

*Two years after the
Salt Creek flood,
Butler's fairways
look terrific!*



Oscar Miles, CGCS
Butler National GC
Oak Brook, Illinois

Seventh fairway during the Western Open, 1989.

Penneagle and Oscar Miles make Butler National GC 'picture perfect' again!

"Before the 1987 Western Open, Butler National was primed and trimmed to perfection for its date with the pros and television cameras" says Oscar Miles, "then 9½ inches of rain drenched the course. The resulting flood deposited tons of silt that dried and destroyed the grass beneath.

"After the cleanup that required thousands of manhours, high pressure hoses, squeegees and helicopters for drying; the process of reseeded began.

"Based on Penneagle's excellent performance before the flood, I chose to reseed with this bentgrass. After two years, the new stand appears better than before. With our time-proven maintenance program, we mow our fairways at 7/16" and have a good working layer of Penneagle with virtually no thatch.



After two years, Penneagle produces a good working layer with no thatch buildup.

"In preparing for the 1989 Western Open, we compared the course to a Van Gogh painting, and the crew's efforts were to enhance the work of art by meticulous touchup on the frame. The result was a 'picture perfect' course that caused the players and announcers to rave.

"Now if I could only get the announcers and writers to call 'Penneagle' by name ... you can't plant *just any* bentgrass and expect it to perform like Penneagle."



Seventh fairway before the rain delayed 1987 Western Open.

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LANDSCAPE MANAGEMENT



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LANDSCAPE *Guide* MANAGEMENT

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Look for a special, pocket-sized supplement in this issue for those of you who are planning on a complete chemical program for your lawn areas next spring. Compiled from our popular "Guide to Landscape Management" series, this is a keeper for months to come.

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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 3475 Lenox Road, N.E., Suite 665, Atlanta, Georgia 30326. 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 \$3.50 per order for shipping and handling. Back issues, if available, \$10; add \$3.50 per order for shipping and handling (pre-paid orders only). 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





How to survive in the desert on only 5 reels a day

The desert is a pretty forbidding place for golf. But thanks to irrigation and the work of knowledgeable superintendents like Robert Stuczynski the desert area around Palm Springs, California, has become one of the country's golf meccas.

Stuczynski supervises maintenance at the 36-hole Ironwood Country Club in Palm Desert, California. And, for the last seven months, he's been using a 5-reel John Deere 3325 Professional Turf Mower on all 36 of his fairways.

"Equipment has to be tough to survive out here," says Stuczynski. "The temperatures, the terrain, the rocks—they're all hard on it.

"Our 3325 works 10 hours a day, seven days a week mowing all our fairways. We've had it for about seven months now and it's held up very well. The quality of cut has been excellent. In fact, it's doing such a good job we'd like to get another one.

"I went out and talked to other people who already owned John Deere equipment before I bought my 3325. People who make their living with equipment just like I do. I heard a lot of good things about equipment quality, durability and parts support. And, after the test we've given it here, the 3325 has certainly lived up to that reputation."

Talk to your John Deere distributor today for information on all we have to offer. Or write John Deere, Dept. 956, Moline, IL 61265 for free literature. We know, like Robert Stuczynski, you're going to like what you see.

This John Deere 3325 Turf Mower mows all 36 fairways every day at Ironwood Country Club in Palm Desert, California.



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On keeping your business up to date

Once upon a time, it was good enough to keep up with the Joneses. As long as one yard looked as good as the next, the owners were pleased.

But that's not the case in this competitive world today. Homeowners now want more.

The same holds true with your lawn or landscape business, with your campus or athletic field. And, beginning with this issue, *LANDSCAPE MANAGEMENT* hopes to provide you with information designed to keep you ahead of your competitors, no matter who they are.

By now, you've seen the "Toward 2000" banner on our cover. Get used to it; it'll be there quite a few times in the coming years. Its purpose is to alert you to an article that could provide you with the competitive edge to prosper in this dynamic industry.

As we head into the 1990s, new chemicals, innovative equipment and unheard-of business techniques will take the forefront—and readers of *LANDSCAPE MANAGEMENT* will be the first to hear about them, on our pages.

Over the years, LM's reputation as being first with the news-that-counts has grown among readers. According to readership studies, when you want to know what's going on in the green industry, you come to us. With this new series—the first and only one of its kind among industry trade publications—we are hoping you continue to "open us first."

We're starting the "Toward 2000" series off with a bang. In this issue, you can read about the impending personnel crunch facing the landscape and other labor-intensive industries in the next few years.

We'll attack other current topics in the months ahead, ranging from water conservation techniques to the threat of government legislation. Along with alerting you to problems your business might encounter, we hope to offer possible solutions. In short, we'll continue doing what we've done best in the past.

Staff members—managing editor Will Perry, associate editor Terry McIver and myself—begin this project with unbridled enthusiasm. We hope you enjoy reading LM in the coming months as much as we look forward to writing it. And we also hope that, when called upon by us, you can help find solutions to the problems that the industry will face in the coming decade, and on... Toward 2000.

