

Boom slows in most areas as '90s begin

WASHINGTON, D.C. — The boom in landscaping in the 1980s is slowing slightly as the new decade begins, according to statistics from the National Landscape Association (NLA).

The NLA sees continued growth in the Great Lakes region and Florida, but is not as optimistic elsewhere in its 14th annual economic survey of member firms.

The NLA also notes that the National Association of Home Builders reports stagnant or falling prices in some former real estate hot spots on the East and West coasts. The builder's group was somewhat pessimistic about future homes sales, but this didn't totally dampen the NLA's outlook. It reasoned that if people stay in the same house longer, they'll be more apt to upgrade their landscaping.

The NLA survey according to region:

Northeast. An economic slowdown. Total landscape sales for 1989, "by far" the worst reported with an

1989 ACTUAL BUSINESS							
Change from 1988							
Region	Total Gross Sales	New Residential	New Commercial	Residential Renovation	Commercial Renovation	Residential Maintenance	Commercial Maintenance
Northeast	+6.0%	-0.3%	-1.8%	+5.5%	+1.3%	+2.7%	+1.3%
Southeast	+29.1%	+21.9%	+19.1%	-2.7%	-0.8%	**	+19.8%
Great Lakes	+20.3%	+10.8%	+14.6%	+12.7%	-3.0%	+11.7%	+9.1%
Great Plains	+18.6%	+3.5%	+5.0%	+20.0%	**	**	**
Survey avg.	+16.1%	+7.1%	+6.9%	+8.9%	-0.1%	+7.0%	+7.5%
1990 EXPECTED BUSINESS							
Change from 1989							
Region	Total Gross Sales	New Residential	New Commercial	Residential Renovation	Commercial Renovation	Residential Maintenance	Commercial Maintenance
Northeast	+13.0%	+5.2%	-2.4%	+18.7%	+5.8%	+14.7%	+13.7%
Southeast	+26.5%	+18.2%	+19.4%	+8.8%	+6.0%	**	+11.1%
Great Lakes	+16.9%	+11.7%	+14.6%	+14.1%	+3.7%	+17.6%	+10.7%
Great Plains	+16.8%	+5.0%	+12.3%	**	**	**	**
Survey avg.	+16.7%	+9.8%	+7.9%	+15.3%	+5.1%	+16.1%	+12.3%

**not enough responses

Source: National Landscape Assn.

average 6 percent growth. Overall, sales, including maintenance, were up only 2.3 percent.

The NLA pointed to several factors for the slowdown: Wall Street fluctuations that caused many layoffs, continued high unemployment in some areas and early winter 1989 freezes.

Southeast. Slowing

growth everywhere but Florida. NLA's survey reports an overall growth of 29.1 percent in total landscape sales for 1989. Overall, sales, including maintenance, were up 16.3 percent.

Outlook: Hurricane Hugo devastated the Charleston, S.C., area. Demand for landscaping there should be high but it will

takes years for the area to recover.

Midwest (Great Lakes).

A resurgence. Factories are making a comeback. The farmbelt got an economic boost with worldwide demand for U.S. grain up more than 35 percent last year. Total landscape sales reflect the brightening economic picture in this area—

continued on page 12

RESERACH

Maryland researchers refine IPM techniques

COLLEGE PARK, Md. — Researchers at the University of Maryland are concentrating on effective integrated pest management (IPM) techniques for the green industry.

Dr. John Davidson directs a landscape IPM program for newly-installed corporate building landscapes. He is evaluating plant/pest systems, recommending corrective measures and developing an IPM program for landscape managers.

"With the large number of office buildings springing up around the state, we felt this was an important area to focus on," Davidson notes.

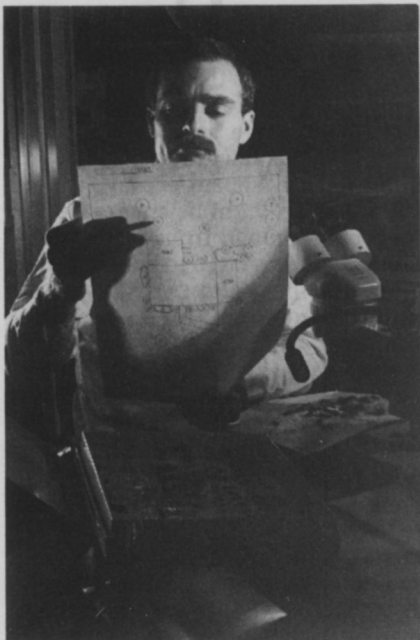
Davidson also cooperated with eight nurseries, showing that an IPM program based on frequent monitoring, evaluation and spot spraying provides equal or better plant protection than traditional practices. "One nur-

seriesman cut his pest control costs by about \$6,000 while reducing pesticide use by 96 percent," says Davidson.

