulatory control of field burning and limited the practice to about 65 percent of the valley's grass fields. The heat of the current debate led Bill Rose, owner of Turf-Seed Inc., to quip: "Oregon's seed industry is respected all over the world—every place but Oregon."

Nevertheless, Nelson is preparing to give the seed producers their fair say. "The industry is organizing to represent itself thoroughly," said Nelson. However, "there's no doubt in my mind that if field burning survives these attempts at banning it, the present rules will remain."

Dennis Glaser, a seed farmer who owns more than 5,000 acres in the Willamette Valley, agrees that the

days of field burning are numbered. "I don't know that it's going to be this year," he said, "but I'm not optimistic. I'd say the practice will end within the next three years."

The challenge for farmers, says Glaser, will be to produce the quality seed people have come to expect from Oregon without the benefit of burning, which reduces the threat of diseases (such as ergot and blind seed disease) and keeps prices down.

"Our future yields will be less, that's a given," adds Glaser. "Burning does unexplained things to a plant. There isn't a mechanical way we know of that would do the same thing."

The current Administrative Order covers approximately 30,000 to 40,000 acres of seed fields. Owners of these fields may have to resort to alternative methods of field sanitation: propane burning, chemical spraying, crew cutting and bailing. All cost \$50 to \$70 more per acre than field burning.

Nelson and Glaser agree that a sense of urgency exists among Oregon farmers and university researchers to find an alternative to field burning.

"We're not happy about what has happened, but don't write us off," adds Glaser. "We're good learners and will do what we have to do to continue to produce the best quality seed in the world."

—Will Perry

Circle the Reader Service numbers of those items of interest to you.

For fastest response, use the peel-off label from the front cover.

NAME \_\_\_\_\_  
 TITLE \_\_\_\_\_  
 FIRM \_\_\_\_\_ **PLACE COVER LABEL HERE** \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_  
 STATE \_\_\_\_\_ ZIP \_\_\_\_\_

\*\*\*\*\*

TELEPHONE ( ) \_\_\_\_\_

HAVE A SALES REP CALL ME  (A)

\*\*\*\*\*

101	113	125	137	149	161	173	185	197	209	221	233	245	257	269	281	293
102	114	126	138	150	162	174	186	198	210	222	234	246	258	270	282	294
103	115	127	139	151	163	175	187	199	211	223	235	247	259	271	283	295
104	116	129	140	152	164	176	188	200	212	224	236	248	260	272	284	296
105	117	129	141	153	165	177	189	201	213	225	237	249	261	273	285	297
106	118	130	142	154	166	178	190	202	214	226	238	250	262	274	286	298
107	119	131	143	155	167	179	191	203	215	227	239	251	263	275	287	299
108	120	132	144	156	168	180	192	204	216	228	240	252	264	276	288	300
109	121	133	145	157	169	181	193	205	217	229	241	253	265	277	289	301
110	122	134	146	158	170	182	194	206	218	230	242	254	266	278	290	302
111	123	135	147	159	171	183	195	207	219	231	243	255	267	279	291	303
112	124	136	148	160	172	184	196	208	220	232	244	256	268	280	292	304

## LANDSCAPE MANAGEMENT

NOVEMBER 1988

This card void  
after January 15, 1989

MY PRIMARY BUSINESS AT THIS LOCATION IS:  
(PLEASE CHECK ONE ONLY IN EITHER

A, B OR C)

**A. LANDSCAPING/GROUND CARE AT ONE OF THE  
FOLLOWING TYPES OF FACILITIES:**

- 0005  Golf courses  
 0010  Sport complexes  
 0015  Parks  
 0020  Rights-of-way maintenance for highways, railroads & utilities  
 0025  Schools, colleges & universities  
 0030  Industrial & office parks/plants  
 0045  Condominiums/apartments/housing developments/  
hotels/resorts  
 0050  Cemeteries/memorial gardens  
 0060  Military installations & prisons  
 0065  Airports  
 0070  Multiple government/municipal facilities  
 Other type of facility (please specify) \_\_\_\_\_

**B. CONTRACTORS/SERVICE COMPANIES/CONSULTANTS:**

- 0105  Landscape contractors (installation & maintenance)  
 0110  Lawn care service companies  
 0112  Custom Chemical Applicators  
 0125  Landscape architects  
 0135  Extension agents/consultants for horticulture  
 Other contractor or service  
(please specify) \_\_\_\_\_

**C. SUPPLIERS:**

- 0205  Sod growers  
 0210  Dealers, Distributors  
 Other supplier (please specify) \_\_\_\_\_

What is your title? (please specify) \_\_\_\_\_

I would like to receive (continue receiving)

LANDSCAPE MANAGEMENT each month: YES  NO

Your Signature: \_\_\_\_\_ Date: \_\_\_\_\_



**BUSINESS REPLY MAIL**

FIRST CLASS PERMIT NO. 665 DULUTH, MINNESOTA

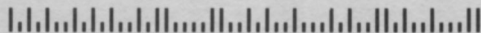
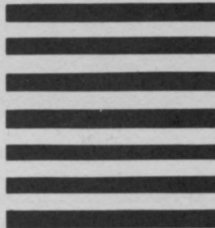
POSTAGE WILL BE PAID BY ADDRESSEE

READER SERVICE DEPARTMENT

**LANDSCAPE  
MANAGEMENT**

POST OFFICE BOX 6049  
DULUTH, MINNESOTA 55806-9749

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



**GET  
MORE  
FACTS**