

INSURANCE

Tank insurance required soon

ORLANDO, Fla. — Is underground storage tank insurance a big deal? It must be, since the Environmental Protection Agency has set an official deadline for financial responsibility for groundwater contamination caused by leaky containers: October 26, 1990.

Thankfully, the GCSAA has made the insurance for this latest government assault bearable with an affordable insurance program.

Financial Guardian of Kansas City is the underwriter for the insurance. Cost of coverage will range from \$431 per year up to \$1685. Premiums are reduced by seminar and self audit credits. The coverage provides \$1 million in aggregate coverage, and includes a \$1000 minimum deductible and third party liability coverage.

Bare steel tanks more



Richard Shanks: underground tank insurance deadline is October 26, 1990

than 20 years old will not be covered. According to Richard Shanks, a Financial Guardian spokesperson, no company but Financial Guardian will insure a bare steel tank that is more than 15 years old.

"Make no mistake," says Robert Ochs, GCSAA legal counsel, "the EPA will enforce the law, and it will be very costly once it's enforced." □

EQUIPMENT

Avoid 'sticker shock' by buying used trucks

MIAMI — Many landscapers today can be torn between their need to replace or add trucks and their accountants' warning to conserve cash.

The cost of purchasing new trucks has resulted in a business version of the "sticker shock" so familiar to Americans shopping for new cars. An alternative to this problem could be purchasing used trucks.

"Postponing or foregoing the purchase decision is a form of Russian roulette," notes Glenn Schneider, vice president of Ryder Truck Rental. "Aging vehicles break down more often and are more costly to maintain. Moreover, customers can be lost when service is delayed because of disabled vehicles or insufficient fleet size.

"A truck that has been serviced at regular inter-

vals can provide many years of useful, inexpensive service."

When considering the purchase of a used truck:

- make sure to see a dated maintenance log, showing when and what parts were replaced;

- match specifications with your intended use; and

- make sure the vehicle complies with local height, length, weight and emissions control regulations.

Savings for a well-maintained four- to five-year-old truck or tractor will typically range from 40 to 60 percent of its cost when new.

Ryder has a free brochure "How to Buy a Used Truck" available by calling (800) 446-5511 or writing: Used Vehicle Sales, P.O. Box 020816, Miami, FL 33102. □

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LANDSCAPE MANAGER OF THE YEAR

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1989 Landscape Manager of the year
Morris Lee Martin

Entry forms are now being accepted by the Professional Grounds Management Society and LANDSCAPE MANAGEMENT magazine for their fourth annual "Landscape Manager of the Year" award.

The purpose of the award is to recognize superior job performance among landscape managers, to challenge those involved in the industry, to achieve higher standards of excellence, and to bring national recognition to deserving managers.

Any person directly responsible for the professional maintenance of one or more landscapes is eligible to enter. Applicants will be judged according to job performance, honors and awards, procedures and philosophies, and contributions to the green industry. Applicants will be asked, at the time of entry, to submit four 5 x 7 black-and-white glossy photos and 10 color 35mm slides of current work areas with a short narrative on each.

First prize is round-trip airline fare to the Green Industry Expo, Nov. 11-14 in Nashville, Tenn., where the award will be presented.

(clip and mail)

Applicant's name

Title

Applicant's company

Official entry form should be sent to:

Name

Title

Company

Address

City/State

Zip Code

Mail to: PGMS, Landscape Manager of the Year, 1201 Galloway Ave., Suite 1E, Cockeysville, MD 21030, 301-667-1833

GOLF

'Get tough!' in negotiations for contracts, attorney says

ORLANDO, Fla. — An Atlanta attorney-at-law advises golf course superintendents to obtain as many advantages and benefits as possible during contract negotiations.

"You need to draft a contract," says Charles Palmer. "You'd be surprised how many things you can sneak into a contract...either by slanting a term in a particular way if you write the contract, or by including things that were never discussed during the negotiations but that look like they would be part-and-parcel of any normal contract."

Palmer further advises superintendents to be attentive to what, exactly, goes into their job descriptions.