Jerry Roche, executive editor

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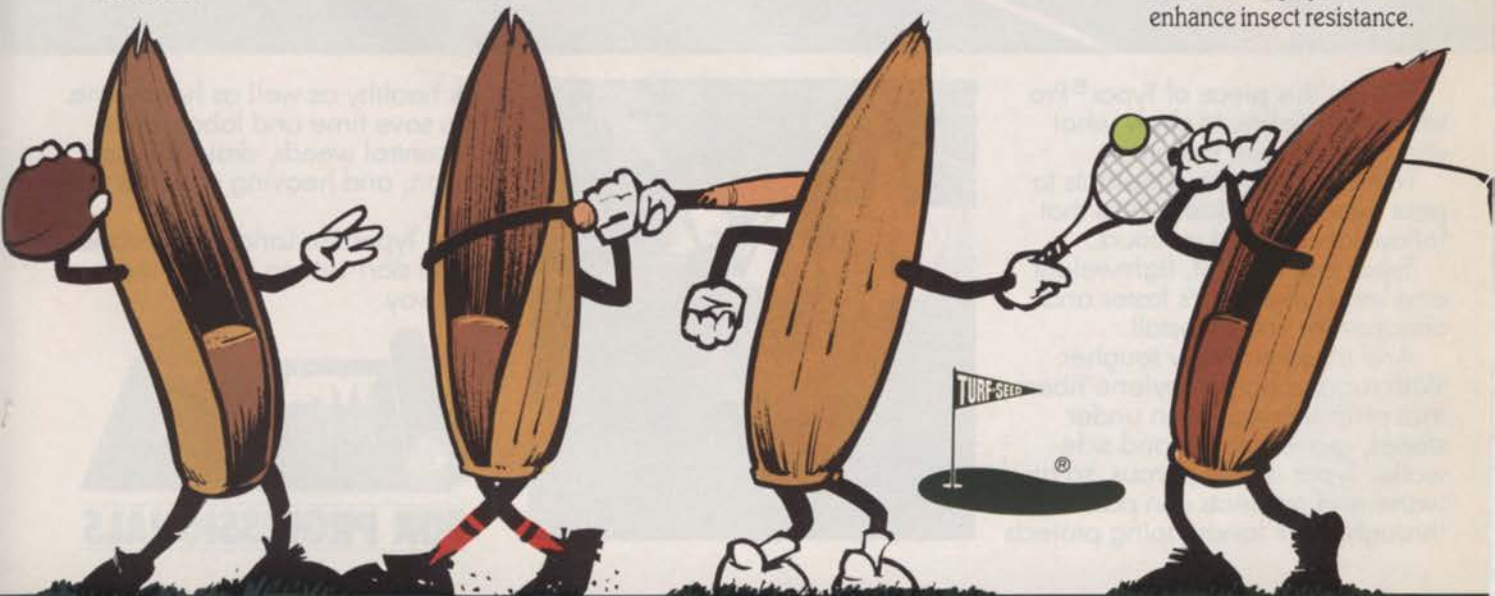
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LANDSCAPE MANAGEMENT

ASSOCIATIONS

Research a key to keeping the green industry green

NATIONAL REPORT —

Major organizations within the green industry are realizing how important research money has become.

On one hand, the Golf Course Superintendents Association of America (GCSAA) recently contributed \$25,000 to the USGA/GCSAA Turfgrass Research Committee. On the other hand, the American Society of Nurserymen (AAN) has told the House and Senate Appropriations Committee that more money must be made available for agricultural research programs.

The GCSAA's money will support ongoing scientific work on new turfgrass varieties that would require less water and be more disease resistant.

GCSAA President Dennis D. Lyon made this observation at the annual USGA/Golf Writers Association of America banquet held during the U.S. Open in Rochester, N.Y.

William H. Bengeyfield, national director of the USGA Green Section, noted that more than \$2.8 million has been distributed by the committee since 1983. "We thank GCSAA for the research funding they provide, and we appreciate the time people like (GCSAA vice president) Jerry Faubel, Lyon and (executive director) John Schilling contribute to the committee."

"GCSAA sincerely sup-



Chinese interns look over seed samples at Jacklin Seed in Post Falls, Ida., where research is a continuing project.

ports the USGA turfgrass research project." said Lyon. "We look forward to working together with the USGA on other projects in

the future."

AAN representatives, appearing in Washington, D.C. recently, cited a report by the U.S. Department of

Agriculture and Economic Research Service. The report estimated 1987 grower cash receipts from environmental horticulture crops at \$4.3 billion.

"Due in part to this continuing rate of growth," said Duane Jelinek, AAN director of horticultural research, "tremendous potential exists for increased job opportunities as well as positive impacts on the environment."

However, the AAN said it is aware of federal deficit woes, and insisted it doesn't want a handout.

"We have restricted our recommendation to maintaining the integrity of research programs which are absolutely vital to the nursery industry," said Ben Bolusky, AAN's director of government affairs.

Of greatest concern to the association is continued funding for its plant science research programs, the cooperative state research service and extension services. □

GOLF

Designers should respect nature, Dye says

CHICAGO — Today's golf course designers face many new challenges, thanks to heightened concerns about environmental preservation, says Pete Dye, president of the American Society of Golf Course Architects (ASGCA).

Dye says designers must

comply more with standards relative to wetland preservation, use of freshwater supplies and the impact of pesticides on groundwater. And while he supports such standards, he believes the approval process can defer a project for years, and hold up the nec-

essary permits until issues can be studied completely.

For that reason, Dye says ASGCA members are working to identify the problem areas and propose positive alternatives.

"The ASGCA Foundation, for instance, recently

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