

All our decks are stacked in your favor

It's tough to lose when you're dealt four aces. And that's what you automatically draw when you buy a John Deere front mower. Four mower decks whose superior strength, quality of cut and service access make you a sure winner every time.

Decks are formed from 9- and 10-gauge steel—the heaviest in the industry. Strong enough to stand up to the thousands of hours of tough commercial use you plan to give it.

SUPERIOR STRENGTH

There's even a $\frac{3}{4}$ -inch strip of steel around the bottom lip of each deck to protect it from those occasional unplanned meetings with curbs, trees, stakes and buildings. These decks don't wrinkle with age.



Pneumatic tires, simple height adjustment and a $\frac{3}{4}$ -inch reinforcing bar all contribute to John Deere's exceptional front mower durability and performance.

In addition, a PTO drive-shaft, instead of belt drive, provides a more positive transfer of power from the

traction unit to the mower deck gearbox. And, once that power makes it to the gearbox, spiral-cut drive gears ensure long life and quiet operation.

Four solid choices help you choose the deck that's right for your traction unit and mowing conditions. The 50- and 60-inch side discharge decks fit the F910, F912 and F915. The 60-



Six John Deere Front Mowers from 17 to 28 hp give you a wide range of choices in both gas- and diesel-powered designs.

and 72-inch side discharge decks fit the F930, F932 and F935. The 60-inch rear discharge deck fits all six.

SUPERIOR CUT

A quality cut is also built into each of these decks. It starts with a deep contour design that improves airflow and clipping dispersal.

Dual lift cylinders allow each mower to hug ground contours closely. They oscillate up to 14 inches laterally and float up to 8 inches vertically. Enough movement to deliver fine-groomed cuts over severely undulating terrain.

Gauge wheels and anti-scalp rollers on the side discharge decks also help here. They serve as front and rear protection from sudden changes in ground contour. Plus, pneumatic front tires help soften the sting from unexpected bumps.

Cutting height adjustments are easily made without tools on all four decks. C-spacers let you quickly

change your cutting height at $\frac{1}{2}$ -inch intervals between $1\frac{1}{2}$ and $4\frac{1}{2}$ inches on the side discharge decks—from 1 to 6 inches on the rear discharge model.

SUPERIOR SERVICE

The story gets better when it's time to change decks or add a different implement. One person can safely and easily change implements in a matter of minutes. Four pins and a quick coupler are all you need to deal with. No springs, no blocks, no hassle.

Service access is also a snap. Mower spindles are greased without removing belt shields. Belt shields are quickly removed without tools. And a service latch gives access for work



John Deere front mower implements can be attached or removed by one person in minutes. Four pins attach the implement securely to dual lift cylinders.

under the deck and provides a safe method of removing mower blades.

All told, it's an unbeatable story. Talk to your John Deere dealer today for more information on these exceptional mowers. Or write John Deere, Dept. 956, Moline, IL 61265.



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TURF, TREE & ORNAMENTAL SPRAY

figure off to 5,000 before the year 2000 and consider it one of the greatest challenges this organization has ever faced.

"It is also a tremendous challenge to the creative energy and talent of each one of us individually. The game has never been more popular than it is today, and it is our responsibility to meet that demand with more and consistently better work.

"I think it is time that we, the devilish architects of this glorious game, those of us who design those forbidding bunkers and undulating putting surfaces, join with the NGF, the GCSAA, the PGA, the TPC and the golf media to proclaim emphatically that we need 5,000 more golf courses in the next 10 years," Jones continued. "Because up to 70 percent of these new courses should be public rather than private, we especially need them in the cities, suburbs and counties."

Jones, 49, is the son of the ASGCA founder. His father and his brother Rees have previously served as ASGCA presidents. □

RIGHTS-OF-WAY

Rails-to-trails numbers 203

WASHINGTON — The number of rails-to-trails conversions in the U.S. has climbed to 203, and Americans used these trails an estimated 27 million times during 1988. This, according to statistics from the Rails-to-Trails Conservancy. Both numbers were up sharply from a similar survey last year.

"By every measure, converting abandoned rails to trails is an extremely popular issue, from Maine to California," says RTC program director Peter Harnik. "We know of at least 250 such campaigns under way right now and we learn of a new effort literally every day."

The states with the greatest rail-to-trail

mileage are Wisconsin, Washington, Minnesota, Illinois, Pennsylvania and Iowa. The states with the largest number of trails are California, Illinois, Wisconsin, Washington and Pennsylvania.

