

lawmakers.

"We anticipate that with more activity in the area of issues management, we're going to need someone to help us in terms of better communication with members and all kinds of allied groups," says Jim Brooks, executive vice president, regarding the communications specialist post.

The specialist will assist existing staff, particularly in the production of the association newsletter, and communication with member chapters on issues related matters.

Brooks said the state affairs position was created so that PLCAA can have someone to focus on regulatory matters. The director will monitor state legislative and regulatory activities relative to the lawn care industry and recommend and coordinate PLCAA's response to those activities.

Brooks said the state affairs director job would most likely be filled first. The communications specialist position should be filled by June. □

TURFGRASS

U of C releases zoysia research

RIVERSIDE, Calif. — The new zoysiagrasses are a truly minimum maintenance turf variety that grows best when planted by stolon. In addition, its slow root regrowth is a bigger problem than phytotoxicity following pre-emergence herbicide application, according to researchers at the University of California here.

Results from a preliminary study of nitrogen fertilization of the new zoysiagrass El Toro tend to confirm its potential as a minimum maintenance turfgrass.

"When unfertilized or fertilized at a low level, the El Toro zoysiagrass produced a sward of poor color but one of adequate density and fairly pleasing appearance," reports Vic Gibeault, Ph.D., cooperative extension environmental hor-

LEGISLATION

New law: trouble in California

SACRAMENTO, Calif. — The legislative juggernaut continues to roll in California. The latest episode in the state's ongoing efforts is S.B. 2126, which states that after January 1, 1990, no public agency may apply an herbicide or pesticide without written recommendation by a licensed "pest control advisor." Public agencies are any facilities funded by taxpayers.

According to John Ford of Contra Costa County, agencies have one year to "grandfather in" the bill's

requirements. That means certain educational requirements will be waived for those who have been advising for the past few years.

Stan Strew, executive director of the California Agricultural Producers Association (CAPA), said advisor applicants must have a high school diploma and at least two years practical experience within the individual agency. CAPA sponsored the bill, which is predicated on the fact that public agencies are up front

in the public eye, particularly those in the highway department. According to Strew, the California Department of Transportation (Caltrans) recently went through numerous lawsuits brought on by improper, non-supervised applications.

If S.B. 1226 is vigorously enforced, it could affect the operations of herbicide applicators. According to Ford, 40 percent of all herbicides brought into California are used by public agencies. □

SOD

Sod companies get wise to market

SAN DIEGO — Many of the secrets to success in the sod business are based on close attention to basic market indicators and the size of the bottom line.

Companies have become more careful than ever in the attention they pay to housing starts, interest rates and size of inventory.

"We as an industry have become more cautious due to the ups and downs," says Jim Huggett of Long Island Farm, Marshall, Wis.

"You know you're in a downturn," says Huggett, "when you look out the window day after day and see that you're doing the same amount of mowing, and you realize your bottom line is stagnant. It almost catches you by surprise."

Huggett and other sod producers believe strongly in the interest rate as an accurate prophet, due to its affect on housing starts.

"We as producers can and should do our homework," says Huggett. Get in contact with customers, builders, and read the Dodge reports.

Larry Smilsky of Cookstown, Ontario,



Workers on a sod farm harvest the product.

Canada, held off on certain land lease renewals during a recent slowdown to be on the safe side, and also engaged in some "general belt tightening."

When it comes to expansions or sudden upswings in business, Smilsky acts strictly by demand, and is careful not to forget his most loyal customers in the heat of battle.

"Over the short term it's better, of course, to have extremely high demand," he admits. "But over the long term, your (oldest) customers expect you to be there to take care of them." □

ticulturist. Minimum maintenance turf of decent density and appearance resulted with low nitrogen applications, he added, while moderate to high nitrogen treatments resulted in a sward of deep green color, high density and overall turf quality.

A second study conducted in Irvine by J. Michael Henry shows stolon planting to be the best way and mid-June the best time for planting and establishing El Toro in Southern California.

Grasses planted with stolons established much

faster with summer and spring planting times than those grasses planted by the plug method, according to Henry. There was little difference in establishment between the two planting methods for grasses planted in the fall.

continued on page 14



With virtually endless varieties of colorful woody ornamentals now available in nurseries, many landscapers are purposely creating Dyclomec-safe

beauty spots such as the one above. Photos on the right show how Dyclomec can turn a fence line into a landscaping highlight.