"When you draft the contract," says Palmer, "make sure you include as many things as you can

think of that you're going to be responsible for, the things that are going to be your duties."

Additional contract provisions Palmer finds important are indemnification clauses and arbitration clauses.

With an indemnification clause, says Palmer, "someone else is assuming any liability you may have for a personal injury or property damage you may have caused a third party."

According to Palmer, an arbitration clause basically means that "if there's a dispute under the contract, you resolve it in arbitration rather than in the courts." It is a clause which Palmer says "takes a lot less time and a lot less money."

He made his points on the subject at the Orlando GCSAA convention held in February. □



Charles Palmer: Superintendents should draft employment contracts.

AWARDS

Free airfare to Expo on the line

CLEVELAND — Nominations are now open for LANDSCAPE MANAGEMENT'S fourth annual "Man of the Year" award. The contest is jointly sponsored by this magazine and the Professional Grounds Manage-

ment Society.

First prize is a "Landscape Manager of the Year" plaque and free roundtrip air fare to the Green Industry Expo Nov. 12-14 in Nashville, Tenn.

To obtain entry forms, send your name and address to: Landscape Manager of the Year, PGMS, 12 Galloway Ave., Suite 1E, Cockeysville, MD 21030 or mail in the form on page 22 of this issue. □

ORNAMENTALS

Demographics to boost business in flower markets

ST. CHARLES, Ill. — There will be more opportunities for using flowers in the landscape, thanks to emerging demographic shifts.

Herman de Boon, general manager of Cebeco Group told a GrowerExpo audience that—as more countries enter the world markets in the 90s—new

continued on page 24

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FLOWERS from page 23

opportunities, new threats and more competition will follow in a narrow timespan.

According to de Boon, world urbanization will increase from 40 percent in 1980 to 47 percent by the year 2000. "That's a positive development for flower consumption," predicts de Boon.

"Another important factor is age distribution. There will be a shift in the age distribution in Europe and in the United States. There's a trend to fewer younger people and to more elderly people, and this trend gives an increase in consumption." □

EQUIPMENT

Avoid pitfalls of bidding process

ORLANDO, Fla. — Bidding properly for golf course equipment requires much more than kicking a few tires and driving a mower out of the showroom.

The demand for quality equipment and better-looking golf courses is higher than ever before. Buyers are better educated and more concerned with getting the most for their equipment dollar.

"Conditions that used to be required by private clubs are now the norm for the public clubs," says Daniel Coffin, regional sales manager for Jacobsen Textron. "Therefore, the standards must be higher and the quality of tools must be higher."

Coffin believes that two pitfalls trip up buyers most often. "Not often enough are the correct people brought in during the decision process. Many times the superintendent or turf professional is not involved in the bidding process.

"Secondly," continues Coffin, "too much emphasis is placed on the initial cost; therefore the specifications are written with only minimal requirements. As a result, you get the minimal quality equipment trying to give you maximum quality results." □

Pa. Turnpike gets beautification plan

HARRISBURG, Pa. — The Pennsylvania Turnpike Commission has begun a landscape architecture beautification project along two major expressways.

Landscape architect Donald T. Gilligan says safety, low maintenance, community appearance, roadside aesthetics and environmental sensitivity are motivating factors for the two projects. Work will commence along the proposed Beaver Valley and Amos K. Hutchinson Expressways.

Two major tenants of the proposed plan are:

1. Paved road shoulders and seeded areas will provide a 30-foot clearance allowing for sunlight to help de-ice. The proposed clearance areas will also reduce the threat of falling limbs and trees, and provide an

adequate field of view for wildlife movement and safe sight distances.

2. Installation of plant material to provide a visual buffer near homes where construction will affect the overall appearance of the area. Efforts are being taken to advise and work cooperatively with the contractors so that maximum existing vegetation and trees at critical areas will not be removed.

"We hope to provide visual diversity, reducing monotony and enhancing views from the toll road," says Gilligan.

"We'll be using birdsfoot trefoil, switchgrass and wildflowers in roadside areas."