Although there are no precise figures on how many miles of old track are available for trail use, the U.S. rail system has shrunk from about 300,000 miles in 1920 to about 165,000 miles today. Railroads continue to shed corridors at the rate of 3,000 to 4,000 miles per year.

For further information, to order one of the Rails-to-Trails Conservancy's publications or to become a member, write to the group at 1400 16th St. NW, Suite 300, Washington, DC 20036. □

CHEMICALS

New weapon in Dutch elm fight

HINSDALE, Ill. — Officials here have urged board members to employ Tempo 2 in the village's fight against Dutch elm disease, even though the product hadn't yet been approved by the Environmental Protection Agency against elm bark beetles.

Three of four Hinsdale Environment and Public Services Committee members voted to substitute Tempo 2 for methoxychlor, citing resident's complaints about the product, according to a *Chicago Tribune* report.

Board members said they will not solicit bids on the product until it was approved by the Illinois Department of Agriculture. □

GOLF

Architects develop formal request

CHICAGO — In an effort to simplify the bidding process for new golf course projects, the American Society of Golf Course Architects has de-

veloped a Request for Proposal form for new golf course projects.

The RFT is a condensed, 12-page document listing project specifics for the golf course architect. The brevity of the proposal, according to former ASGCA president Pete Dye, "simplifies the bidding procedure and encourages more course designers to respond to proposals."

The proposal is broken down into six streamlined categories: General Notice, Project Description, Scope of Services, Owner's Responsibilities, Submittal Requirements and Selection Process.

Copies of the RFP can be obtained by writing to the ASGCA, 221 N. LaSalle St., Chicago, IL 60601. □

MANAGEMENT

Marketing: best laid plans work

NASHVILLE, Tenn. — According to one market expert, the three realities in marketing are: how you see your company; how you think your customers see your company; the truth.

And to make sure you're telling the truth and being heard, target your markets wisely.

Mike Hiller, an associate with All-Green Management Associates, led a seminar on effective marketing during the last Landscape Exposition in Nashville, Tenn., and found that in many cases, marketing is mistaken for advertising. "You must distinguish the two," advises Hiller. "Advertising becomes part of the marketing plan after you decide who you want to reach, and what you want to say."

When developing a marketing plan, know the reasons why. Clarify those reasons in a mission statement that defines company philosophy and clarifies the nature of your business and its purpose, Hiller says. Then,

follow through via tactically designed steps.

According to Hiller, key elements of a marketing plan include:

- timetables for implementation;
- an idea of the expected results;
- awareness of who is responsible for monitoring each step of plan;
- anticipated revenue per customer per year from the plan;
- a contingency plan or stop date in the event of failure;
- expected leads to be generated;
- closed leads needed to make the plan worthwhile.

Hiller says market segmentation variables can greatly affect a marketing plan.

"Do you know your target market? Who are they? Where are they? Why did they buy from you? There are more than 200 marketing variables we know of that go beyond the basic demographics of age, sex and income," says Hiller, including geographic location, psychological profile, benefit analysis and social segmentation.

"Target your market, be organized and know what your plan will cost," says Hiller. "Give your banker a reason to support you."

According to Hiller, "the marketing pie" of price, promotion, distribution and product has been modified. For the most part, says Hiller, lawn care customers aren't concerned with how you go about your work or the products you are using, as long as safety is a priority. From a product standpoint, you all do the same thing, so eliminate product as a marketing advantage. And if you market by price alone, you'll attract disloyal customers and more service calls. Research shows that homeowners care most about competence and results.

Effective promotion involves public relations, direct sales and advertising. Public relations lays the