Another urban entomologist, Dr. Michael Raupp, recently completed a three-year project with the National Park Service at historic sites like Fort McHenry, the battlefields at Gettysburg and Independence Mall.

"Basically, we assisted Park Service personnel in implementing an approach that will protect important ornamental plants while reducing the loss of beneficial insects," Raupp says.

He and graduate student Nancy Owen hope the project will have long-term benefits for the Park Service, landscape managers and home gardeners. A document being written by Owen will offer guidance on how to use IPM at park sites and managed landscapes. □



Dr. Michael Raupp, a Maryland extension entomologist, inspects a landscape diagram identifying pest/plant symptoms. Such diagrams can help develop site-specific IPM.

California's landscapers take advantage of drought

SACRAMENTO, Calif. — Landscape contractors in this drought-riddled state are taking advantage of the lack of water this year to further service customers' lawns and landscapes.

Walter Barrows' company in Santa Barbara, where lawn watering is restricted, is using green paint on brown, dormant turf.

"California's rainy season really ends in April," notes Larry Rohlfes, communications director for the California Landscape Contractors Association (CLCA). "So we don't expect any more rain until fall this year."

The CLCA's position on water states, in part: "The key is efficient irrigation management. Far more water can be saved by im-

proved irrigation management than by other water-conserving landscape practices."

Rohlfes says that the CLCA has been busy disseminating water-saving hints to the public through the mass media.

"This is the fourth year of drought," notes horticultural extension agent Janet Hartin of San Bernardino County. "People are beginning to water more intelligently—in the morning and on a schedule. We've put together a lawn watering guide for homeowners with minimums and forty commonly-asked questions and their answers.

"We are all in total agreement out here: do the grunt work on your irrigation system and save 10 to 20 percent of your water." □



Real or artificial?

KANSAS CITY, Mo. — It's real, explains turf expert George Toma (left, with Jonathan Harmer of Great Britain). Noting that dirt tends to accumulate in artificial turf, Toma decided to sow some Ph.D. ryegrass into the mat and dust it lightly with sand. The pre-germinated seed sprouted within four days and is nourished with Bov-A-Mura organic fertilizer and Ferramec liquid iron. The real grass/turf mat can be playable within a couple weeks, after which a high pressure hose can be used to blast the grass out, says Toma. This novel grass-growing approach is one of several possibilities for re-turfing artificial surfaces to meet the World Cup Soccer standards.

GOLF

Golf courses offer answers to problem

PEBBLE BEACH, Calif. — The golf industry needs to convince the public that golf is part of the solution to environmental problems, not part of the problem, says Perry Dye, president of the Golf Course Builders of America.

"Whether it's building environmental habitat or taking care of water problems, golf courses are part of the solution, not part of the problem," says Dye.

"The studies we need to compete in today's environmental arena have to be three to five years old, they have to be very well documented, and they're very expensive," says Dye. "The environmentalists have spent the money, so we're behind in our research in order to provide that one piece of information that

proves that golf courses are part of the solution."

Dye says an important "buzzword" in 1990s will be "spoon-feeding."

"I think spoon-feeding through irrigation is something that's going to help us in the future," he says. "We need to spoon-feed our grasses instead of using heavy applications and do soil balancing and soil mixing at the time of construction. Sites will then be environmentally safe for a long, long time and require less chemicals for maintenance."

Dye notes reports from Japan that more than 90 caddies have developed skin problems and rashes due to mis-application of pesticides. Such incidents demonstrate the need to export our knowledge of turf management.

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management.

"Today it's a major sales job on our behalf to prove that we're part of the solution, not part of the problem," says Dye. "I'm an eternal optimist. I think we've done major things for the environment. It's a major give-and-take today, and we give up a lot more than we get to take, but we have to be perceived as part of the solution." □

ACADEMIA

Japanese visit Virginia Tech

BLACKSURG, Va. — The turfgrass research and Extension programs at Virginia Tech and Michigan State Universities were recently shown to a contingent of 30 turfgrass professionals from Japan.