The projects are to be funded directly by turnpike monies, and not by tax dollars. □

EVENTS

APRIL

17-18/23-24: Rain Bird Contractor Business Development Seminars, Charlotte, N.C./Southern California. Contact your local Rain Bird distributor.

21-25: South Florida Landscape Trade Show, Radisson Centre, Miami. Contact: Charlye Roberts, (305) 235-2035

26-27: Golf Course Development, Stouffers Esmerelda Resort, Indian Wells, Calif. Contact: Conference Administrator, Inst. for International Research, 437 Madison Ave., 23rd Floor, New York, NY 10022-7001; (212) 826-1260.

27-28: California Landscape Contractors Association, Winter Tri-Board Meeting, Hyatt Regency, Long Beach. Contact:

Micheyl Barnett, (916) 448-2522.

25-29: San Francisco Landscape Garden Show, Piers 2 and 3, Fort Mason, San Francisco. Contact: Dick Turner, McLaren Lodge, Golden Gate Park, San Francisco, CA 94117; (415) 221-1310

MAY

10-12: California Council of American Society of Landscape Architects, Sacramento. Contact: Alison Dumas at (916) 621-2236.

16: North Carolina Turf and Landscape Field Day, North Carolina State University Turf Field Center and Arboretum, Raleigh. Contact: Bill Wilder, NCLCA, P.O. Box 400, Knightdale, NC 27545; (919) 266-1777.

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Major league camps on hold at presstime

BASEBALL CITY, Fla. — As this month's issue of *LANDSCAPE MANAGEMENT* went to press, field managers at the major league baseball spring training camps were still waiting for the players' strike to be settled.

"We just got the minor leaguers in," notes **Matt Taylor**, assistant at the Kansas City Royals camp here, "but we're still waiting around for the major leaguers."

"We're still busy, working seven days a week, though."

Baseball City has alternatives some other training campsites don't: amateur, college and high school athletic directors like to use the facility to showcase

their teams.

Nine people tend the major facility that hosts the Royals, plus the Class AAA minor league field, four cloverleaf fields and a half-field for infield practice. They are under the watchful eye of **George Toma** of the parent organization and field supervisor **Ed Mangano**.

The stadium itself is a unique story. The infield is synthetic turf while the outfield is natural bermudagrass overseeded with ryegrass. The field was built to those specifications at the request of the Royals, who play on synthetic turf. The infield allows defensive players to practice on the same surface they'll be playing on during the reg-



Matt Taylor of Baseball City, Fla. says morale is high despite the absence of the Bo Jacksons and George Bretts.

ular season, while the outfield is easier on the players' knees.

Grassy areas under less intensive maintenance—like the area containing 13 pitcher's mounds and plates—are bahiagrass.

Taylor says the morale

of field maintenance personnel this spring has remained high, despite the lack of major league stars like Bo Jackson and George Brett, and the closing of the adjacent "Boardwalk and Baseball" amusement park.

On the day *LANDSCAPE*

EASY COME.



Top row: Leaf-feeding caterpillar, Mealy bug, Japanese beetle, Bagworm, Gypsy moth. Bottom row: Cankerworm, Leaf skeletonizer, Tent caterpillar, Webworm.

MANAGEMENT visited the facility, high school teams were squaring off in the stadium usually reserved for the Royals during this time of year.

Major league team owners locked out players from spring training camps in late February. By March 13, little headway had been made toward starting the season in earnest, due to conflicts between the owners and the Major League Players' Association.

"We're still on standby," notes Taylor, "so anytime the strike comes off, we're waiting for them."

Faubel elected to presidency

Gerald Faubel, superintendent at the Saginaw (Mich.) Country Club, was elected

president of the Golf Course Superintendents Association of America during its February convention and trade show.

Faubel succeeds **Dennis Lyon**, who will serve for one year as association director.

New association vice president is **Stephen Cadenelli**. **William Roberts** was re-elected as a director and named secretary/treasurer.

Also re-elected as directors were **Joseph Baidy** and **Randall Zidik**.

Charles Passios was appointed to the board to fill Cadenelli's vacated director's position.

Gary Grigg and **Randy Nichols** continue to serve terms as directors.