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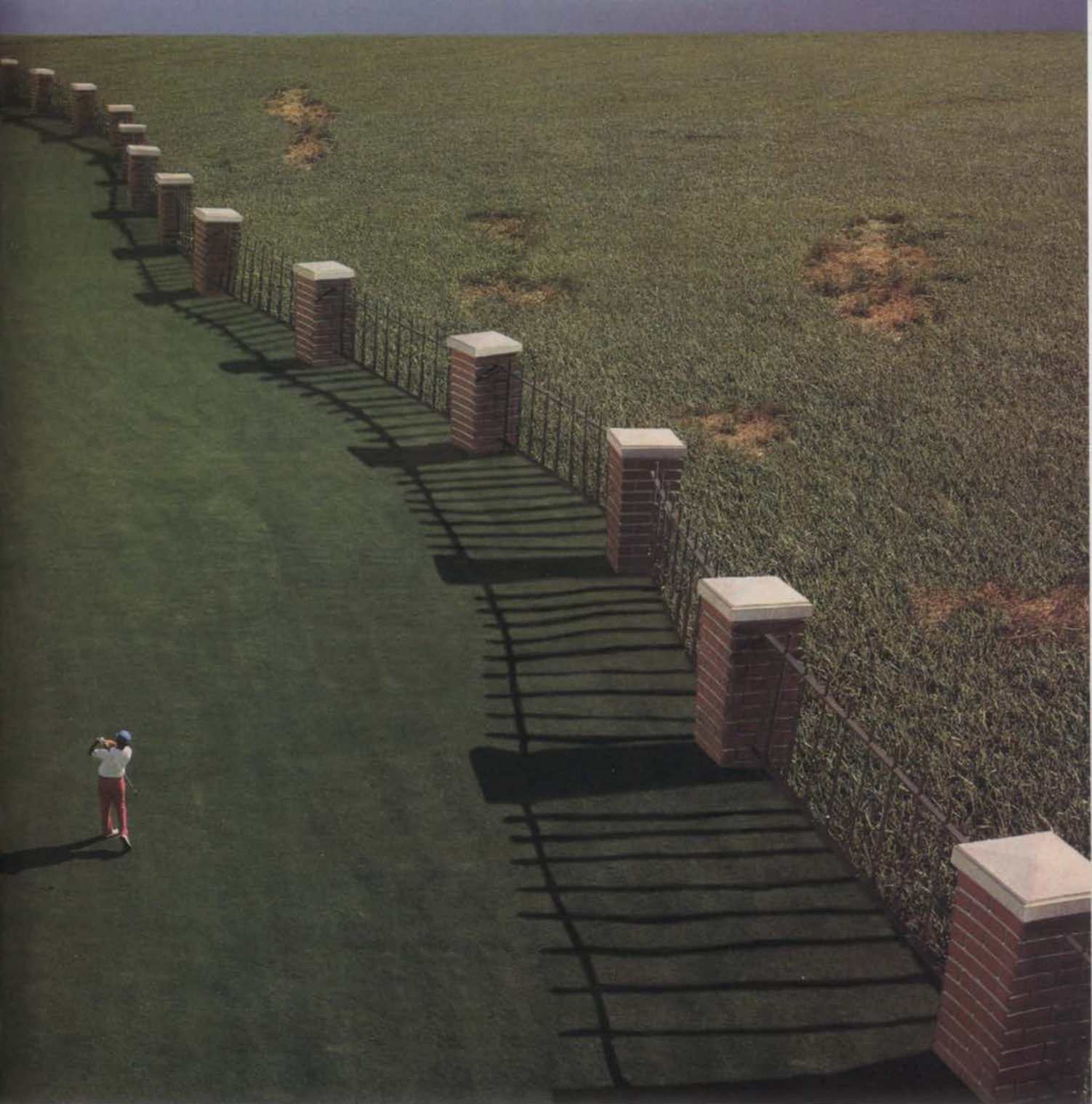
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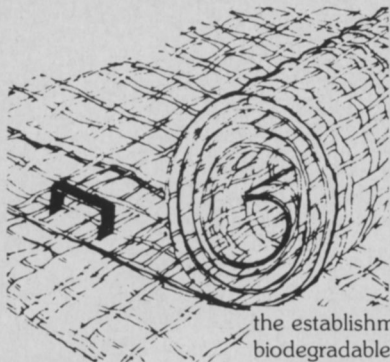
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groundwork for the future and builds credibility and image," Hiller says. If you want high visibility, join a local chamber of commerce or get involved in sponsorships.

And when you sell, don't sell jargon. According to Hiller, services rendered are often below customer expectations, causing customers to look elsewhere for service, "which is why some companies continue to find new customers in a saturated market." □

TREES

How many trees are in Texas?

COLLEGE STATION, Texas — How many native Texas trees have been identified and documented?

If your answer is 222, you guessed correctly, according to research scientist Benjamin Jackson Simpson, of Dallas, who has spent many years studying and writing about native trees found across the Texas landscape.

Simpson, who is with the Texas Agricultural Experiment Station, said the number could be 305 if one added current species, an additional 24 possible species, 51 natives that are considered shrubs and extinct or lost native trees.