Among the group visiting was Dr. Yoshisuke Maki, past-president of the International Turfgrass Society. Others included Japanese academics, industrialists, golf club owners and golf course superintendents. □

EQUIPMENT

Haul Master buys vehicle maker

MENDOTA, Ill. — Haul Master, Inc. has acquired C.H.I. Industries, an original equipment manufacturer of general-purpose utility vehicles.

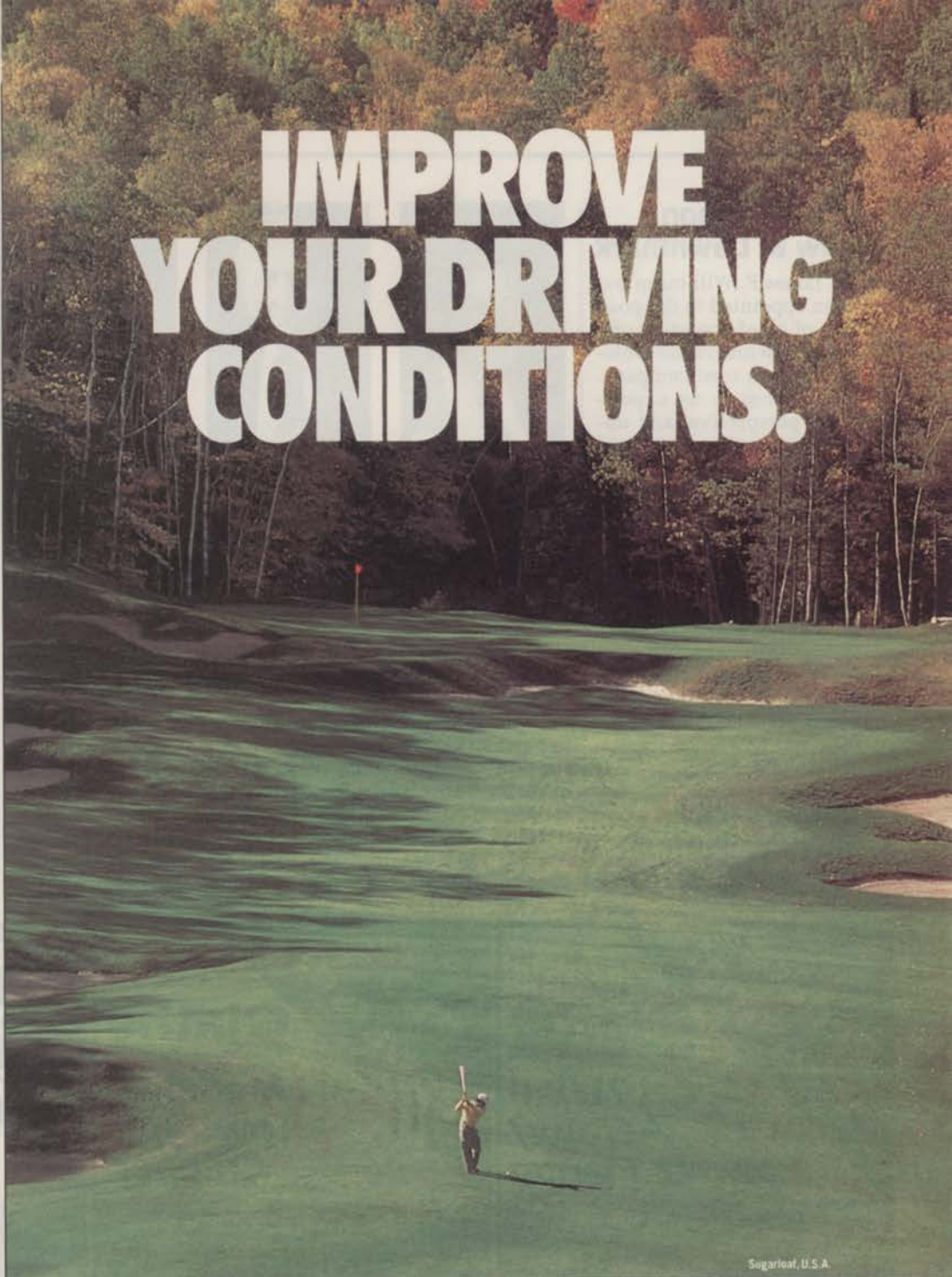
Claude W. Martinez, president of Haul Master, says the acquisition brings enhanced engineering and manufacturing support to Haul Master's established product line of rugged, dependable, and economical utility vehicles.

