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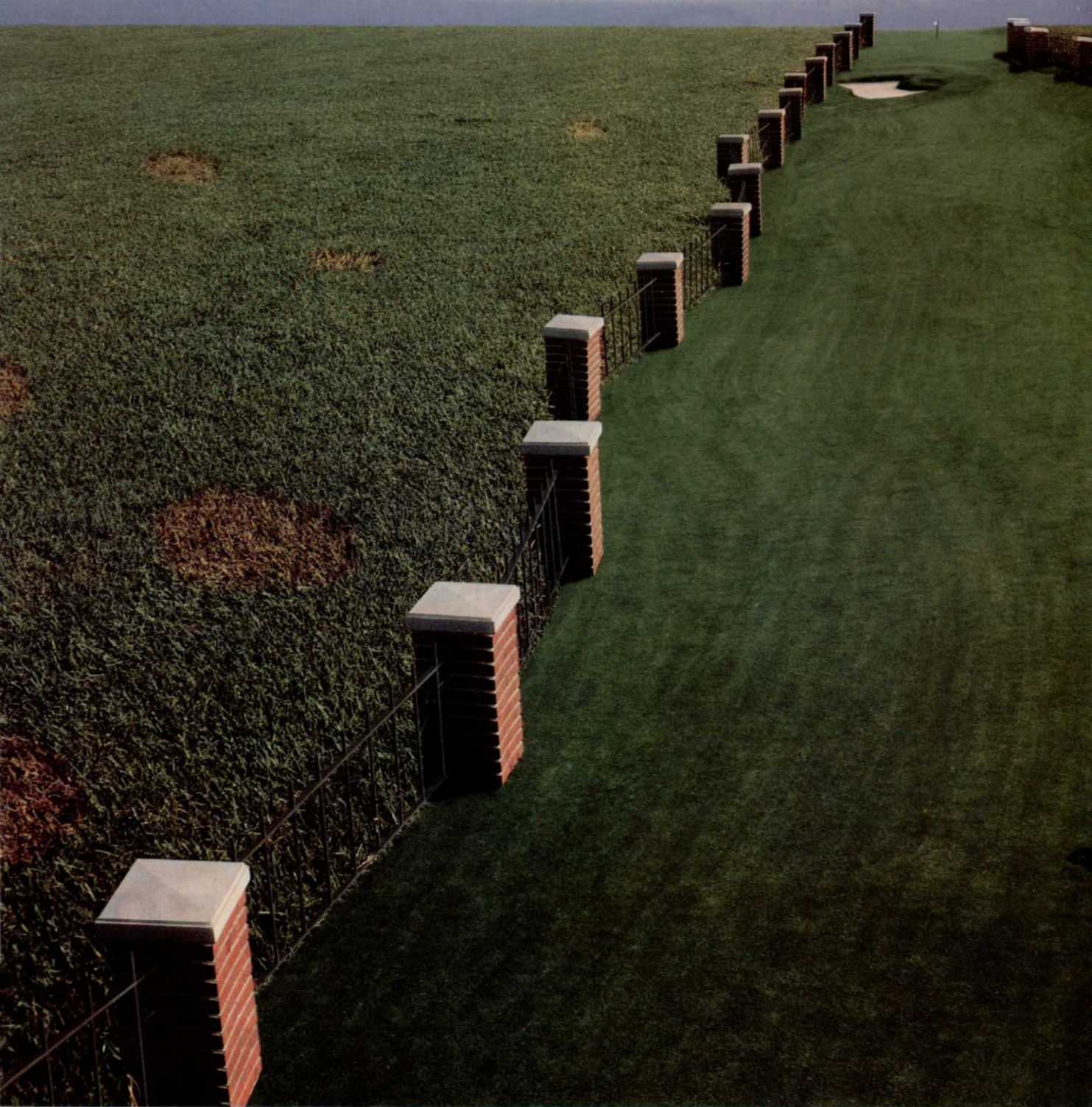
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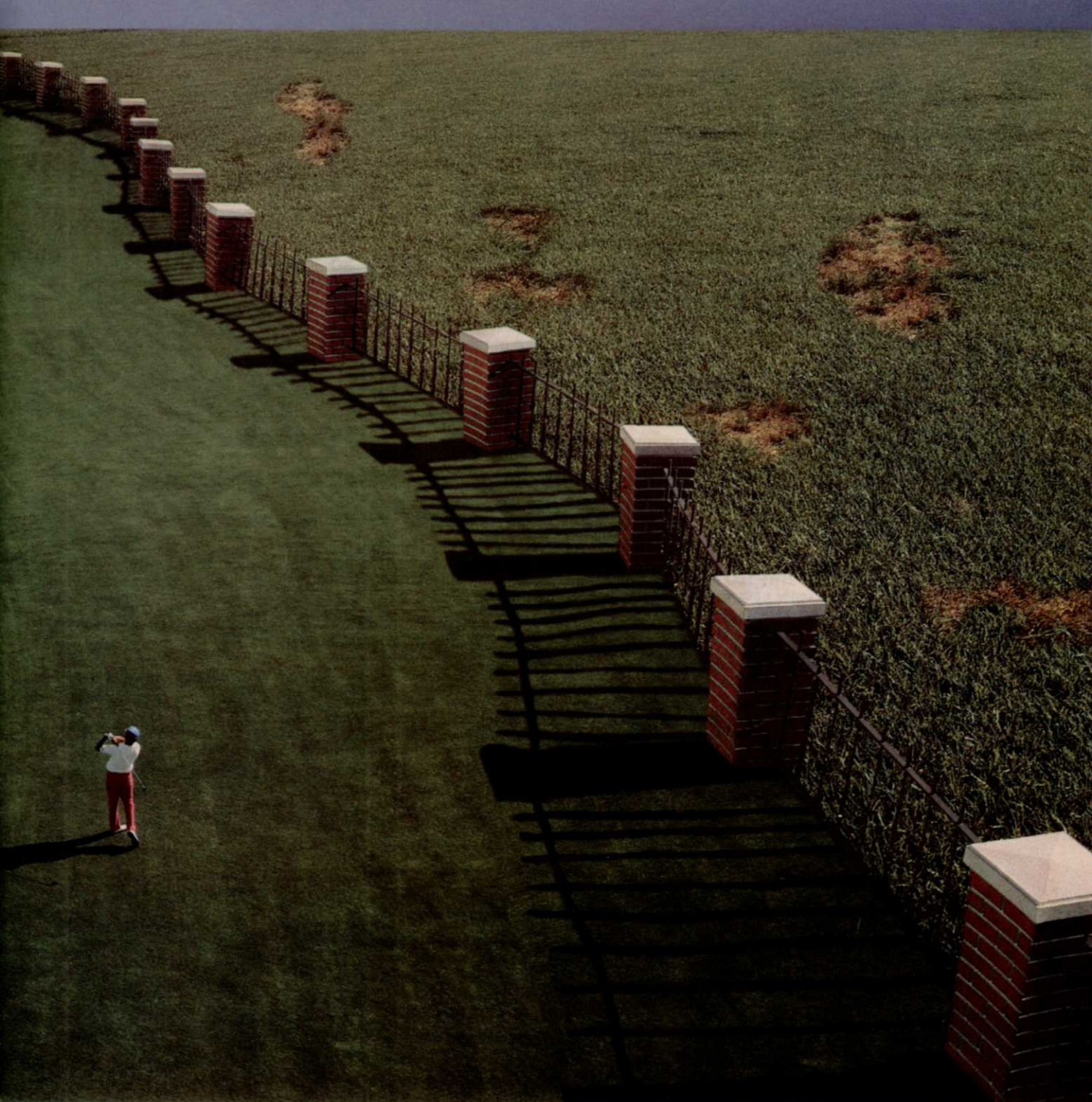