Simpson, author of *A Field Guide to Texas Trees*, notes that Texas has from 33 to 45 percent of the native tree species in the United States, but little is known about the native species except among professional botanists and taxonomists. □

SEED

Noxious weed found in seed

WASHINGTON — Noxious weed seed has been found in tall fescue recently imported from Argentina, spurring a quarantine order from the government for all such

seed in Oregon. Also, importers of the seed have been told to reclean, return or destroy the seed on hand.

The government reports finding 100 to 150 serrated tussock seeds per pound in Argentinian tall fescue. One importer, Pennington Seed Company of Madison, Georgia, reported distributing the seed to about 1,700 retail outlets all over the country. The lot numbers of Pennington seed being recalled are 83GSO3G and 83GSO1G. Other importers of the seed include Normarc and Olsen-Fennel, of Oregon, Seaboard Seed Co., of Chicago, Gateway Seed Co., of Missouri and Allied Seed Co., of Idaho.

Anybody in possession of tall fescue seed with Argentinean listed as its place of origin, including seed mixed with Oregon ryegrass or Bermudagrass and coated with fungicide, should have the seed sampled immediately, says Roy Cole, senior operations officer with the U.S. Department of Agriculture's Animal Plant Health Inspection Service.

Tall fescue is in short supply this year as a result of last summer's drought, says Cole, which is why the seed was imported from a country the U.S. traditionally exports to.

"This has stirred up a lot of interest among state seed officials," says Cole. The seed sold was probably intended for highway rights-of-way, he adds, yet it poses its biggest threat in forage-type areas. "The weed has no nutritional value whatsoever. Animals consume it but can't digest it and eventually they die of malnutrition," says Cole.

Serrated tussock is a very aggressive, perennial, tussock-forming grass with a deep, fibrous root system. Called "the worst of noxious weeds" in the book *Economically Important Foreign Weeds*, the weed delivers an estimated 227 million seeds per acre and is nearly impossible to eradicate. □

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EVENTS

MAY

18-19: Florida Nurserymen and Growers Association, "Landscape Color Magic," a look at landscape care and maintenance for Walt Disney World, Orlando, Fla. Contact: FNGA, 5401 Kirkman Rd., Suite 650, Orlando, Fla. 32819; (407) 345-8137.

25-29: Chicago International Festival of Flowers and Gardens, in Chicago's Lincoln Park. Contact: Cynthia Quick, managing director, 600 N. McClurg Court, Suite 1302A, Chicago, Ill. 60611; (312) 787-6858.

28-June 1: The International Geotextile Society's International Conference on Geotextiles and Geomembranes, to be held at The Hague, Netherlands. Contact: Secretary General G. den Hoedt, c/o Holland Organizing Center, 16 Lange Voorhout, 2514 EE, The Hague, Netherlands.

JUNE

4: University of Pennsylvania Philadelphia Garden Tour, a tour of six private gardens in Huntingdon Valley, Rydal and Meadowbrook. Contact: Pam Rorer, at the Morris Arboretum, (215) 247-5777, or Dr. H. Ralph Schumacher, Arthritis Section, Hospital of the University of Pennsylvania, (215)-662-2454.

6-8: Computer Aided Facility Management Conference, Anaheim Marriott Hotel, Anaheim, Calif. Conference will address various personal computer systems management and software topics. Contact: Nancy G. Mini, Director of Education and Research, IFMA, 11 Greenway Plaza, Suite 1410, Houston, Texas 77046; (713) 623-4362.

6-8: Techtexil Trade Fair, Frankfurt, Germany, presenting a wide variety of environmental protection products for agriculture and industry. Contact: Nicolette Naumann, (069) 7575-6415-6520.

7: California Association of Nurserymen will conduct a one-day tour of three retail and two grower operations in southern California. Tour begins at 8:30 a.m. Contact: Carol Freeman, 1419 21st St., Sacramento, Calif. 95814; (916) 448-2881.

7-8: The Royal Agricultural Society of England's Landscape Industries '89, National Agricultural Centre, Stoneleigh, Warwickshire. Contact: Susan J. Bourne, International Relations Manager, 0203 696969, ext. 268.

9-11: Florida Nurserymen and Growers Association Convention, Ocala, Fla. Contact: FNGA, 5401 Kirkman Rd., Orlando, Fla. 32819; (407) 345-8137.