How to improve your efficiency in managing landscape beauty spots



Nothing says as much about a landscaper's expertise as the appearance of ornamental beds, fence lines, tree wells, etc. Learn how Dyclomec® Landscaping Herbicide can help keep these beauty spots weed-and-grass-free for considerably less money than you are now spending.

In recent years, the usage of Dyclomec has increased at an unprecedented rate as more and more landscapers have learned from direct experience what a labor-saving, cost-saving chemical tool it is.

And now, it is your turn to discover how you can use Dyclomec to keep problem areas such as fence lines, tree wells, ornamental beds, etc. free from weeds and grasses. Of course, you know how important this is, because the most neatly manicured turf and beautifully trimmed ornamentals are wasted if your landscaping highlights are spoiled by an ugly growth of weeds and grass.

Perhaps you've tried a contact herbicide only to find that the vegetation grows right back. Perhaps you've tried a flower-safe pre-emerge, only to find that it runs out of gas long before the season is over, and that its narrow spectrum misses the very weeds and grasses you need to control.

Broad-spectrum strength. In desperation you may have gone back to your string trimmer and a hoe.

But cheer up — because this is the year you discover Dyclomec.

Indeed Dyclomec's active ingredient is unique in all the world. No other chemical is so versatile and so helpful to the landscaper.

It's *both* post-emerge and pre-emerge; it controls *both* grasses and broadleaves, even such toughies as quackgrass and spurge; it controls *both* annuals and perennials; it has the broadest spectrum of any pre-emergent in the world; one treatment lasts all season and then totally biodegrades.

What is Dyclomec — how does it work?

The active ingredient in Dyclomec is dichlorobenzonitrile. We mill it into razor-thin crystals and incorporate it into a special granule that our researchers developed in 1985.

You simply spread the granules on any precise area you want to keep clean. You can put the granules down over existing weeds and grasses or you can put them down over



Schematic drawings show why Dyclomec works where conventional (flower-safe) pre-emerges fail.

Flower-safe pre-emergent herbicides in some instances have to be present in adequate strength before germination occurs. Such herbicides simply will not knock out weeds after they germinate.

Furthermore, these flower-safe pre-emergents are broken down by light and microbial action and thus begin to lose strength from the very first day they are applied.

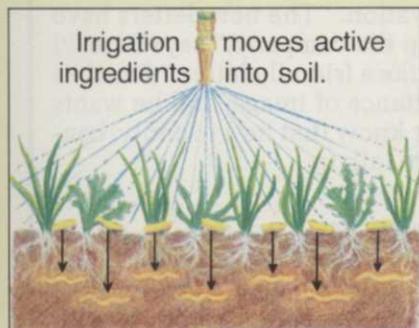
Seeds, of course, can germinate almost anytime

during the year, depending on the weather and the weed or grass species. Thus it is that many seeds can germinate past the efficiency period of the pre-emerge — or could have germinated before the pre-emerge is applied. It's a narrow window at best, and characteristically the spectrum of a pre-emerge that stops germination is relatively limited.

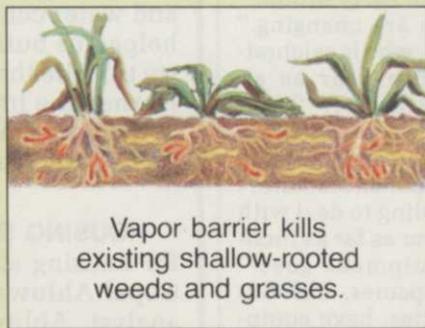
Of course, these flower-safe pre-emergents have no effect at all on existing weeds (that's why it's safe

to spray them over flowers). Accordingly, to clean up a landscape beauty spot, it is necessary to kill existing vegetation with a contact herbicide. Or clean it out by hand.

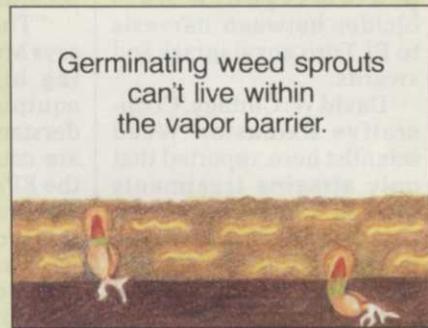
Now . . . take a minute to study the schematic drawings on this page that delineate the remarkable activity of Dyclomec . . . then, as a professional, ask yourself if you shouldn't at least give Dyclomec a trial.



