



olinas GCSA, Randy Allen of Dunes Golf & Beach Club in Myrtle Beach, said his area escaped serious damage. Still, his 35-acre irrigation lake showed salt intrusion of 9,500 ppm, and more than 300 trees were lost, many large oaks.

"When I rode around our golf course I just thought, 'Good Lord, I just can't believe all this happened,'" Allen added. "But when I look at the footage of Garden City and other places that were totally destroyed, I feel fortunate. I had never lived through a storm of that magnitude and hopefully I won't have to again."

—Will Perry □

## An eyewitness to weather history

CHARLESTON, S.C. — "I completely underestimated that storm. I will never do it again. My wife and I decided to ride out the storm in our home. Like I said, I was in full combat in Vietnam and it was as bad or worse than that.

"We could hear the wind starting to scream, so we went into a hallway in the middle of the house. The wind just kept picking up and picking up until you couldn't even hear yourself talk. The wind started to buck the house...I felt several times that the wind was going to pick up my house and flip it.

"We laid there like that for an hour and a half. The power was off, all the radio stations were off; there were no lights or TV. We were afraid to move. I mean we were just laying there listening to the house shake.

"Then it was the eeriest thing. The eye came over the area and just as fast as those winds picked up they quit. They just stopped. There was no wind. It was hot, balmy and humid. I opened the front door and saw my neighbor up on his roof trying to patch a hole made when a tree fell on his house. About 20 minutes later, the winds started picking up again and it was like a freight train coming through the living room for the next hour-and-a-half to two hours.

"I woke up the next morning and I was still shaking. I opened my front door the next morning and I did not recognize the place where I lived.

"The damage is simply unbelievable. You cannot imagine it. It looks like someone dropped an atom bomb on the place.

"I don't think people took the storm seriously. They think we're down here crying about the wind damage. People don't realize the amount of devastation that has taken place. If it hadn't been for the evacuation, there would have been substantially more deaths."

—Tom Cannon  
Patriots Point Links  
Charleston, S.C. □

## TECHNOLOGY

# System reclaims sewage

BEVERLY HILLS, Calif. — Atlantic Northern Corp. has developed a water recycling system that reclaims sewage wastewater for agricultural and landscaping purposes otherwise endangered by the increasing water shortage.

Micropure will be put on the market nationwide by the end of the year, says company president Craig Rhoades. It will be offered to the private and public

sectors to conserve fresh water and cut water bills.

The unit uses an electrical charge to kill bacteria in the water. It then "globs" and filters out solid waste, which can be used as fertilizer. The household unit is about the size of a refrigerator and doesn't have high pump or electricity costs, Rhoades notes. "Maintenance isn't very high, either." Total processing costs run \$1.50 to \$1.75 per

## ASSOCIATIONS

# ALCA searches for new exec

FALLS CHURCH, Va. — The Associated Landscape Contractors of America (ALCA) is searching for a new executive director in the wake of Terry Peters' resignation.

ALCA has formed a Search Committee to conduct interviews with possible candidates. The person the committee seeks will have "strong interpersonal skills," says ALCA president Ron Kujawa. That person could come from the landscaping industry, from marketing and sales, or it could—like Peters—be a person currently directing another association.

"We're lucky to have a good, competent and professional staff in Washington," says Kujawa. "That gives us the luxury to take our time and get the person we really want. We don't have to rush."

During his four-year tenure with ALCA, Peters administered a growth in the association's insurance program from \$10 million to \$30 million; merged the Interior Plantscape Association into ALCA; and helped create the Green Industry Exposition.

Anyone interested in being considered as ALCA executive director should contact the organization at 405 N. Washington St., Falls Church, VA 22046; phone is (703) 241-4004. □

gallon.

The city of Monterey, Calif., has cut its water costs by 20 percent using the Micropure system, Rhoades notes.

"We're moving out of the 'disposable society' frame of mind," he says.

