



PENNEAGLE
Creeping Bentgrass

13th hole, North Course, Des Moines Golf and CC

“SINCE WE REPLACED OUR BLUEGRASS FAIRWAYS WITH PENNEAGLE, PLAYER SATISFACTION IS UP 500%”

Bill Byers completely renovated all 36 fairways at Des Moines Golf and CC over a period of three years ... nine in 1985, nine in 1986 and the remainder in 1987.

Three days after spraying the existing bluegrass/Poa annua fairways with a non-selective herbicide, Penneagle

*Bill Byers, CGCS
Des Moines Golf and CC, Iowa*



was slit-seeded into the surface. When play resumed in seven days, members had the option of playing from the germinating fairways or taking a drop in the rough.

Bill finds that lightweight mowing keeps the Poa population in control. “I used the clippings for garden mulch one year, that resulted in a terrific stand of Poa. This illustrates the effectiveness of removing clippings and seed heads.”

Overall, the new Penneagle fairways require less water than trying to maintain the old bluegrass/Poa fairways, and Penneagle proved to be drought tolerant during the dry summers.

“Bentgrass fairways are in demand in our area. Other courses in Des Moines have

made the switch,” says Bill, “And we find that our player satisfaction is up 500%.”

Oregon Certified PVP 7900009
Penneagle is one of the “Penn Pals”



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American Sod Producers Association, 1855-A Hicks Rd., Rolling Meadows, IL 60008; (708) 705-9898.

Golf Course Superintendents Association of America, 1421 Research Park Dr., Lawrence, KS 66049-3859; (913) 841-2240.

International Society of Arboriculture, P.O. Box 908, Urbana, IL 61801; (217) 328-2032.

International Turfgrass Society, Crop & Soil Environmental Sciences, VPI-SU, Blacksburg, VA 24061-0403; (703) 231-9796.

National Arborist Association, The Meeting Place Mall, P.O. Box 1094, Amherst, NH 03031-1094; (603) 673-3311.

National Golf Foundation, 1150 South U.S. Highway One, Jupiter, FL 33477; (407) 744-6006.

Ohio Turfgrass Foundation, 2021 Coffey Rd., Columbus, OH 43210; (614) 292-2601.

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Professional Lawn Care Association of America, 1000 Johnson Ferry Rd., NE, Suite C-135, Marietta, GA 30068-2112; (404) 977-5222.

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Turf and Ornamental Communicators Association, 8500 Normandale Lake Blvd., Suite 1200, Bloomington, MN 55437; (612) 831-8515.

AS WE SEE IT

JERRY ROCHE, EDITOR-IN-CHIEF



Public relations: we're still not doing enough

Spring is just around the corner. And you know what that means: the media muck-rakers will be pounding on your door, asking pointed (and usually leading) questions about that smelly, noxious *stuff* you're spreading all over the place.

"In our polls, readers say they want to read more about environmental issues," says Tim Wheeler, environmental reporter for the *Baltimore Sun*. "They (the public) don't think government is tough enough (on these issues), so you can guess what the future holds for you."

Yes, Tim, we know. We know about the hatchet jobs that have been done on the industry in the past by *USA Today*, *Home Mechanix*, *20/20* and other media.

"Sometimes we do a good job, sometimes we don't," Wheeler admits. "We only have a limited time and space to boil down issues and do justice to all the complexities."

Adds Scott Broom of WMAR-TV, Baltimore: "The reality is that most people have lawns and that's why we spend so much time talking about them."

But the problem lies not in the publishing and broadcasting industries: it lies in the green industry. That problem is spawned by an utter lack of communication with customers, the media, and government legislators. (And before you green industry mavens take issue with that statement, you had better look at the ratio of positive to negative press and legislation you've been saddled with over the past five or six years.)

Whatever the green industry is doing, it's simply not enough.

"I hadn't thought about the benefits of what you're doing until I read this pamphlet from the Lawn Institute," says Bob Mead of Smith-Mead Public Relations, Baltimore. "You're unsung heroes."

Hooray. Have we actually begun to make an impact?

Not really. For public opinion is a very nebulous, mercurial thing. We may have

effectively swatted a fly here or there. But we've never really found the nest.