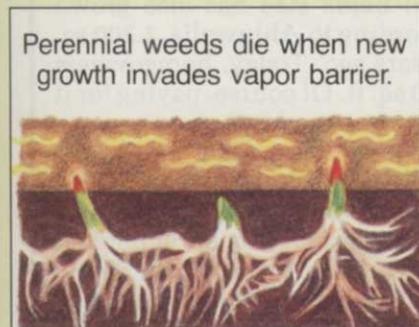
Dyclomec granules are spread in areas you wish to keep clean from weeds and grasses. It is all right to spread them over existing vegetation if you want to kill it. Water moves the active ingredient into the top 2 or 3 inches of the soil, where it forms a vapor barrier that kills meristematic tissue.



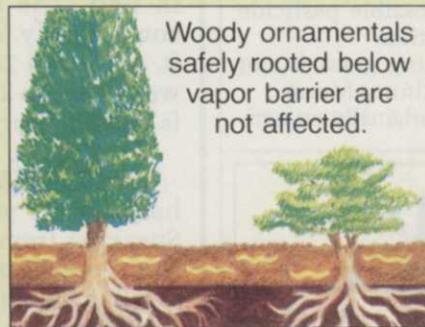
Dyclomec kills all existing weeds and grasses because their tender roots are in the vapor barrier. Even such toughies as quackgrass, crabgrass, Bermudagrass, spurge, oxalis and ground ivy will die when their roots are exposed to the Dyclomec vapor barrier, resulting in beautifully weed-free grounds all season long.



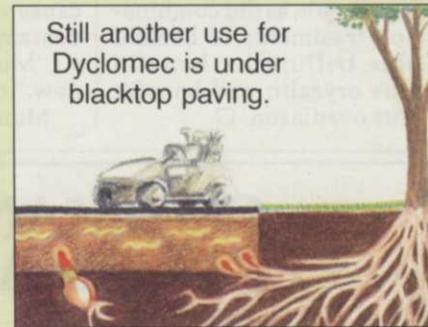
Weed seeds either in or below the vapor barrier cannot emerge because the barrier kills their meristematic tissue. And, since Dyclomec gives season-long control, there is no critical time table as to when it must be applied. Do it at your convenience, confident that the treatment will be effective.



Perennials coming out of dormancy die when their new sprouts hit the barrier. Likewise, creeping grasses like Bermuda are pruned back when they try to invade the vapor barrier. So long as the Dyclomec vapor barrier is present, you can be sure that the area is going to be free of weeds and grasses.



Woody ornamentals that have roots below the vapor barrier are unaffected. Because of this, many landscapers deliberately plan their "beauty spots" to contain colorful, woody ornamentals that are Dyclomec-safe. The overall beauty is enhanced and the maintenance cost is reduced.



Blacktop cart paths that are underlaid with Dyclomec will not have weeds poking through their surface nor shallow roots invading from below and threatening to buckle the blacktop. Of course, this is also true of areas that are covered with gravel or pebbles, or even cobblestones or bricks.

bare ground, or bark, or mulch or pebbles. The herbicide can work its way down through any kind of groundcover that weeds can work their way up through. All you need to do is be sure it is incorporated into the soil. So, in most instances, the best thing to do after spreading it is to sprinkle it in with irrigation.

The herbicide will penetrate into the top layer of soil and form a vapor barrier approximately 2 to 3 inches deep. This vapor barrier is not water soluble so it has very little lateral movement.

The vapor barrier kills meristematic tissue, and thus no shallow-rooted plants can live in it. No newly germinated seeds can live in it, and no perennial shoots coming up from dormancy can penetrate it. And yet existing, deep-rooted woody ornamentals are completely safe.

And here's the really good news! It lasts all season long, and then totally biodegrades.

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EL TORO from page 11

A third study, also conducted at the university's Riverside facility, showed that sod producers need to be more concerned about slow root regrowth than phytotoxicity when applying some commonly-used pre-emergence herbicides between harvests to El Toro zoysiagrass sod swards.

David W. Cudney, Cooperative Extension Weed scientist here, reported that only atrazine treatments showed a color reduction. Oxadiazon and atrazine treatments didn't significantly reduce root length. Benefin, at its lower application rate of 3 lbs. Ai/acre, resulted in slight reduction in root length. The high rate of benefin and both rates of bensulide, pendimethalin and prodiamine reduced root length, as did combination treatments of benefin plus trifluralin, benefin plus oryzalin and benefin plus oxadiazon. □

DISTRIBUTORS

Dealer says industry faces important issues

NORTH RIDGEVILLE, Ohio — The green industry has some important issues to face in the coming years, according to Larry Munn.