Urban and rural communities using septic tanks and overloaded municipal sewer systems could also irrigate their farmlands, golf

*continued on page 14*

ALTA searched  
for new exec



# Here's what Dan Nordell hits the slopes with each winter

**Steep slopes and winter rain** used to make mowing tough for superintendent Dan Nordell. No more. Now, a John Deere 3325 Professional Turf Mower mows fairways at the Contra Costa Country Club outside Oakland, Calif. And Nordell and his members have all noticed the difference.

**"The weight transfer system** on the 3325 is a big help in the winter when the ground gets wet," says Nordell. "You just flip a switch and keep right on mowing. We demo'ed the 3325 along with three other fairway mowers on some of our bigger hills before we bought one. Some of the other units couldn't even climb them.

**"Since then, we've put over 700 hours** on the 3325 and it's done a beautiful job. It's faster than other mowers, and I like the single lever lift of all five reels for cross-cutting. Our members have noticed, and commented, about the improvement in our fairways."

**Talk to your John Deere distributor** today for more information on all we have to offer. Or write John Deere, Dept. 956, Moline, IL for free literature. We know, like Dan Nordell, you're going to like what you see.



*A John Deere 3325 Professional Turf Mower handles all the fairway mowing at the Contra Costa Country Club outside Oakland, Calif.*



**Nothing Runs  
Like a Deere®**



Circle No. 107 on Reader Inquiry Card

# SHOW WEEDS WHO'S BOSS!

## Lebanon Pro Fertilizers with **TEAM**

Take the upper hand against crabgrass, poa annua and goosegrass with Lebanon Pro SCU blends with TEAM. No need to squander time or money when one of our four fertilizer/control combinations can deliver superior weed control and fertilize your customers' turf with one simple application. Only from Lebanon—your source for premium quality turf products.

**Lebanon**  
TOTAL TURF CARE

A division of Lebanon Chemical Corporation

TEAM™ is the Registered Trademark for Elanco Products Company's combination of benefin and trifluralin.



Bill Heald (left) and Mark Neville of B&S Lawn Sprinkler adjust a sprinkler irrigation head at the entrance to the Fairlane Woods community in Dearborn, Mich.

### INNOVATIONS

## Market seen for 'enhancements'

DEARBORN, Mich. — A new market for sprinkler irrigation contractors has emerged in the United States, according to Mark Neville of B&S Lawn Sprinkler Systems & Service of Southfield, Mich. This market for "landscape enhancement" items (aerator-fountains, night-lighting, artificial waterfalls, etc.) is virtually untapped, he says.

"The scales could turn to where we do more lighting than sprinklers," he says. "It probably would make us more profitable."

Because night-lighting and fountains are less developed markets than sprinkler irrigation, there is less competition and less price sensitivity among customers than in sprinkler irrigation, Neville believes.

His company was responsible for the landscaping at nearby Fairlane Woods.

"Landscape enhancements extend our options tremendously," he notes. "There's not a full-fledged apartment building in this area that has a great variety of landscape lighting, pumps, waterfalls and so on. It gives credibility to the product. People know they can count on it."

"Where there may have been skepticism with customers about landscape lighting in the past, they'll

feel comfortable now."

B&S installed Loran night-lighting at Fairlane Woods' entrance security booth, below a waterfall in a pond at the entrance, around the pond, down the main road along the woods' edge, around the clubhouse grounds, on an island with a gazebo in a larger pond, and in the pond adjacent to the clubhouse shining onto a stone wall.

This new concept includes all hardware that can enhance the exterior of a property, says Ernie Hodas, president of irrigation supplier Century Rain Aid. That is to say, landscape lighting, aerator fountains, bridges, gazebos and underwater lighting. □

### SEWAGE from page 11

courses and parkways while conserving fresh drinking water, says Rhoades.

"Available clean water in the U.S. has reached a crucial turning point. Fresh water for agriculture and irrigation will become scarce because potable water has become a premium commodity."