And the media aren't about to help us.

"There is an issue of responsibility that rests with the editor and reporter. It's never our job to buy into everything that's told us," says Broom. "So that sets up an adversarial relationship right away."

Adds the ever-pragmatic Wheeler:

"There is always going to be a lack of full knowledge. It's up to us to get the information. But we have to make decisions every day based on the knowledge we do have."

Wheeler, Mead and Broom, sitting on a panel at the Maryland Turfgrass Conference, made these suggestions:

1) "You need to work on direct communication with your customers through newsletters, brochures, videos." (Mead)

2) "Take the responsibility to write letters to the editor, call in to talk radio shows, distribute fact sheets." (Mead)

3) "IPM and nutrient management is catching on. It makes environmental and good business sense." (Wheeler)

4) "Be prepared to talk about the positives. Be prepared to speak almost in clichés. You need to get your point across in a sentence, a metaphor." (Broom)

5) "Chemicals are very hard to deal with. People are scared of death of chemicals. So it may make more sense to talk about turf." (Broom)

6) "Don't ever say any more than what your message is. That's hard to do. It becomes almost surreal to try to manipulate the media. There is no way to control an interview." (Broom)

Finally, adds Mead (a man who should know): "You must remember this: the press always has the last word."

Jerry Roche
Editor-in-Chief

LANDSCAPE MANAGEMENT

INCORPORATING LAWN CARE INDUSTRY

MARCH 1992 VOL. 31, NO. 3

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VBPA ABP

ASK THE EXPERT

DR. BALAKRISHNA RAO



Why lilacs won't bloom

Problem: We are a small company doing a number of landscape activities. We pruned some lilac plants which were overgrown and unsightly. We pruned most of the old canes. The plant produced new growth but there were no flowers. The clients are upset and we are concerned. (N.Y.)

Solution: Like many landscape plants, lilac plants require some pruning every now and then to maintain their landscape beauty. In your situation, you removed most of the older canes to ground level. This practice is all right as long as you don't expect the new growth to produce flowers.

Lilacs require three- to four-year-old stems and branches to produce flowers. Since you removed all of the old plant materials, the plant failed to produce flowers on young new growth. It may take three to four years for new growth to mature and then produce flowers. During this recovery period make sure that the plant gets proper fertilizing, watering, mulching and pest management as needed to improve plant health.

In the future, put the lilac plants on a three- to four-year cycle for pruning, and prune about a third of the mature plant material.

For example, if a lilac bush has 10 multiple stems, remove no more than three stems in one year. Remove about a third the next year. These old three- to four-year woody tissues will maintain the flowering cycle.

Pruning after stress damage

Problem: Should any pruning be done to trees following severe drought or frost damage? (Calif.)

Solution: Trees damaged by severe drought or frost may require some pruning. The buds and cambium of trees affected by drought and/or frost can be examined for viability. If they are discolored and dry there is little chance for recovery. However, I have seen sweetgum recover after the cambium turned a butterscotch color as a result of cold temperatures. There is also the possibility that latent or adventitious buds may produce new growth when lateral buds are killed. Therefore, it is best to wait until new growth occurs before pruning.

Reports also indicate that the effect of severe drought and/or frost can continue to affect the overall health of plants for several years. Shallow-rooted, newly-transplanted or even large established trees can be affected by exposure to extremes in moisture and/or temperature. Due to these abiotic stress factors, trees will be stressed and weakened and become susceptible to canker diseases and/or mite infestation. Along with corrective pruning, severely affected trees can be further helped by providing proper fertilizing, watering, mulching and pest management as needed.

Treating for birch borers

Problem: We have seen a number of birch trees dead or dying in many landscapings. We think it is due to bronze birch borer damage. How can we identify and manage birch borers? (Mich.)

Solution: We (in Ohio) have also seen a large number of birch trees affected by bronze birch borer. This insect establishes on stressed and weakened trees, which often occurs when trees aren't tolerant of site conditions.

White birches are better adapted in Canada than in the U.S. Exposure to excessive heat and/or drought reduces tree vigor, predisposing it to secondary pests. In addition, poor soil conditions and other pest problems such as leaf minor aphids further weaken birches, increasing the potential for borers.

