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AS WE SEE IT

JERRY ROCHE, EDITOR-IN-CHIEF



Sales: so detestable a function of our jobs?

Our company's version of Willy Loman was a crusty old coot (long since retired) who never once attended a sales seminar, for two reasons:

- 1) he believed there was nothing those high-priced consultants could tell him that he didn't already know; and
- seminars tended to take away time that was usually—and better—spent with customers.

When you walked into his office, the first thing you had to see was a large sign that hung behind his desk. It read:

"Sales is not the entire company, but everybody in the company had better be in sales."

Or something to that effect.

At the time, it was considered trite. But now it's a sign of the times.

Salesmanship is a function of every person in your organization, from the very top to the very newest line-level hiree. The current economy dictates it—whether you like it or not.

Salesmanship extends beyond the scheduled encounter between your senior sales representative and a potential customer. Most times, in fact, the "hard sell" might get the customer—but it's the "soft sell" that keeps the customer.

- It's the seasonal employee mowing a lawn or golf hole who goes out of his or her way to smile and tell the customer or golfer to "Have a nice day."
- It's the company president or golf course superintendent who makes an unscheduled stop at the customer's or greens chairman's home. Just to ask, "How can we do our job better?" or say "Thanks for your business."
- It's the secretary who sends out the Christmas cards and writes a personal note on each and every one.
- It's the customer service manager who doesn't get rattled when someone calls with a complaint, but instead gets to the root of the problem and immediately

solves it to the customer's satisfaction.

Every day of the year, thousands of sales consultants give thousands of companies thousands of seminars. But what it always comes down to is this:

The customer is No.1. Keep him or her happy, you keep your job, you keep your profits.

This, of course, is not always an easy thing to do. Especially for many of us who would rather just crank up the mower and walk lawns, enjoying the fresh air all day.

But the sooner we realize that positive personal contact—with people who count—is the key to doing our jobs better, the sooner we'll be more secure in our positions and more profitable to boot.

We have to remember this all the time, especially when we're hiring new personnel.

The tendency is to hire the applicant who may not be acquainted with all the latest personal hygiene techniques, but who can mow 15 acres a day. The kind of person who gets on the grass, mows the hell out of it, and gets on to the next job. We tend to overlook the more presentable, outgoing people who can only mow, say, eight or nine acres a day.

But the latter person—the kind of person who will take a few minutes to just say hello or ask the customer how the property looks—is one who will ultimately be the savior of your business or your department.

It's not an easy thing, selling your services in this economy. But having everyone on staff helping you sure makes the job easier!

Jerry Roche





This decision has them smiling at Semiahmoo

Quality maintenance is critical to the success of any golf course. That's why the owners of the Palmer-designed Semiahmoo golf course in Blaine, Washington, decided to go from contract maintenence to an in-house operation this year. Gordon Kiyokawa was their choice for superintendent. His choice of equipment was John Deere.

"I worked at PGA West, Carmel Valley Ranch and Hood River before this, so I knew what it would take to put

The 3325 Professional Turf Mower is one of 14 pieces of John Deere equipment that help Gordon Kiyokawa deliver top-notch conditions for players at the Palmer-designed Semiahmoo golf course in Blaine, Washington.

together a top-notch maintenance operation," says Kiyokawa. "One of my first jobs was purchasing the kind of equipment we'd need to get that job done. I went with John Deere because I had seen how it performed at some of these other courses.

"We now have 14 pieces of John Deere equipment including two 1200 Bunker

Rakes, one 3325 Turf Mower, two 2243 Triplex Greens Mowers and five AMT*626 utility vehicles.

"Traction advantages were one of the reasons we went with the 3325. It rains 40-45 inches a year here, yet with the weight transfer and differential lock on the 3325, there hasn't been a day when it was too wet for it to work.

"Service support was also a big factor in my decision to go with John Deere. It's nice to know when you purchase something that you won't have to worry about it."

For the name of your distributor or free literature on John Deere Golf and Turf Equipment, call 1-800-544-2122 or write John Deere, Dept. 956, Moline, IL 61265.