C.H.I. Industries' operation has been combined with Haul Master's manufacturing facilities in Mendota, Ill. □

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PEOPLE

Dr. Wilkinson new at Lawnmark

Dr. James F. Wilkinson has been appointed to the position of chief operating officer of Lawnmark, an Ohio-based lawn care company. "Jim brings to us experience, perspective, and understands our industry and the challenges it faces for the 90s," says **J. Martin Erbaugh**, president and chairman. "Everyone who knows the green industry respects him. I'm glad he's now on our team."

Wilkinson most recently served as the executive director of the Pesticide Public Policy Foundation. He is a past-president of the Professional Lawn Care Association of America.

Rutgers loses Indyk to Turfcon

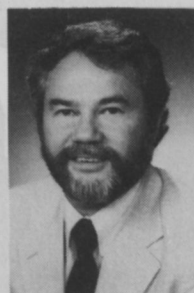
As of June 30, **Dr. Henry**



Dr. Wilkinson



Dr. Indyk



Evelyn Veere

Indyk leaves behind 30 years on the faculty of Rutgers University to join Turfcon professional turfgrass consultants, a recently-formed division of GSI Consultants.

Indyk will be Turfcon's chief agronomist, though he will continue work in the construction, renovation and maintenance of athletic fields and other sports turf facilities.

Indyk was the Irrigation Association's "Man of the Year" in 1978, elected to the

New Jersey Turfgrass Hall of Fame in 1985, and has been general chairman of the New Jersey Turfgrass Expo for 16 years.

Changes for others in industry

Dr. Dave Shetlar has accepted a position with The Ohio State University as landscape entomologist.

Shetlar, who has been with ChemLawn for the past five years as research entomologist, began his du-

ties May 1.

"I've really loved what I've done at ChemLawn and I really had to think about switching," said the former Penn State University professor.

Shetlar's appointment is 70 percent extension and 30 percent research.

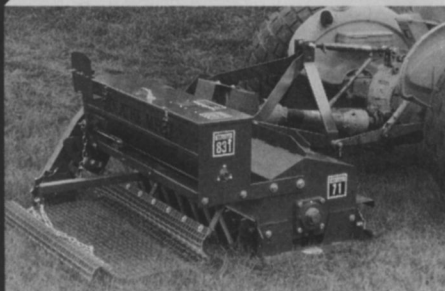
Rene H. Evelyn Veere has been appointed engineering scientist at Lyntone engineering, a consultant to Rain Bird Sprinkler Corp. "Rene has made outstanding contributions to the irrigation industry," says Lyntone vice president **James Shearer**. "He is truly the father of central control irrigation."

Meanwhile, at Rain Bird, **Don Clark** is new residential products manager, Turf Division. He will develop rotors, spray heads and micro-irrigation used in residential applications. □

