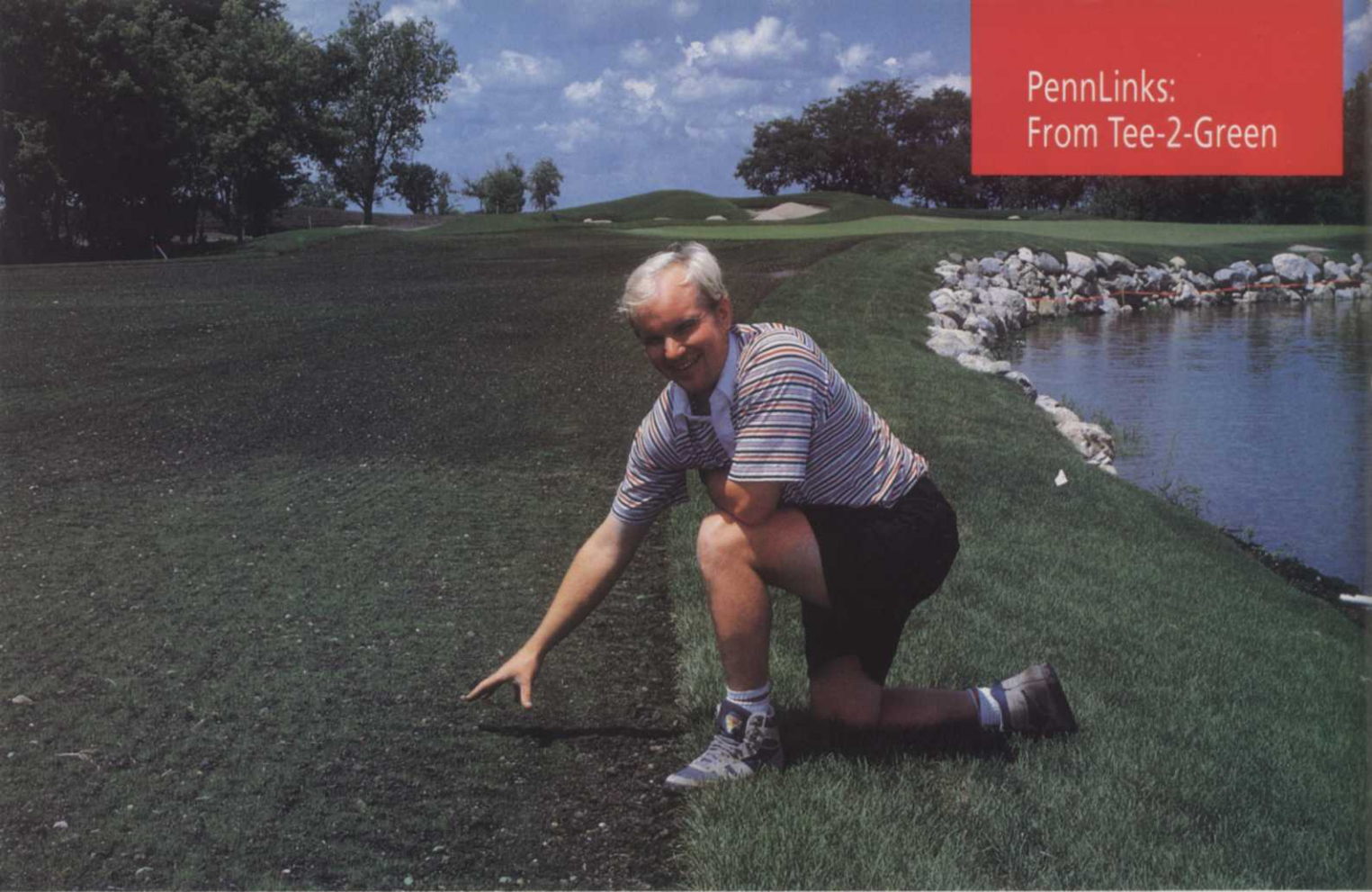


PennLinks:
From Tee-2-Green



Tony Kalina, First Assistant Superintendent, appraises the 12th Hole seven days after seeding at McChesney Golf Club, West Chicago, Illinois.