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LANDSCAPE MANAGEMENT INCOPORATING LAWN CARE INDUSTRY

JANUARY 1992 VOL. 31, NO. 1

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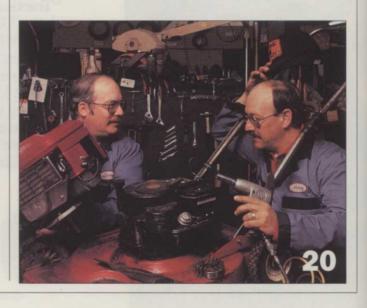
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ABP

ASK THE EXPERT

DR. BALAKRISHNA RAO



Eliminating weeds in walkways

Problem: What can be used to manage weeds in cracks of driveways and sidewalks? (Ohio)

Solution: To manage existing weeds, a non-selective herbicide like Roundup is needed. To manage the future weeds from seeds, a pre-emergence herbicide like Surflan is needed. Therefore, if the weeds are already present, use a combination of Surflan plus Roundup. Avoid spraying or contacting any of the non-target, desirable plants, because Roundup can affect any plants it contacts.

Many weed seeds can remain viable in soil for 10-20 years; therefore, repeat applications may be needed after the residual effect of the pre-emergence herbicide is gone.

Read and follow label specifications for better results.

Soil test needed on new sod farm?

Problem: I am starting a sod farm. I've been told I don't need to test my soil; just use fertilizer containing trace minerals, etc. What do you think? (New York)

Solution: The best time to apply pH-correcting materials and immobile fertilizers such as phosphorus is before establishment. Only a soil test can determine the proper amount to apply for your soil conditions.

Pine bark beetles out in force

Problem: We are experiencing a pine bark beetle problem. We feel it is the lps beetle. From our literature, we were unable to find any recommendations to manage these insects. Is there anything we can do to protect the healthy trees? (New York)

Solution: We have been getting many calls regarding pine bark beetle problems this year compared to past years. This is believed to be due to the exposure of these plants to moisture stress during the 1988 drought and again this year. These weakened trees are susceptible to beetle attack.

Ips beetle is one of the major insect problems reported from many parts of the northeastern states. To provide proper management, make sure that you are dealing with Ips beetle. Contact your local cooperative extension service to help identify the pest.

Ohio State University publications suggest the use of insecticides such as Dursban 4E (2 gal./100), or Dursban 50WP (16.5 lb./100 gal.); Lindane (20 percent liquid 3 gal./100 gal.) or Sevin SL (4 gal/100). They suggest treating the trunk surfaces when adults are active.

Engraver beetles (Ips beetles) may require several seasonal treatments. Healthy trees are usually not attacked. Spray trunks one to four times at one month intervals beginning in mid-May. In the North, Ips beetle has more than one generation, therefore

at least two treatments should be made—one in late May and again in late July.

Since there are no treatments found in Cornell University publications, check with your cooperative extension service personnel.

Infested trees should be promptly removed. Bury, de-bark or burn cut logs to prevent further spread of these insects. Provide proper watering, fertilizing, mulching and pest management as needed to help improve plant health.

Read and follow label specifications for better results.

Treating for millipedes

Problem: How do I eliminate millipedes around homes? (Michigan)

Solution: Millipedes are generally a nuisance pest. They are normally found outdoors in damp places under leaves and mulch. But sometimes they invade homes, particularly ground floors. Unlike centipedes, millipedes have round bodies and two pairs of legs for almost each body segment.

Since millipedes take their shelter under debris near home foundations, sanitizing by maintaining clean surroundings and/or hand picking is one way to manage them. If the population is too high for mechanical methods, apply insecticides such as malathion, Dursban or Sevin.

Read and follow label specifications for better results.

Managing Euonymus scale.

Problem: What is the best way to manage scales on Euonymus? The plant is severely covered with scales and leaves are showing yellowish discoloration. Are they worth keeping? (Ohio)

Solution: To manage Euonymus scales, use 2 percent Superior horticultural oil as a dormant treatment in the spring.

When the crawlers are emerging, usually around late May through mid-June, use insecticides such as malathion, Orthene, Dursban or Sevin and repeat two more times at 10-day intervals.

If the scale activity continues, repeat treatments as needed.

Balakrishna Rao is Manager of Technical Resources for the Davey Tree Co., Kent, Ohio.

Questions should be mailed to ASK THE EXPERT, LANDSCAPE MANAGEMENT, 7500 Old Oak Boulevard, Cleveland, OH 44130. Please allow 2 to 3 months for an answer to appear in the magazine.