Bronze birch borers are black, half an inch long. Sun-loving, the beetles crawl on the trunk during late May/early June. They deposit eggs on bark which hatch in two weeks. The larvae, a flat-headed borer, tunnels under the bark and occasionally into the xylem to molt and overwinter. Larvae development is completed in one to two years.

Adults emerge only from dead wood leaving a characteristic "D"-shaped exit hole. Birch trees die from the top downward and welts grow on the trunk and branches.

Valuable trees can be protected by treating with materials like Turcam or Dursban in late May and early- and mid-June. Treatments should be made when adults lay eggs and repeated at least once at three week intervals.

Provide proper watering, fertilizing, mulching and pest management as needed to improve plant health.

Storing horticultural oil outdoors

Problem: Can horticultural oil be stored outdoors during the winter without being heated? (Ohio)

Solution: Horticultural oils can be stored outdoors. However, if the oil containers are small—such as five gallons—it is not a good idea. The product(s) should be warmed indoors for several days prior to use the following spring. Make sure that the oil has not spoiled.

In general, spoiled pesticides may show discoloration and/or precipitation at the bottom of containers. If in doubt, do not use suspected oil without checking with experts or the manufacturer first.

Read and follow label specifications for better results.

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.

**It's not only your job.
You live and breathe it.**

It could be something you realized a long time ago, when you were a kid looking out the classroom window wishing you were on the other side. Maybe it

was years later, when you couldn't wait for the weekend to come so you could get *out there*. Or maybe you just always knew. That, for you, forty hours a week stuck inside an office was no way to live.

So here you are, with a job that lets you be outdoors a good portion of every working day. And love for nature and the environment had a lot to do with it.

At DowElanco, we know those



Wasn't it love for nature that got you into this bu



feelings play a big role in the way you approach your job.

Of course you want beautiful turfgrass, but you want to protect the environment while

you're creating it.

So we're doing some things to help you out.

One example is the work we're doing to develop better product packaging. In fact, right

free training materials for your staff, and free equipment that will help you handle and use pesticides more safely.

And, most important, we're sharing information that can help

re and the environment siness in the first place?



now, we offer some of our products in water-soluble packets, and others in returnable containers.

We've also developed a research staff

you use pesticides more effectively, and in smaller amounts.

You'll find it in our free books on responsible pest management. We'd like to send you one. Return the coupon below, or call our toll-

free number. It's the first of many steps you can take to protect the environment.

Send me the following Management Guide(s):

- Cool Season,
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Are We Doing This Just To Be Nice?

We've just published three books on how to use pesticides more responsibly. The question is, why? Well, we believe it's in our best interests to look out for your best interests. By helping you create an effective, responsible pest management program, we'll make a customer instead of just a sale. When that happens, everybody wins.

that's entirely devoted to turf and ornamental projects. Their work is leading to concentrated products that require less volume and fewer applications.

Then there's our Responsibility Comes First program. It gives you the opportunity to receive



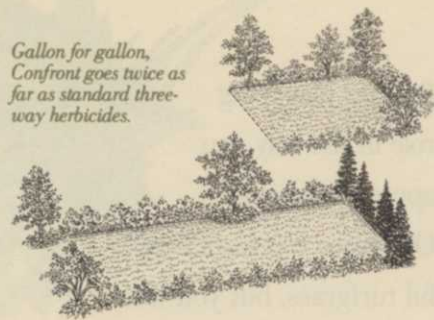
The thing we're trying to help you avoid is overkill. Because if you can control weeds, isn't that enough?

So here's a less

EPA), and you'll get very good results. It sounds simple, but it's one of the most effective ways to use less herbicide.

Also, calibrate your equipment frequently, and use the correct

Gallon for gallon, Confront goes twice as far as standard three-way herbicides.



At last. A herbicide a like eradicate, eliminate

aggressive approach to managing weeds. A few things you can do to use less postemergence herbicide to get the weed control you need.

First, look for weedy areas

A Young Weed Is A Vulnerable Weed.