For more information on the system, write Rhoades at Atlantic Northern Corp., 9300 Wilshire Blvd., Suite 470, Beverly Hills, CA 90212; or phone him at (213) 452-7254. □

# "This Baby Will Steal Your Heart."

"When you put as much into something as I have with this new 30-H, it gets close to you. But I think it's the kind of machine you're going to love. It's got a Yanmar diesel that turns out 30 horses for all the power you'll ever need. The 72" deck gives you the big cut you want for wide area mowing. Talk about smooth. The hydrostatic transmission really gets the job done. And our special rear-wheel steering leaves a "0" uncut circle. Naturally, the 30-H has all the dependability we build into every Gravely. Let me tell you, this baby will steal your heart."

Ask your local Gravely dealer to introduce you to the powerful, new 30-H today. **GRAVELY**

*Jan Miller*

Jan Miller, Director of Engineering  
Gravely International, Inc.  
Clemmons, North Carolina



## Fall In Love With A Gravely

Gravely International, Inc., P.O. Box 5000, One Gravely Lane, Clemmons, NC 27012 • 919-766-4721 • Telefax: 919-766-7545

Circle No. 221 on Reader Inquiry Card



# If you run into a turf-management keep running.

But for virtually every other turf-management problem you face, you can count on a quality Chipco® product to deliver the proven performance you demand.

Take our premium fungicides, for example. Chipco® brand 26019 fungicide provides unsurpassed control of all major turf diseases. And its long-lasting protection makes it the perfect foundation for a season-long disease control program.

For Pythium control, you can't beat Chipco®

Aliette® brand fungicide. Its powerful systemic action protects turfgrasses for up to 21 days.

Grubs, mole crickets and surface-feeding insects a problem? Depend on the powerful twosome of Chipco® Mocap® 5G and Chipco® Sevimol®. Chipco® Mocap® 5G pesticide delivers effective, fast, dependable control of grubs, mole crickets—all species—and a wide variety of surface-feeding pests.

Chipco® Sevimol® is a special liquid formulation of Sevin® brand carbaryl insecticide for broad spectrum defense against grubs, sod webworms, chinch bugs, bluegrass billbugs, mole crickets and more than two dozen other turf pests. Chipco®



# problem Chipco® products can't solve,

Sevimol® can be used to protect your trees and ornamental plantings, as well.

Chipco® Ronstar® brand herbicide tackles more than 20 of the toughest broadleaf and grassy weeds—including goosegrass and crabgrass—for up to 120 days from a single pre-emergence application.

And Chipco® Weedone® brand DPC herbicide gives you unmatched post-emergence control of more than 65 annual broadleaf weeds.

So, for the turf-management problem Chipco® products can't solve, keep a pair of sneakers handy. For all the others, turn to the first name in quality turf care: Chipco®.

Circle No. 134 on Reader Inquiry Card



**Chipco®**  
RHÔNE-POULENC

As with any crop protection chemical, always read and follow instructions on the label.

# ONE BAG. TWO JOBS. THREE CHEERS!

Country Club 19-4-6  
with  
**BETASAN**

Fertilize putting greens, fairways and general turf areas—while you control crabgrass and poa annua—with County Club 19-4-6 with Betasan. This superior homogeneous fertilizer with 3 units of WIN and 3.6% Betasan herbicide does two jobs in one operation for maximum efficiency! And for straight pre-emergence control, try Lebanon Betasan 7G or Lebanon Betasan 4E. From the source for premium quality turf products—your local Lebanon distributor.

  
**Lebanon**  
TOTAL TURF CARE  
A division of Lebanon Chemical Corporation

BETASAN® is the Registered Trademark of ICI Americas, Inc.