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Kubota's FZ2100 with Auto Assist Differential and Zero Diameter Turning Radius.

pletely around in one spot without damage to the turf, cuts way down the time spent on labor-intensive hand trimming jobs.

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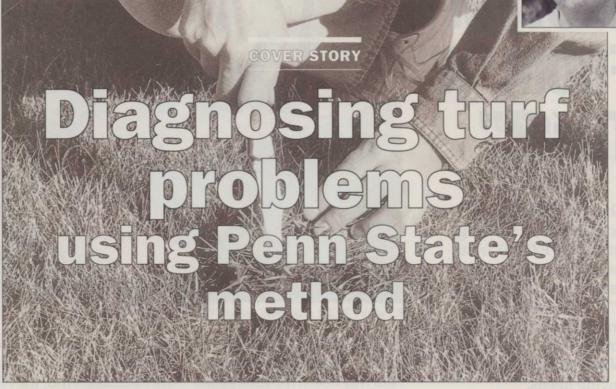
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LANDSCAPE MANAGEMENT

Dr. Harper: Turf problems may have 'roots' in the past





Facts and observations must be correlated to determine the causes of most turf problems.

■ Some turf problems have their "roots" in maintenance practices of previous years, making their diagnosis difficult, says Dr. John Harper II, professor emeritus at Penn State University.

"Seldom does the homeowner or the poorly informed part-time turfgrass super-intendent recognize that there is a problem until considerable damage has occurred," says Harper. "It is virtually impossible to accurately diagnose the initial cause of some problems because the damage occurred so long ago that there is no identifiable symptom or causal agent present."

Dr. Harper says that, for correct diagnosis of turfgrass problems, a sturdy pocket knife, a good quality hand lens and a soil probe are *de rigeur*. Optional—yet valuable—tools are a portable pH meter, a

portable microscope and a vial of pyrethrum to use as an insect irritant.

Turfgrass personnel at Penn State have devised their own checklist to help diagnose problems. Here is what they recommend:

1) Observe site conditions. Check the exposure and severity of slopes, the location of sidewalks, driveways and patios, drainage patterns, traffic distribution and locations of buildings and other structures.

Note the location, size and types of trees, how much shadow they cast, and their rooting pattern. Check prevailing winds, orientation of buildings in relation to the sun, and play areas.

- 2) Observe community symptoms. Note overall color of turf, any mottled appearance, patterns of dead or damaged turf, presence of weeds, conditions of adjoining turf areas, and general vigor and density of overall growth.
- 3) Determine the species and—if possible—varieties of grasses. Remember these levels of susceptibility:
- Some Kentucky bluegrasses are very susceptible to take-all diseases and/or stripe smut.

- Kentucky bluegrass and fine fescue varieties vary in leafspot susceptibility.
- Kentucky bluegrass (except Glade and Bensun) also has poor shade tolerance, and is powdery mildew-susceptible in the shade.
- Turf-type ryegrasses are very susceptible to brown patch and pythium.
- Fine fescues are very susceptible to red thread.
- Kentucky bluegrass varieties vary in chinch bug resistance.
- Tall fescue is highly resistant to chinch bugs.
- Grass species vary in drought resistance.
- Some Kentucky bluegrass varieties are highly rust-susceptible.
- 4) Evaluate vigor, density, amount and type of cover. Note whether growth is sparse or dense, the color, presence of chlorosis. Note types of weeds present and whether they are acid-loving plants.
- 5) Examine overall pattern of damage. (See chart.)
- 6) How did damage appear to spread? (See chart.) Note if it's most prominent on well-drained or poorly-drained areas, or