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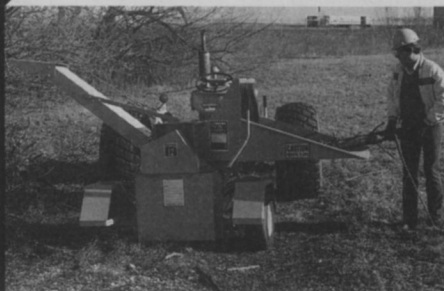
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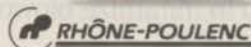
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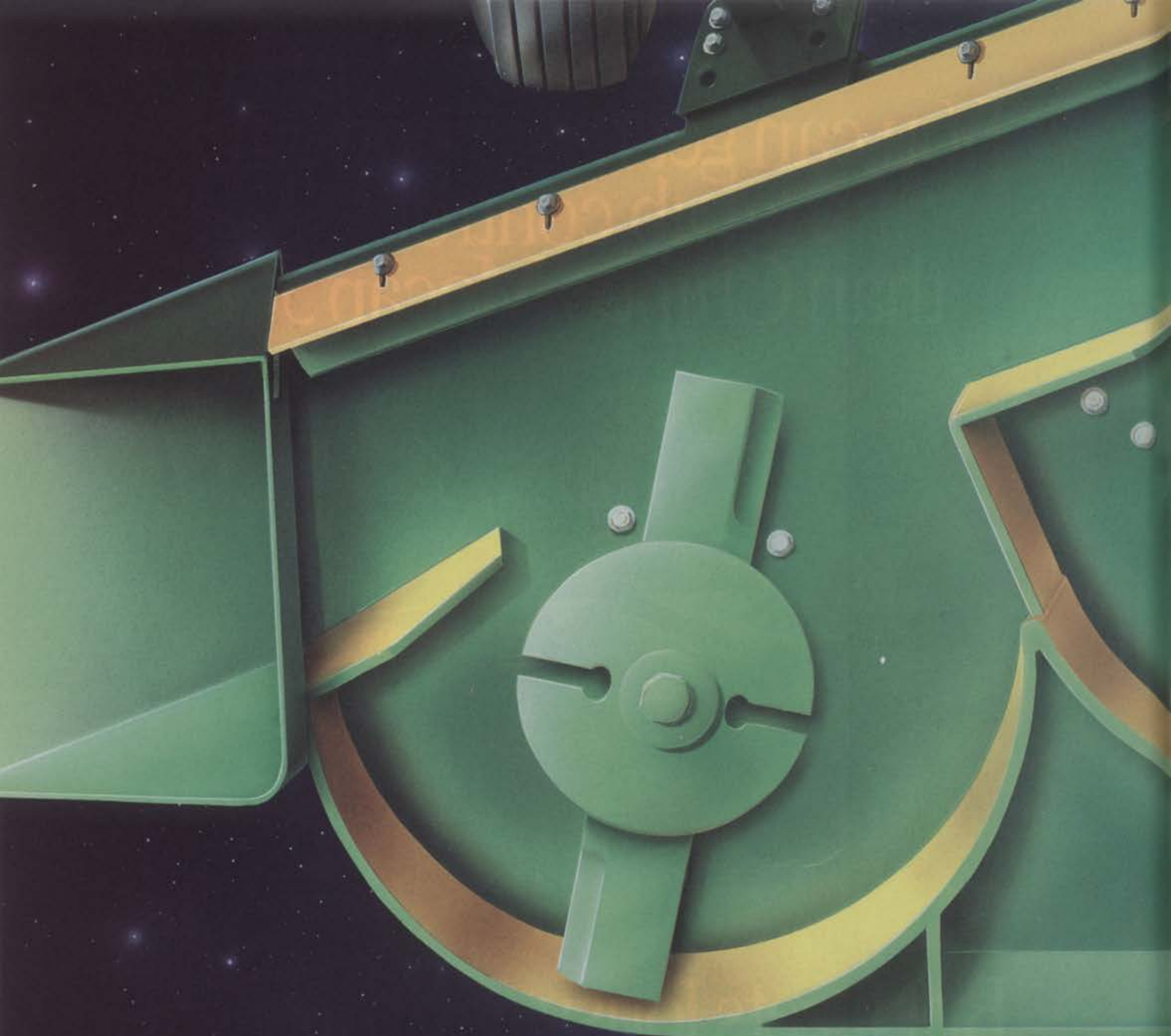
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SHORT CUTS

ALIVE, BUT HOLDING...The Pesticide Public Policy Foundation (3PF), for the time being, will not have a new director. That was the decision of its board of directors in May. **Dr. James Wilkinson** left as director of 3PF to become the CEO of Lawnmark in mid-spring. "3PF will continue as an entity though," says assistant director **Paul Skorupa**, who will man the 3PF phone (401/294-6133). Skorupa says the 3PF will focus on the activities of its State Affairs Committee which is drafting policies for materials recycling, containment, mixing and loading.

PGMS SCHOLARSHIP...applications are being accepted until July 15. Anyone interested in applying should contact PGMS at 10402 Ridgland Rd., Suite 4, Cockeysville, MD 21030; or call (301) 667-1833.

SOOTY HATS?..."The public will respond to people in white hats doing good things, but I think our white hat has gotten a little soot on it," says **Jim Brooks**, executive vice-president of the Professional Lawn Care Association of America (PLCAA). Brooks, speaking to executives at Sandoz Crop Protection, continued: "In July 1986, Dan Rather launched us into the era of defending ourselves against pesticide controversy. We're going into the decade of the environment, and a lot of education will have to be done in a lot of different areas. We have to try to reinforce the benefits of lawn care and deal with the safety issue."

A FLYING START...The Guelph (Canada) Turfgrass Institute's \$1.5 million fund-raising campaign has gotten off to a flying start. **George M. (Mac) Frost** and his wife **Beth**, who have owned and operated golf courses in the Toronto area since 1946, have donated \$500,000. Frost says that the donation "is the result of a long-term involvement in turf and greens maintenance and an appreciation of the importance of ecologically sound turf research and practices."