The best time to apply your postemergence herbicide is early —when you first see weeds emerge. This is when weeds are the most vulnerable to herbicides. You'll get better results from your application, and you'll reduce the need for treating hardened weeds later.



before applying herbicide. That way, you can use spot treatments instead of broadcast applications (a practice recommended by the



 DowElanco

rate of herbicide for the weed you want to control. You'll get better results from your application, and reduce the chances you'll have to re-apply.

And it's important to select a

postemergence herbicide that does the job the first time you apply it. For stubborn broadleaf weeds,

Careful scouting helps you get effective weed control using less herbicide.



herbicides often miss, giving you excellent results from your application. Confront® herbicide is also a good choice. Confront gets to the roots to keep weeds from coming back. It's very effective on

d that doesn't use words or destroy.

Turflon® herbicide is a good choice. It controls weeds other

clover. And perfect for turfgrass where you prefer a herbicide without dicamba, 2,4-D or MCPP.



Of course, there isn't room here to outline an entire weed control program. That's why we created The Turf Manager's Guide To Responsible Pest Management. It's 44 pages on the latest techniques for controlling weeds, insects and turf diseases.

For a free copy return the coupon, or call our toll-free number. After all, why use any more herbicide than it takes to do the job?

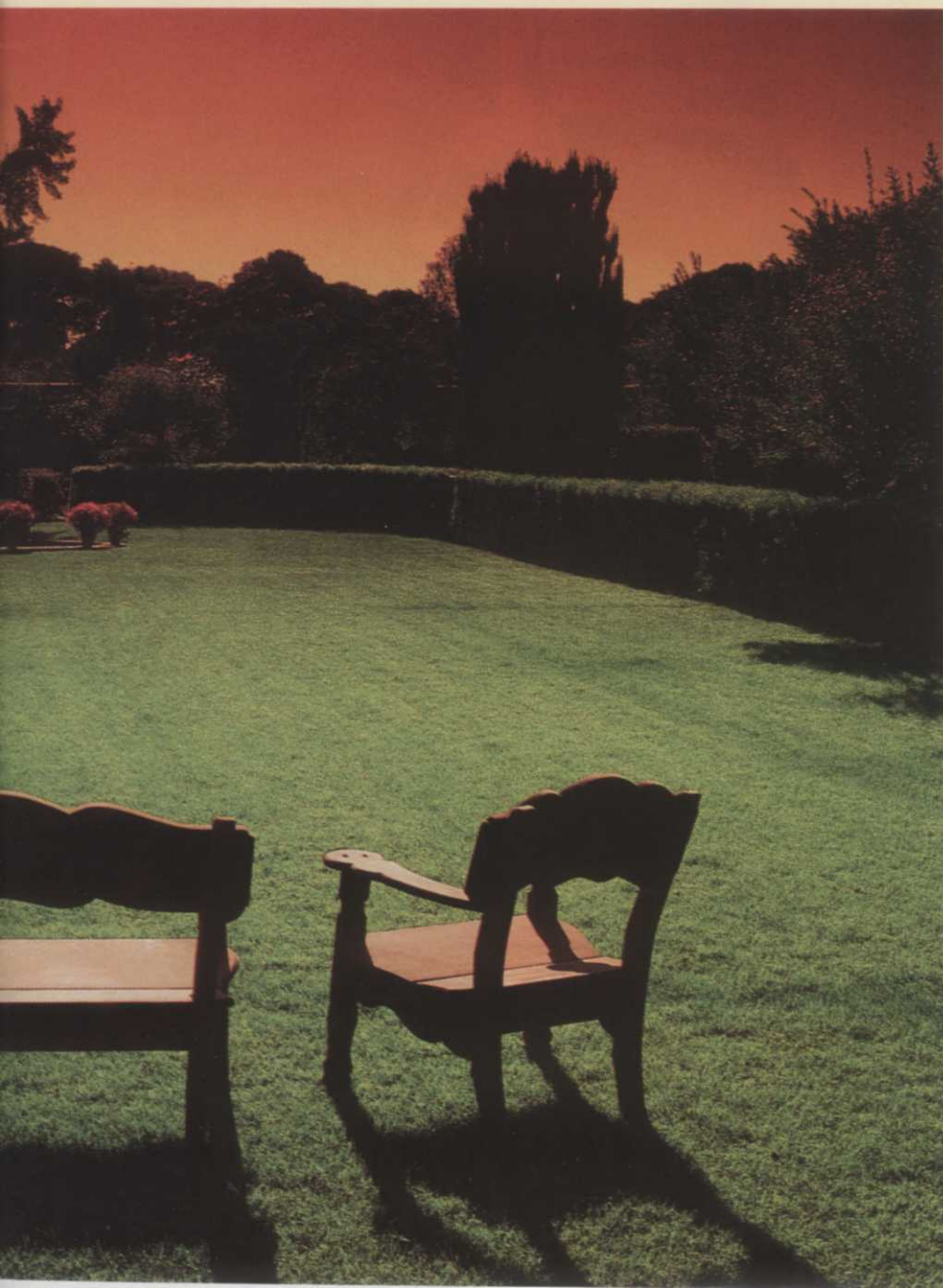
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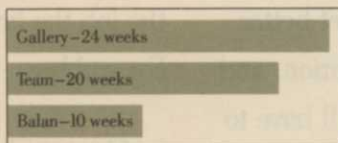
If applying herbicide is something you'd like to do less often, we have good news for you. We can show you how to make fewer herbicide applications and get weed