PennLinks Greens, Tees and Fairways Add Excitement to Excellence at McChesney Golf Club in Chicagoland

"This twenty-one hole public course is destined to be a Chicagoland showpiece when it opens in August, 1993. Nothing about this Robert Trent Jones, Jr. designed course is halfway" says Tony Kalina, Assistant Superintendent at McChesney



Left to Right: Assistant Matt Springer, Scott Nissley, CGCS, and First Assistant Tony Kalina

Golf Club in West Chicago. "The clubhouse focuses around a 2½ story brick structure moved three miles to the center of the 240 acre site."

Selecting the right creeping bentgrass for greens, fairways and tees was not left to chance, either. Superintendent Scott Nissley says, "I specified PennLinks because of its predictable germination and outstanding heat and moisture stress tolerance. I've found PennLinks to be more aggressive in cool soil temperatures than other bent varieties, and the best *Poa annua* competitor."

Tony Kalina, responsible for seeding and establishment, finds PennLinks germinates rapidly and establishes uniformly, with seedling emergence as early as four days. Tony says, "We were mowing our

fairways with lightweight mowers twenty days after seeding. After 50 days we're maintaining putting greens height at 0.2 inch."

Superintendent Scott Nissley sums it up: "The ball rolls truly on our greens and our fairway lies are excellent. I think Chicagoland golfers will enjoy this course as much as any course they play, and one reason will be PennLinks."

Tee-2-Green Corp.

Post Office Box 250

Hubbard, OR 97032

800-547-0255

503-651-2130

FAX 503-651-2351

LANDSCAPE MANAGEMENT

is a proud member of these green industry professional organizations:

ALCA

Associated Landscape Contractors of America, 12200 Sunrise Valley Dr., Suite 150, Reston, VA 22091; (703) 620-6363.

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.

PGMS

Professional Grounds Management Society, 10402 Ridgland Rd., Suite 4, Cockeysville, MD 21030; (301) 667-1833.



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

Responsible Industry for a Sound Environment, 1155 15th St., NW, Washington, D.C. 20005; (202) 296-6085.



Sports Turf Managers Association, P.O. Box 98056, Las Vegas, NV 89193-8056; (702) 739-8052.

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

AS WE SEE IT

RON HALL, SENIOR EDITOR



DIY lawn care is really not the bargain it might seem

We saved \$60, maybe a few dollars more. In return, we forfeited about six hours of our Saturday leisure time.

This surprised us. When we decided last winter to improve our lawn with a program similar to that of a professional applicator company, we thought the savings would be greater. A professional quoted us a price of \$128.40 (\$120 plus tax) for four lawn applications.

But when we tallied our costs and efforts at season's end, we realized we had undervalued two important variables: convenience and time.

We suspect most do-it-yourselfers make the same mistake.

A lawn care DIYer can choose from a world of fertilizer products. Retailers carry plentiful supplies of turf fertilizers, mostly granular, in a variety of analyses.

We bought the O.M. Scotts four-bag, four-application program for a 5,000-sq.-ft. lawn in early March. Our lawn is just slightly under 5,000 sq.ft. The program cost \$49.95 plus \$3.50 tax, \$53.45 total. The four 15-pound bags included fertilizer products containing pre-emergent, broad-leaf control, and insect control in the first three rounds, respectively, and just fertilizer in the fourth. (By mid-August the price of the program had fallen to \$24.95.)

Another decision had to be made. For \$40 or so we could buy a serviceable drop spreader. But where would we store it over the winter? The basement is too unhandy; the lawn shed full of bicycles.

We decided to rent one, as needed, from a neighborhood hardware store. A Scotts' PF-3 spreader cost \$2.50 per day. We rented it four times this past season for \$10.70, including tax.

So, for a reasonable \$64.15 we grew the best looking lawn in the neighborhood?

Hold on. It's not that easy.

It took us 35 minutes for a single pass over our property.

We followed the instructions on the fertilizer bags, and didn't rush. Even so, in backing the spreader away from several

small trees, or getting into several tight spots around our small storage shed, we evidently applied too much product. A couple of days after the August application, four or five patches of turfgrass, each about a foot square, turned brown.

For the fall application, we set the spreader on half the rate suggested on the bag. We walked the lawn one way, then walked it again from side to side. No problem with burns this time, but we turned the 35-minute walk into an hour job.

For the season we invested just over three hours to apply fertilizers.

Convenience?