MORE PESTICIDES...The dollar value of shipments by the pesticide industry is projected to grow nine percent annually until the year 2000, says a "Leading Edge" report. However, roughly two-thirds to one-half of this growth will be inflationary. Non-agricultural use of pesticides will grow to 38 percent of total dollar use in the next 10 years, the study notes, up from 29 percent in 1990. For more information, call Leading Edge Reports at (216) 791-5500.

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EVENTS

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19-20: Jacklin Seed Company, Discovery Tour, Post Falls, Idaho. Contact: Jacklin Seed Company, (208) 773-7581.

20: Midwest Sports Turf Institute, College of DuPage, Glen Ellyn, Ill. Contact: Sports Turf Managers Association, (714) 981-9199 for registration; Tim Leverich, (708) 858-6112 for trade show/demo area.

21: Turf-Seed, Inc. Field Day. Contact: Turf-Seed Inc., P.O. Box 250, 3017 G St., Hubbard, OR 97032; (800) 247-6910.

21: University of California/Riverside Tree Troubleshotting Seminar. Contact: Hartley Bennett, P.O. Box 414, Wickenburg, AZ 85358; (602) 684-7308.

21: University of Massachusetts Turfgrass Research Field Day, Research Center, South Deerfield, Mass. Contact: Dr. Richard J. Cooper, Dept. of Plant and Soil Sciences, University of Mass. 01003; (413) 545-2353.

22-24: Trees in the Urban Forest Workshop, Research Triangle, N.C. Contact: American Society of Consulting Arborists, 700 Canterbury Rd., Clearwater, FL 34624; (813) 446-3356.

25-26: Northwest Turfgrass Association Summer Turfgrass-Fest. Contact: NTA, P.O. Box 1367, Olympia, WA 98507; (206) 754-0825.

25: Atlantic Seedmen's Association summer membership meeting, Hyatt Grand Cypress Hotel, Orlando, Fla. Contact: Dr. John

E. Baylor, 298 McCormick Avenue, State College, PA 16801; (814) 237-0330.

27-July 14: Landscape Architecture Tour of Europe. Contact: UCLA Extension, Landscape Architecture Program, 10995 LeConte Ave., Suite 414, Los Angeles, CA 90024.

JULY

12-16: A.A.N./Tennessee

Nurseryman's Association annual convention in Nashville, Tenn. Contact: American Association of Nurserymen, (202) 789-2900.

18: Maryland Turfgrass Field Day, Silver Spring, Md. Contact: Peter Dernoeden, Dept. of Agronomy, University of Maryland, College Park, MD 20742; (301) 454-3717.

LETTERS

Pebble Beach is not only host

To the editor:

The article entitled "Tournament-Level Manager" (January 1990) provided an interesting insight into country club management. Your interview with D.J. Pakkala, director of golf course operations for Pebble Beach Company, offered a candid look at the complexity of providing high quality golf courses.

In one part of your article you mentioned that Pebble Beach is the only public course in the U.S. to hold a major professional tournament. To set the record straight, I know of at least one other golf course that has been host to several major tournaments.

Keller Golf Course in St. Paul, Minn., a public course owned and operated by the Ramsey County Parks and Recreation Department, has been a major attraction to both the PGA and LPGA tours. Keller was home to the St. Paul Open from 1930-1968 as a regular stop on the men's tours. Keller was home to the St. Paul Open from 1930 to 1968 as a regular stop on the men's tour.

The Patty Berg Golf Classic was an LPGA event at Keller from 1973-1980. Keller also hosted the West-

ern open in 1949 and the Men's National PGA Championship in 1932 and 1954.

Keller Golf Course does not have the same national exposure as Pebble Beach, but it nonetheless is as rich in tradition. Recent grounds renovation and clubhouse remodeling projects at Keller will make it a golf course that again attracts major tournaments.

Landscape Management magazine is required reading for the superintendents and park supervisors in our department. Our staff enjoys the variety of information provided through the diverse articles written. It is always good to read about how others are managing their landscapes. Your magazine is a valuable learning tool in our business.

Keep up the good work.

Kevin C. Finley
Ramsey County Parks & Recreation
Maplewood, Minn.

(Thanks for the correction and compliments. Since that article was published, D.J. Pakkala has moved on. He is now associated with International Golf Management, the management group for International Golf Partners. The company plans to develop high-prestige, business-oriented golf courses in major U.S. business centers.—ED.)

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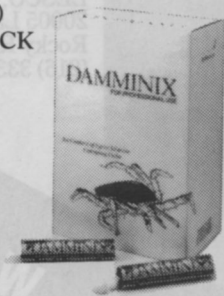
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