grass. And it's available on fertilizer or in a granular form for accurate application.

Of course, a herbicide that lasts all season won't

Pest Management can tell you

more. It contains information you can use to control weeds, insects and turf diseases more efficiently. For a free



The herbicides not applying herbicides

control that's as good or better than you're getting now.

Let's start with broadleaf weeds. It usually takes up to five herbicide applications a season to control them. But by using Gallery* herbicide (straight or on fertilizer), you can do it with one. It doesn't take much, either. Just 1/3 ounce per 1000 square feet.

A Story Straight From Crooked Stick.

By switching to Gallery the superintendent at Crooked Stick Golf Club in Carmel, Indiana, reduced herbicide applications on his fairways from five a year to one. The notoriously picky PGA officials who inspected those fairways for the 1991 PGA Championship raved about their outstanding condition.



Okay, now for grassy weeds. A single application of Team* herbicide gives you sixteen weeks of broad-spectrum control. It's very effective on crabgrass and goose-

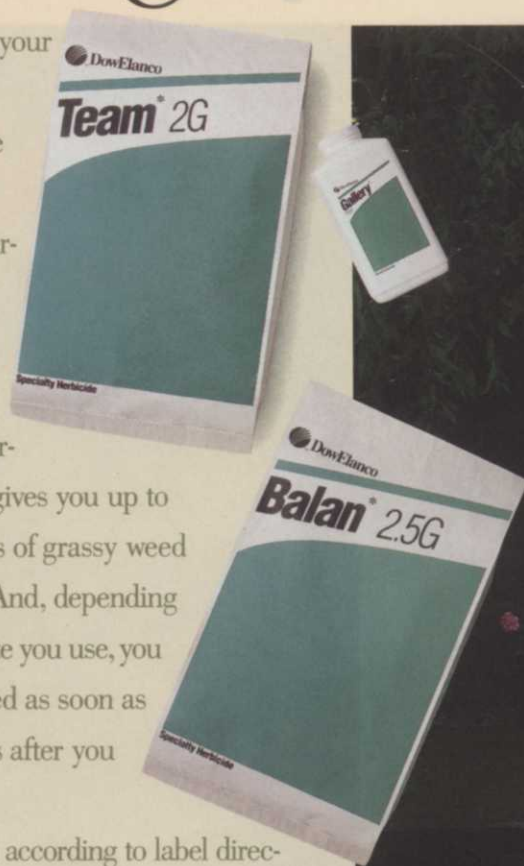
always fit your schedule.


That's the time for Balan* herbicide.

Available straight and on fertilizer, it gives you up to ten weeks of grassy weed control. And, depending on the rate you use, you can reseed as soon as six weeks after you apply it.

Used according to label directions, Gallery, Team and Balan are gentle on all major turfgrass species. University studies show they don't harm root systems. And they won't leach into groundwater or harm nearby ornamentals and trees.

Our 44-page book, The Turf Manager's Guide To Responsible



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