Other moves

Dr. Leah Brillman has joined Seed Research of Oregon as research direc-

tor. She received her M.S. and Ph.D. from the University of Arizona in Agronomy and Plant Genetics. She was research director at Jacklin Seed Co.

Mickey Strauss of American Landscape, Inc., has been elected president of the California Landscape & Irrigation Council. The council is a trade association of union-affiliated landscape and irrigation contractors who specialize in large-scale commercial, industrial, housing and public works projects.

John Zoller, former senior executive director of the Northern California Golf Association, has been selected by the American Society of Golf Course Architects to receive its 1990 Donald Ross Award. The award is given to someone who has contributed to the growth, understanding and public awareness of the

importance of golf course architecture to the game of golf.

Don Thill, weed scientist at the University of Idaho College of Agriculture, has been selected as the Weed Science Society of America's 1989 Young Weed Scientist of the Year.

Betsey B. Smith has been elected executive director of the North Central Turfgrass Association. Smith is an Ohio State graduate with lawn care experience in Texas and Ohio.

New officers of the New York State Turfgrass Association are: **Stephen Smith**, president; **Michael Maffei**, vice president and **Timothy Madden**, treasurer. Directors include **Eugene R. Bowler, Jr.**, **J.R. Brundage**, **Thomas Corell**, **John Fik**, **Steve Griffen**, **John Liburdi**, **Karl Olson**, **Tom Strain** and **William Stark III**. □

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THE MILLION DOLLAR MOWERS

Mowing/management companies in 1989 marketed smarter, survived heavy rains, and became more influenced by political issues. The challenge now is to capitalize on whatever the '90s have to offer.

by Terry McIver, associate editor

As the 1980s ended, U.S. mowing companies faced an interesting array of challenges: there were buckets of rain for some, increased legislation and economic uncertainty for others. But the true challenge these companies faced was to deal with adversity and still keep business profitable.

In interviews conducted for our survey of "Million Dollar Mowers," companies related some of the obstacles they faced in 1989, how they worked smarter and what they plan for the year ahead.

Proceed with caution

Businesses in states with poorer economies are cautious and on the defensive, but still try to gain more customers with added services.

Robert Mann of Hunt & Hulteen, Brockton, Mass., says the company is trying to be more "prudent," especially considering the condition of Massachusetts' economy.

Mann reports the company has added an arborist to the staff to conduct pruning and spraying "on a full-blown professional level, rather than as a supplemental service." One of Hunt & Hulteen's marketing strategies includes offering shallow-well drilling to power irrigation systems. Mann says this involves drilling 60 or 70 feet to the water table to reach an adequate water source.

Mark Arrimour of Pennink-Ar-



rimour, Bryn-Anthyn, Pa. noticed a slowdown caused by a slower economy, and he notes the green industry's acute sensitivity to the slightest economic downturn.

"People are doing more renovation work instead of going out and buying new properties," explains Arrimour. "They're trying to use more of what they have due to budgets. When the economy slows down, landscaping is the first thing that gets nailed."

Arrimour says 1990 "will be a drastic change from 1989," relative to

customer loyalty and cost cutting. "We are on the high end of contractors (price-wise)," explains Arrimour. "Companies are saving dollars by going with someone who isn't as full-service. The site won't look great, but it won't look bad, so (companies will decide) to save the dollars."

More than mow

KT Enterprises, Alexandria, Va. is betting its customers will be attracted to the full-service concept.

President **Scott Plein** says, "Our emphasis in 1990 will be to integrate all of our landscape management services together to provide the best overall care for our client. We are a full-service company, from installation and management of irrigation systems to landscape design/build as well as lawn care. We are marketing all services to our main clients, which are our landscape maintenance cli-

ents."

Another marketing-influenced restructuring was undertaken in 1989 by Lancaster Landscapes, Arlington, Va.

Brent Mayberry, vice president and chief operating officer, says the company reorganized in order to branch out into new markets, and to prepare for growth in the '90s. Problems cited by Mayberry were also the tremendous amount of rain. "We cut more grass than we ever would, for a longer time than ever in the past,"