"Things are changing," says Munn, who is celebrating his 30th year as an equipment dealer. "I understand the grass clippings are causing problems with the EPA. So manufacturers are scrambling to deal with this problem as far as innovative equipment goes." Some companies, like Excel Industries, have equipment that automatically mulches the clippings.

In parts of the country, laws exist to outlaw people from collecting and then dumping grass clippings because of possible pesticide contamination.

"Mulching grass is not new," continues Munn.

Munn, originally an agri-

KEEPING IN TOUCH...Dick Bare, president of Arbor-Nomics, Inc., of Norcross, Ga., sends newsletters to all of his commercial and residential clients. "The Turfette" is for turf customers. "The Buggette" goes to tree and shrub customers. The letters are sent five times a year and contain topics such as lawn care, disease control and water conservation. "The newsletters have helped us build up the company," says Bare. "I try to write them like a friendly letter." Bare has learned the importance of image, and he wants to let his customer know that he's friendly, concerned, and easy to talk to.

HOUSING STEADY...The short term outlook for housing starts is pretty good, according to **Gopal Ahluwalia**, a Washington, D.C. housing analyst. Ahluwalia forecasts 1.39 million new homes to be built in 1989, down slightly from the 1988 figure of 1.49 million. Looking further ahead, he predicts 1.5 million new homes for 1990, and 1.6 million for both 1991 and 1992. Changing demographics will cause a slowdown in 1993. The ideal home size has also grown considerably. According to Ahluwalia, 1,200 sq. ft. was ideal 25 years ago. Today, homeowners want 1,800 to 2,000 sq. ft. Of course, paying for it is another story.

KEEP THEM SINGLE...Marriage can wreak havoc with your employee health coverage. Speaking from his experience as an employer, **Tim Doppel**, president of Atwood Lawn Spray, Sterling Heights, Mich., says medical coverage for a single male costs \$800 per year. But as soon as that worker ties the knot (and what self-respecting boss wouldn't include the wife in the health plan?) the cost soars to \$3000.

ONE NAME, NEW OFFICE...Arizona-based Environmental Earthscapes/The Groundskeeper has grouped both companies under the name "The Groundskeeper." According to president **Jack Hasbrouck, Jr.** Recent "changes in the market demand for our services combined with increased regulation of our industry has caused us to re-evaluate our prior decision of maintaining separate divisional names." Hasbrouck said he was licensed to apply pesticides only under The Groundskeeper name, "and if I did a landscape construction under the Environmental Earthscapes name, I'd have to have The Groundskeeper subcontract to my own company." The Groundskeeper recently opened a new facility in Tucson.

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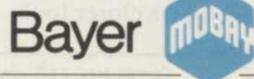
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cultural dealer, took on turf equipment in the early 1980s. Turf sales to industrial/com-



Munn: Grass clippings will be a problem.

mercial users now make up 85 percent of his sales.

"We took on the turfgrass industry for one reason. When the recession hit, we realized that the growth of grass is not affected by the cyclical nature of business. The only thing that affects its growth is Mother Nature," says Munn. □

LANDSCAPING

Developers going full service

LONG GROVE, Ill. — Landscaping will continue to

have a high priority among leading developers and property managers, says Mark Hunner of The Brickman Group Ltd.

"With competition on the increase, developers understand that they must use every available resource, including high-quality professional landscaping, to develop their properties cost-effectively and to give them the competitive edge in attracting and keeping the best-qualified tenants or buyers," Hunner notes.

"Reflecting the growing use of full-service business consultants and suppliers, we foresee an increase in demand for full-service landscape management companies to creatively meet the landscape design, contracting and maintenance needs of developers and property managers."

The reason why? According to Hunner, whether a consequence of the last recession, the after-

math of 1987's stock market crash or the rise in mergers and acquisitions—companies have streamlined and no longer have in-house landscape staffs.

"And when one company is responsible for an entire project," concludes Hunner, "it often can build in efficiencies that reduce the total cost of services when contracted for separately." □

LITERATURE

Association data base now on line

WASHINGTON, D.C. — Barring any serious snags, American Association of Nurserymen members have, by April, access to a data base full of legislative information and the names of industry contacts.