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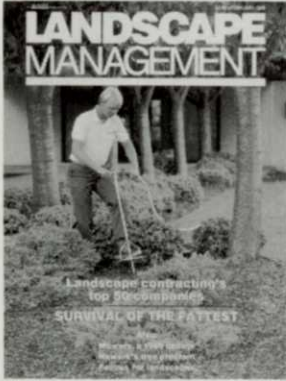
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LANDSCAPE MANAGEMENT



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Mg. Editor



Terry McIver
Assoc. Editor

LM

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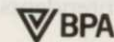
A. Marty Petrovic
Assoc. Professor
Cornell University
Ithaca, NY



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 \$10.00; 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© 1989 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 55806.





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Perennial Ryegrass Blend

The Rose Bowl at Pasadena, CA, January 1, 1988

Ferry-Morse Gold Tag Brand Covers the 1988 Rose Bowl

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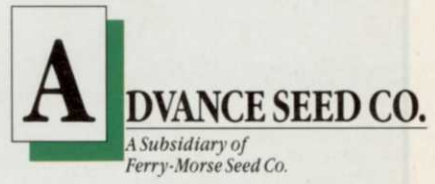
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Citation II, Birdie II and Manhattan II are products of



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Brace now for change in climate



To those of you who survived the Drought of 1988:

You think you had it rough? The hot, dry weather of last summer might be a portent of things to come.