Circle No. 119 on Reader Inquiry Card

## SHORT CUTS

**HORRIFIC HUGO...**Hurricane Hugo not only temporarily ruined golf in the Carolinas (see page 8), but it also took its toll on home lawns. Most LCOs were wielding chain saws as dazed citizens returned to what was left of their homes, according to a report in this month's *LAWN CARE INDUSTRY* magazine. "The beautification of someone's lawn is the last thing on most people's minds. I think we'll just be able to survive," said **Ellen Boutwell**, office manager of Lawn-O-Green in Summerville, S.C., just outside of Charleston. Treatments will most likely be needed to control fire ants, yellow jackets and other insects stirred-up and made homeless by Hugo's wrath. That won't be an immediate source of income because "the homeowners won't come across them because they're concerned with getting a roof over their heads." Numerous yards had gouges where trees, poles, cars and houses were slammed to the turf.

**FINNISH CUP'O'TEE...**Demand for tee times is much higher in Finland than in the U.S., says **John Piersol**, golf course division chairman at Lake City Community College in Florida. He recently spent 12 days in the Scandinavian country at the invitation of its Sports Institute. "Golf is one of the fastest-growing participatory sports in the world," he observes. "Our (golf) program at LCCC is recognized by most leading golf courses in America as the best in the country. We're out to make that reputation worldwide." Finland, Piersol notes, will add 15 to 20 courses in the next few years.



John Piersol

**HAPPY B-DAY...**To E-Z-Go Textron, the oldest and largest golf car and utility vehicle manufacturer in the country. E-Z-Go celebrated its 35th birthday a couple months ago, and guest of honor at a special ceremony was co-founder **B.F. Dolan**.

**CHEERS...**That's what entrants in the annual Special Olympics should have for Briggs & Stratton. The small engine company raised \$6,730 for the Wisconsin and Kentucky Special Olympics with a five-kilometer run held at Expo '89 in Louisville, Ky. "We are pleased that so many show attendees participated," said CEO **Frederick P. Stratton, Jr.** "Together, we are helping support Special Olympics' worthwhile efforts to provide sports and recreational opportunities for our mentally retarded citizens."



# Now Sevin® gives you two ways to control tough turf pests.

Now SEVIN® brand carbaryl insecticide is available in an easy-to-handle granular formulation. So you have two ways to apply the effective, economical and environmentally sound control of SEVIN® brand carbaryl on your toughest turf pests.

One thing's for sure, whether you choose the liquid or new granular formulation, you get the same broad-spectrum pest control that has made SEVIN® brand carbaryl insecticide the first choice of turfcare specialists across the country.

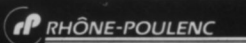
Tests prove that SEVIN® brand carbaryl insecticide delivers effective control of white grubs, sod webworms, chinch bugs, bluegrass billbugs, cutworms and more than two dozen other turf pests. Plus, the liquid formulation can be used to control 86 troublesome insects on trees and ornamentals.

And, because other formulations of SEVIN® brand carbaryl insecticide are used to control pests on poultry, pets and even some species of game birds, it's one of the most environmentally sound pesticides you can use.

Contact your turfcare chemicals distributor today, and put the proven performance of SEVIN® brand carbaryl insecticide to work for you. Now available in a quality granular formulation.

# Sevin®

Brand Carbaryl Insecticide



As with all crop protection chemicals, always read and follow instructions on the label. SEVIN is the registered trademark of Rhône-Poulenc for carbaryl insecticide. © 1990 Rhône-Poulenc Ag Company

Circle No. 275 on Reader Inquiry Card

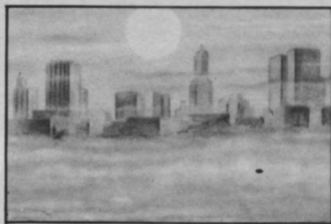
## Savage Heat Waves, Water Shortages, Parched Farms Year After Year After Year

The National Arbor Day Foundation Urges You to Plant Trees to Fight the Greenhouse Effect

The Greenhouse Effect may take hold of the Earth in your lifetime.