Information in the data bank is based on member responses to surveys requesting the names of known state personnel currently involved in water availability and management, groundwater issues, and data on current or pending legislation in those areas.

"Some of the people will be affiliated with state governments, horticulture extension agencies or universities," says Brian Corsini, director of grower services for the association.

The data base is free to members as part of the Water Management Committee's work for the association.

Corsini said he is also working on putting the information into a computerized bulletin board format which allows other modem-equipped computer operators to call and access a specific menu containing congressional updates and other pertinent information. □

MANAGEMENT

Talk with the boss

ANAHEIM, Calif. — Your primary resources as a golf

course superintendent are the people working for you, which is why it's essential that you let them speak openly with you.

"Almost without exception, each and every worker knows more about his or her job than we do," says Randolph P. Russell, manager of Parks and Recreation for the city of Austin, Texas. In order to get the most from them, says Russell, we need to listen, have an open attitude and explain our reasoning while caring for and trusting them.

Speaking at the 60th annual GCSAA conference here, Russell said that it's also important to accept failure. "Look at failures in a positive manner," Russell says, "Turn them into teaching tools."

The keys to success in dealing with your higher-ups, such as green committees, is to have a positive attitude, always offer a concrete plan or presentation, never confront them, but take on the role of a problem-solver, and never get upset in front of them.

"You control your relationship with your boss," says Russell. "You cannot rely on your job to speak for you. Create the ability to speak for yourself." □

GOLF

New GCSAA prez sets priorities

AURORA, Colo. — As the new president of the Golf Course Superintendents Association, Dennis Lyon plans to keep the GCSAA strong and successful, with concentration on the issues.

"GCSAA membership recently passed the 8,000 mark," says Lyon, "and we recently certified our 1,000th superintendent."

Lyon says the association's annual conference in Anaheim was a hit, with 150,000 square feet of space sold to exhibitors, and an attendance figure of more than 15,000.

According to Lyon, who

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is golf course super for the city of Aurora, Colo., the biggest issue facing the golf industry is "the environmental fate of pesticides." The GCSAA, says Lyon, is committed to funding research in that area. "We're taking the high road in dealing with the issues. We hope to work with legislators and the EPA to better help them make informed decisions." □

GOLF

Use soil tests for best care

ANAHEIM, Calif. — Soil test reports are gaining in stature as another step towards improved golf course maintenance, according to Tom Turner, Ph.D., University of Maryland.

The prime motivator in soil testing should be to prevent nutrient deficiencies in turf. Less frequently, the soil test is helpful in diagnosing degrees of toxicity.

Turner believes checks for nutrient imbalance will soon be more common. "Especially with these high sand content putting greens, the potential for micro-nutrient problems increases."

"One thing that you want to use soil tests for is monitoring your fertility program," says Turner. "If you've been in a deficiency situation, test periodically to see how quickly you can start correcting it."

Factors to consider in making phosphorus and potassium recommendations are soil level and soil condition. Sand and clay, for example, each have different nutrient requirements and compaction considerations. □

Chemicals

Preparation is best protection

DOVER, Ohio — A consulting and design engineer firm has been formed here to help the green industry develop safe and efficient systems for the storage,

mixing and handling of chemicals.

Haskett/McCausland & Associates is designed to provide protection from spillage and leakage, significantly reduce or eliminate storage and disposal of chemical waste products, and increase speed and safety in loading and handling operations, as well as other chemical-related services.

The firm is at 425 W. Howe St., P.O. Box 337, Dover, Ohio 44622; (216) 364-1442. □

CONFERENCES

Warren meeting explores drought

AUSTIN, Texas — The continuing water shortage and its domino effects on the turfgrass industry was the main topic of the recent Warren Turf Kick-off Conference.

"The widespread drought of 1988 is merely hastening the focus on a challenge that we must face in this country," said Tom Bose of ABM Irrigation. "We have a finite amount of water in our country—we're not making any more—and we're using it, altering it, or transporting it to booming sunbelt population centers at unprecedented rates," said Bose, who predicted nationwide government regulation of water by the year 2000. □

SEED INDUSTRY

Jacklin expands into southwest

POST FALLS, Ida. — The Jacklin Seed Company has established a southwest office in Phoenix, Arizona and a research station in the Yuma and Imperial Valley areas.

Research at the Arizona facilities will be focused on warm-season grasses, particularly the improved and newly released Bermudagrasses and zoysiagrasses. Plans include doubling the Ari-



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