According to William W. Kellogg, Ph.D., global warming is just beginning. Kellogg, senior scientist with the National Center for Atmospheric Research, says that the warming trend should lead to a general drying out in the central part of North America—not good news for many landscape, golf and lawn care people.

“Thus, we should see more dry years in the heartland of the United States and Canada as the earth grows warmer,” Kellogg says. He points out that 1983, 1985, 1986 and 1987 were four of the warmest years on record as far as the global average.

Other sources agree. *Fortune* magazine predicts that the average global temperature will rise 2 or 3 degrees by 2050. *Business Week* magazine says it will climb 3 to 8 degrees by 2040. Further, *Business Week* says temperatures in the Eastern and parts of the Midwestern United States will increase 3.6 to 5.4 degrees by 2029.

This is no small change. According to these reports, even a minimal change in average global climate will have a discernable effect on our way of life.

“The climate change in store for the world will create new and serious problems and enormous readjustments,” Kellogg continues. “If we can know what to expect, we have an improved chance to survive. The biggest danger lies in complacency and the belief that somehow we can all muddle through.”

There is a moral here. How will warmer weather affect your business? How did it affect your business last summer? What changes can you make to ensure a healthy business through more summers of droughty conditions?

You should begin planning now, not only for your business's welfare through the immediate coming years, but also down the road.

According to these reports, things are only going to get worse.

A handwritten signature in cursive script that reads "Jerry Roche".

Jerry Roche, editor

EDITORIAL STAFF

Jerry Roche, Editor

Will Perry, Managing Editor

Terry McIver, Associate Editor

Office: 7500 Old Oak Blvd.

Cleveland, OH 44130

(216) 243-8100

FAX (216) 826-2832

MARKETING STAFF

Dick Gore, Publisher

Office: 455 E. Paces Ferry Rd.

Suite 324

Atlanta, GA 30305

(404) 233-1817

FAX (404) 261-7022

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

FAX (216) 826-2832

Robert Mierow, W. Coast Representative

Office: 1515 NW 51st Street

Seattle, WA 98107

(206) 783-0549

FAX (206) 784-5545

Tom Greney, Senior Vice-President

Office: 111 East Wacker Drive

Chicago, IL 60601

(312) 938-2317

FAX (312) 938-4850

SUPPORT STAFF

Carol Peterson, Production Mgr.

Marilyn MacDonald, Prod. Supervisor

Bob Andresen, Graphic Design

Jackie Eisenmann, Circulation Super.

Bonnie DeFoe, Directory Coordinator

Gail Parenteau, Reader Service Mgr.

Office: 120 West Second St.

Duluth, MN 55802

(218) 723-9200

FAX (218) 723-9223

David Komitau, Graphics Coordinator

Ted Matthews, Promotion Director

Office: 7500 Old Oak Blvd.