If that happens, the huge polar ice caps may melt, causing oceans to flood coastal cities. Drought will plague America's breadbasket. Rivers that supply water to cities will dry up. Heat waves will be commonplace.

A sharp increase in atmospheric carbon dioxide is a major cause of the Greenhouse Effect. Trees remove carbon dioxide from the atmosphere, but mankind has destroyed a third of the world's forests.



You can make a difference. Trees you plant may be our best line of defense.

**Free Booklet.** The National Arbor Day Foundation has published a free tree planting guidebook titled *Conservation Trees*. Return the coupon below and I'll send your free booklet by return mail.

*John Rosenow*

John Rosenow, Executive Director  
National Arbor Day Foundation

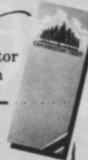
Yes, Send my free  
*Conservation Trees* booklet.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Mail to: Conservation Trees, National Arbor Day  
Foundation, Nebraska City, NE 68410



## LAWN CARE

# Service still king, but is hard to find

MINNEAPOLIS — Service in America stinks.

That's the opinion of author Ron Zemke who does not hesitate to tell the lawn care industry so.

Why is service so lousy when most businesses realize how important good service is to their success?

"Because," says Zemke, "they try to manage the delivery of services the same way they manage the production of commodities," and those two concepts are like night and day.

Zemke believes there are four keys making up "the service triangle:"

- Understanding customer wants and needs.

- An articulated service strategy, a sense of what is to be accomplished with the customer. "When everyone in the organization knows what you are trying to do to and for the customer," says Zemke, "you stand a chance of it happening."

- Delivery systems—or rules—that are designed with the customer in mind.

- Well-trained employees who understand the needs and wants of the customer, and who are in line with the company's strategy for meet-



Ron Zemke

ing those needs.

Zemke says the corporate hero of the 1990s will be the executive who understands the world of service, and strives to satisfy the needs of both internal and external customers.

"The successful organizations will be those known for their steadfast commitment to service quality, and their ability to deliver it without fail."

"If you're not serving the customer," says Zemke, "you'd better be serving someone who is."

Zemke's latest book is titled "Service America! Doing Business in the New Economy." □

**7 ways  
Precision Laboratories  
can help you...**

- DIRECT™** Drift Retardant
- PEN-A-TRATE™** Wetting Agent
- SIGNAL™** Spray Colorant
- INCIDE-OUT™** Tank Cleaner
- BALANCE™** pH Adjuster
- CHEM-STICK™** Spreader/Sticker
- TRUE BLUE™** Lake & Pond Dye

**We offer  
dozens more**

Precision's complete line of turf products improves your performance. See your distributor or call.

Precision Laboratories, Inc.  
P. O. Box 127  
Northbrook, IL 60065  
1-800-323-6280

**PRECISION**  
PRODUCTS FOR GROWTH

Circle No. 141 on Reader Inquiry Card

## SEED

# Demise of field burning?

MARTINSVILLE, N.J. — This year may in fact be the last time open burning of seed fields is allowed in Oregon, says Gary L. Parker, general manager of Lofts Great Western Seed Co. Next year, growers will be spending substantially more money to eradicate remnants of the 1990 crop, he says.

"We'll be okay this year," Parker says. "They (the Oregon state legislature) are not going to shut us off completely, unless something truly unexpected happens."

Parker, addressing visitors at the Lofts Annual Field Day,

says that propane burning is the most likely alternative, though it will add anywhere from \$20 to \$70 to the cost of field burning. "I think the actual increase will be closer to \$40 an acre," predicts Parker. "Yes, it's an added expense, but if the legislature says that's the way it's going to be, that's the way it's going to be."

Parker notes that propane equipment will cost growers close to \$30,000, but that isn't his biggest worry. "We're at the point now where they want to regulate propane burning too. We're a little nervous about that. Hopefully calm heads will prevail." □