We decided we couldn't get an accurate accounting of our effort if we overlooked the automobile trips to buy or rent the materials we needed. Add three hours of driving, loading and unloading.

Presto, we've got six hours invested in improving our lawn.

And it did improve. The lawn, except for one dry week in June, was green and full well into the fall. Because 1992 was one of the wettest, coolest growing seasons ever in northern Ohio, every lawn in the neighborhood looked good. Even the weeds remained a bright green.

A lawn care pro can't compete on price with a do-it-yourself program. We knew this going into the season.

But if time is money, then what is a do-it-yourselfer's time worth? What is our time worth? That seemed to be the heart of the matter as we loaded the spreader into the back seat of the four-door Dodge after the final application.

LANDSCAPE MANAGEMENT

INCORPORATING LAWN CARE INDUSTRY

NOVEMBER 1992 VOL. 31, NO. 11

COVER FEATURE

26 Bargain prices, an industry headache

Seven lawn pros tell us that competition from part-timers is pesky. But a massive marketing push by a national company would be downright scary.

Ron Hall

FEATURES

31 LM Reports: Wetting agents

Harmless to plants, wetting agents are especially helpful in improving water penetration on heavy or compacted soil, or on turfgrass with excessive thatch.

Terry McIver

36 Budgeting for 1993

If increased expenditures are proposed for 1993, revenues must increase proportion to ensure financial balance, says this park manager.

Greg Petry



38 Customer service at Hermes

A Kansas landscaping company adds a customer service manager to its staff, so that salespeople can concentrate on attracting new clients.

Jerry Roche

40 Choosing the right job to bid

A computer program called 'Work in Progress' helps keep this company's focus on long-term goals.

Kent Miller

44 Satellite office expansion

Branch or satellite expansion? The satellite office lets a company expand to a new market at a very reasonable cost.

Ed Wandtke



TECH CENTER

45 Degree-day method at work

The scouting method that relies on temperature readings helps to predict when insects might become a problem.

Terry McIver

46 Monitoring water in soil

A listing of terms useful in understanding soil and water relationships, accompanied by a handy chart.

LAWN CARE INDUSTRY

47 ChemLawn becomes a giant

A year or two on customers' lawns and ChemLawn specialists are ready for management. It's this 'people power' that fueled the company's growth.

Ron Hall



50 Groundsman a prize winner

This large landscape in Alabama is 'just like having another salesperson on the payroll,' Greg Bolton says.

Ron Hall

HOT TOPICS

55 2,4-D gets toasted

The turf herbicide 2,4-D was recently handed a setback by the powers that be. Also: On-the-job CPR saves a man's life; and speeding up nature with tissue culture.

55 Home-study course on the way

The Professional Lawn Care Association (PLCAA) and the University of Georgia will soon make available a 200-hour home-study course on turf-grass care and management.

DEPARTMENTS

1 As We See It

4 Ask the Expert

54 Jobtalk

60 Info-Center

60 Events

62 Product Review

63 Market Showcase

64 Classified

66 Ad Index

NEXT MONTH

Cover story: Certifying the green industry

LM Reports: Heavy equipment: backhoes, loaders, etc.

Establishing branch offices, by Ed Wandtke

Weed control strategies for athletic field managers

Lawn care industry's "Man of the Year" for 1992

LANDSCAPE MANAGEMENT

ADVANSTAR Communications, Inc.,
7500 Old Oak Blvd. Cleveland, OH 44130
(216) 243-8100 or (216) 891-2718
Fax: (216) 891-2675

EDITORIAL STAFF

JERRY ROCHE, Editor-in-Chief
TERRY MCIVER, Managing Editor
RON HALL, Senior Editor
KEITH FAZIO, Art Director
MAUREEN HREHOCIK, Group Editor

BUSINESS STAFF

JON MIDUCKI, Publisher
ROBERT EARLEY, Group Vice President
KEVIN CONDON, Publishing Services Director
CAROL PETERSON, Production Manager
ROSY BRADLEY, Senior Production Manager
DEBI HARMER, Production Director
DIANE BIAS, Administrative Coordinator

ADVERTISING OFFICES

JON MIDUCKI, Publisher
ROBERT EARLEY, Group Vice President
ANNE LANGHENRY, Promotion/Research Manager
PAUL GARRIS, Sales Representative
DIANE BIAS, Administrative Coordinator
7500 Old Oak Blvd. Cleveland, OH 44130
(216) 826-2855 (216) 826-2873
FAX (216) 891-2675
DICK GORE, East Coast Sales Manager
3475 Lenox Road NE Ste. 665
Atlanta, GA 30326
(404) 233-1817 FAX (404) 261-7422
ROBERT MIEROW, West Coast Representative
1515 NW 51st St., Seattle WA 98107
(206) 783-0549 FAX (206) 784-5545

SUBSCRIBER / CUSTOMER SERV.