13-16: Grow America, "a new concept in horticultural trade shows," Nashville Convention Center, Nashville, Tenn. Contact: Vicki Miller, Executive Director, Grow America, PO Box, 3102, Glen Ellyn, Ill. 60138; (312) 790-3220.

15: Sports Turf Association's Educational Athletic Turf Field Day, River Oaks Recreation Centre, Oakville, Ontario. Contact: Doug Rigg, director of Oakville Parks and Recreation, 1225 Trafalgar Road, Box 310, Oakville, Ontario L6J 5A6.

17: North Carolina Turf and Landscape Field Day, North Carolina State University Turf Field Center and Arboretum in Raleigh. Contact: Betty Beaman, Turfgrass Council of North Carolina, (919) 467-8580.

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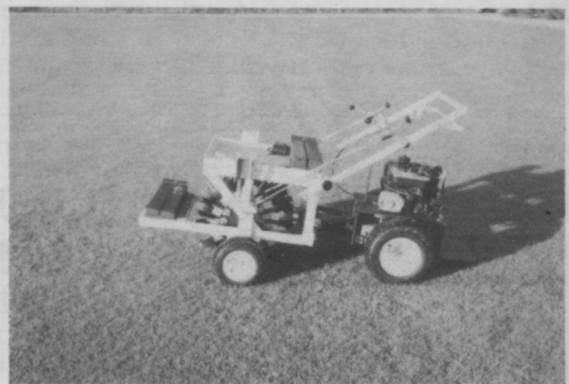
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LETTERS

To the editor:

Thank you for the strong support you gave to ALCA's Crystal Ball report in your (March) "As I See It" column.

It is satisfying to know that our work appears valuable to others like yourself. Naturally, all of us who worked on the report believe it should be required reading for every current and potential landscape contractor. Perhaps we are prejudiced.

Equally important is the partnership of industry and press committed to the growth of the industry. Your support of the industry is invaluable.

Thomas O. Lied
Lied's
Sussex, Wisc.

To the editor:

Because I am among the many in this industry involved in snow and ice control, I was extremely pleased to see the article "Emergency" in the February issue, even though the captions with the pictures were incorrect.

Our snow and ice work has grown over the years to

the point that it is now larger than our landscape work in many respects.

Please continue to do future articles on snow and ice control as it pertains to landscape management.

Christopher L. Russo
Hampton Landscaping
Amagansett, N.Y.

To the editor:

I simply want to express my appreciation for the excellent article by George Scott regarding the use of mulch and drainage problems in the March "Research Update" column.

The article was extremely informative and deals with a problem that I am familiar with. Based on the article, future maintenance on this campus as it relates to mulching will follow the guidelines mentioned by Mr. Scott.

Richard Ehrenberg
University of Wisconsin
Whitewater, Wisc.

To the editor:

Your February 1989 article titled "Survival of the Fattest" certainly painted a slim picture of the land-

scape industry in Georgia.

Just last year the Extension Horticulture Department at the University of Georgia conducted a survey of the commercial landscape industry in Georgia. The survey, done in a scientific manner under the direction of a statistician, revealed over 45 firms statewide with annual billings in excess of \$1 million, with 36 of these firms headquartered in metropolitan Atlanta. Yet your report showed only nine Georgia firms among the top 50. Should our industry feel slighted?

I assume your survey was based on whomever returned a questionnaire. If so, is it accurate journalism to describe these firms as the largest in the nation, or would it be better to list them as 50 of the larger firms that responded? Readers should be told that your survey was done simply to generate a list, not necessarily a complete list.

Gary L. Wade
Extension horticulturist
University of Georgia
According to some statistics, there exists nearly 30,000 landscapers in the

U.S., a list that contains extensive daily changes as businesses are formed and others fold. Our mailing list includes 12,000 of the most successful, influential and stable of these companies.

Whereas a state-supported university may have the resources to scientifically poll all the landscapers within its boundaries, LANDSCAPE MANAGEMENT simply lacks the resources to poll every landscaper in the entire nation.

This is the fourth year we have compiled this list. Every year, we ask companies to contact us if they think their company qualifies. Every year, our list gets more complete. To our knowledge, Dr. Wade, this list represents the 50 largest landscape contractors in the nation.

Yes, there may be many companies out there which don't volunteer their names for the list; that's their prerogative.

Is this a scientific evaluation, though? No, you've got us there. But it's the best such list of its kind in the country, and we're proud of that.—Ed.

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