DIAGNOSING TURF PROBLEMS

Symptom or conditions	Possible diagnosis	Prime season
Pattern of damage		
circular	disease	growing season
ring with undamaged grass on both sides	fairy ring	growing season
damage spread equally in all directions	fairy ring	growing season
straight lines or skips	over-application	growing season
	toxic material	growing season
follows drainage pattern	disease, especially pythium	summer
haphazard spread	sod webworm	growing season
Plant leaves		
white bands with brown margins	dollar spot	growing season
coral red strands at leaf tips	red thread	spring
pink cotton candy-appearing mycelium	pink patch	spring
red pustules full of spores	rust	summer
curled midvein covered with black spores	stripe smut	spring
irregular circular areas, purplish-black	STIPE STICE	opinig
smoke ring at margins	brown patch	summer
acervuli with spines on leaves	anthracnose	summer
small white speckles on leaves	ozone or air pollutant	growing season
frog-eye appearance (dead circles with	necrotic ring spot or	growing season
green centers)	summer patch	summer
purple-red, straw-colored spots with	surfine paren	Surinier
brown margins	leafspot	spring, fall
purple-red, straw-colored spots with	ledispoi	spirity, roll
brown margins	crown and root rot	summer
circular patches of bleached matted	Clowit dia toot to	surinter
	pink snow mold	fall spring
grass with pink cast circular patches of bleached matted	pink snow mold	fall, spring
grass and black sclerotia	aray spaw mold	spring
blue-green small circular patches of	gray snow mold	spring
wilted grass	take-all disease	growing season
large silvery-tan bleached areas as	Take-all disease	glowing sedsori
snow melts	winter grain mite	early spring
surface runways, leaves chewed off as	willer graintine	edity spirity
snow melts	field mice, voles	early spring
individual tufts of yellow grass	weevils	spring
yellow or dead leaves under trees		summer
powdery substance on Kentucky bluegrass,	greenbugs	Summer
especially in shade	powdery mildew	growing season
chewing damage	bluegrass billbugs	spring, summer
Chewing damage	sod webworms	growing season
	hyperodes weevil	spring
sucking damage	chinch bugs	spring, summer
sacking damage	greenbugs	growing season
burn or dehydration	fertilizer damage	growing season
barror derivaranor	pesticide damage	
	high temperature scald	growing season summer
	wet or dry wilt	growing season
The same that the same of the	dog damage	growing season
	gasoline spill	growing season
water-soaked or greasy appearance	disease, especially pythium	summer
water source of greasy appearance	oil spill	growing season
torn or shredded tips	dull mower	growing season
- Torrior distribution in the second	Suithowor	growing sociatin
		THE RESIDENCE OF THE PARTY OF T

Source: Dr. John Harper II, Penn State University

DIAGNOSING TURF PROBLEMS Symptom or conditions Possible diagnosis Prime season Plant roots dark discolored water problem growing season physiological problem growing season white grubs spring, late summer severed Soil and thatch bird holes insects, especially cutworms, growing season sod webworms, armyworms spring, summer, late fall sod torn up skunks, racoons, bears vandalism anytime mounds of soil ants or moles growing season excessive thatch wetting and drying problems growing season poor air exchange growing season poor root development growing season abnormal growth habit growing season reduced chemical efficacy growing season insecticide binding growing season Weather conditions cold, wet snow molds early spring leaf spot spring, fall red thread spring low-temp. pythiums spring low-temp, brown patch early spring dollar spot growing season hot, dry chinch bugs spring, late summer spring, late summer white grubs dry wilt growing season take-all diseases growing season brown patch hot, wet summer pythium summer slime molds late summer wet wilt growing season scald growing season sod webworms growing season cool, moist shaded areas greenbugs growing season **Unmowed** areas presence of lawn moths sod webworm growing season Japanese beetles spring, late summer grub damage chafers spring, late summer grub damage black turfarass weevils grub damage spring, early summer Hyperodes weevil grub damage spring June beetles grub damage spring

Source: Dr. John Harper II, Penn State University

where thatch is heavy or minimal, or whether it appears to follow mower or foot traffic patterns.

- **7)** Examine plant leaves. (See chart.) Note lesions, fruiting structures, symptom appearance.
- 8) Examine plant roots. (See chart.) In particular, note their color and health level.
 - 9) Check soil and thatch. (See chart.)
- **10)** Check mowing program. Determine height of cut, frequency of cut, sharp-

ness and adjustment of equipment, and whether a rotary or reel mower is used.

- **11)** Check soil. Measure depth and determine type. Also note drainage, compaction or presence of buried materials.
- **12)** Question materials application. Determine the fertilizer analysis, type of nitrogen, pre- or post-emergence herbicides, insecticides, fungicides, combinations and "miracle" products.

Note rates of application, conditions

when applied, method of application, materials used, whether they are watered in, etc.

- 13) Note presence of insects on ornamentals or in unmowed areas. (See chart.)
- 14) Note whether soil test has been made in past three years.

"The final step, of course, is to correlate all known facts, observations and weather conditions, and make the judgment of causes of damage and corrective measures to be taken," Dr. Harper concludes.