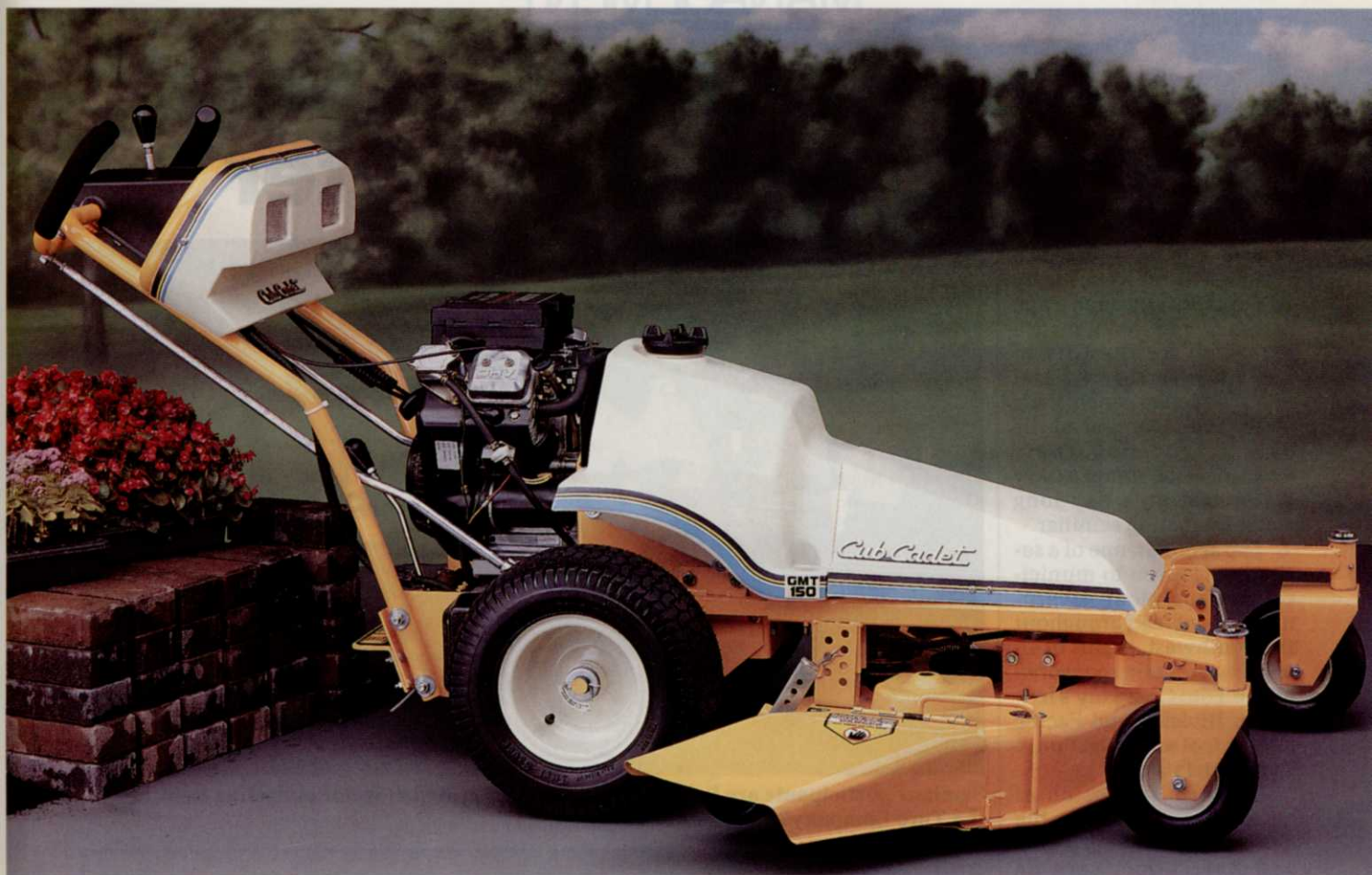
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FEBRUARY 1989/LANDSCAPE MANAGEMENT 7

GREEN INDUSTRY NEWS

FEBRUARY 1989, VOLUME 28, NUMBER 1

LANDSCAPE MANAGEMENT

SEMINARS

Los Angeles landscapers taught to water smarter

LOS ANGELES — Facing a mandate to cut watering by 10 percent, key landscape planning and maintenance personnel for the City of Los Angeles reacted last fall. They sharpened their water management skills and heightened their awareness of unnecessary water use at a day-long water budgeting seminar.

The seminar, one of a series being given to municipalities and other government agencies throughout the Southwest, is part of an ongoing program sponsored by the Toro Company's Irrigation Division and Pacific Equipment and Irrigation, a Toro distributor.

Richard Klink, chief landscape architect for the city's Department of Parks and Recreation, says he picked up valuable skills for determining water requirements and cost. "We're practicing better methods of programming our controllers, based on evapotranspiration rate," notes Klink, "so we are able to use the minimum amount of water necessary to keep things growing without risk of stressing the plant material.

"We have a mandate from (the Department of) Water and Power to cut back on water use at least 10 percent, and we believe we can do that just by properly programming our clocks."

Jerry Fragnoli of Pacific Equipment and Irrigation came up with the idea for the program.

"We are facing a water



Seminar participants are led through a series of practical water budgeting exercises in the Toro Company's day-long seminar.

crisis," says Fragnoli. "The seminars are designed to help save our landscapes and our industry. It's as simple as that. For the third year, California's using more water than is being replenished by rainfall. If it happens again in 1989, there's a great possibility that the entire state may cease approving new landscaping."

Los Angeles is considering closing parks with manually-operated quick-coupler sprinkler systems, because water use cannot be accurately monitored with the systems. Also the East Bay Municipal Water District (which includes Oakland, Calif.) recently adopted regulations that severely curtail new landscape installations. □

INDUSTRY

Ag schools note industry for its growing importance

LAS VEGAS, Nev. — Dick Bitterman, associate dean at the University of Nevada at Reno, says more colleges of agriculture are recognizing the importance of the green industry.

Speaking at the Desert Turfgrass Exposition, Bitterman said more colleges "are working more with the students, and are turning out some of the industry's future leaders."

Bitterman also said he sees two problems facing the green industry in the near future: one, soil depletion caused by increased chemical use, and two, water conservation.

According to Bitterman, \$750 million of pesticides and herbicides were purchased in 1988. "But we can't do that much longer," he warned. "A great deal our soils are being destroyed due to pollution problems.

"Water waste is another problem that will get worse before it gets better," said Bitterman. □