(218) 723-9477 FAX (218) 723-9437



Richard Swank: President & CEO

Richard Moeller: Exec. VP; President, Publishing

Richard D.W. Mead: Vice Pres., Finance & CFO

James Adler: Vice President

Phil Stocker: Vice President

LANDSCAPE MANAGEMENT (ISSN 0894-1254) is published monthly by ADVANSTAR Communications, Inc. Corporate and editorial offices: 7500 Old Oak Blvd., Cleveland, OH 44130. Advertising offices: 3475 Lenox Rd. NE, Suite 665, Atlanta, GA 30326 and 7500 Old Oak Blvd., Cleveland, OH 44130. Accounting, advertising production and circulation offices: 1 East First Street, Duluth, Minn. 55802. Subscription rates: \$30 per year in the United States; \$55 per year in Canada. All other countries: \$100 per year. Current issue single copies (pre-paid only): \$3.00 in the U.S.; \$6.00 in Canada; elsewhere \$10.00; 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: ADVANSTAR Communications, Inc., 1 East First Street, Duluth, Minn. 55802 and additional mailing offices. Copyright © 1992 by ADVANSTAR 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. Canadian G.S.T. number: R-124213133. POSTMASTER: Send address changes to Landscape Management P.O. Box 6269 Duluth, Minn. 55806. Date effective: December 27, 1990.

VBPA ABP

ASK THE EXPERT

DR. BALAKRISHNA RAO



Rhododendron borers and cankers

Problem: Some of our rhododendrons do not look good. They have canker or borer problems. What would be the best way to manage them? (Ohio)

Solution: Generally, borer insect and canker disease agents establish themselves on stressed and weakened plants. Some environmental stresses such as excess soil moisture (wet feet disorder) and nutrient deficiency resulting from improper pH, drought, or winter drying, can affect a plant's overall health. Under these conditions, rhododendrons will be more susceptible to borer and/or canker diseases such as *Botryosphaeria* canker.

Provide proper growing conditions as the first step in managing most of these problems.

Rhododendrons prefer well-drained soil with a low pH. For this reason, they are called acid-loving plants. If the pH is high (alkaline), the so-called micronutrients will be tied up, leading to nutrient disorders such as iron chlorosis.

Iron deficiency also can further decline plants. Materials containing iron and/or those which acidify the soil will help improve this situation.

For nutrient disorders, determine the deficient element through foliar analysis and provide proper treatment. Provide proper watering, fertilizing and mulching as needed to help improve plant health.

As far as borer management, insecticides such as lindane or Dursban can be used in mid-May. Treat the trunk and branches thoroughly.

For *Botryosphaeria* canker disease, prune and discard affected plant parts when dry. Disinfect pruning tools in Clorox disinfectant, rubbing alcohol or Lysol to prevent further spread of the disease agent. There are no known effective fungicide treatments for canker disease. Some reports suggest using copper-containing fungicides. Even in this case, the timing and number of treatments needed are not known.

The best method of managing these problems is to select proper plants for site conditions and maintain a good plant health care program.

Treating Dutch elm disease

Problem: Can Dutch elm disease be treated once the tree has been infected with the fungus? (Maryland)

Solution: The success in fungicide treatment depends on early detection and proper treatment.

Dutch elm disease management includes early detection, sanitation (pruning at least 10 feet into the healthy wood) and Arbotect fungicide injection.

In the past, insecticide treatments were recommended to manage bark beetles which spread the fungal spore during their feeding in crotch areas. Some researchers feel it is difficult to get a good coverage of the tree with insecticides and provide sufficient protection to deal with new generations of beetles. Another

concern is the potential of drift to non-target areas which would result in public and regulatory concern. Therefore, practitioners are now considering the feasibility of skipping the insect treatment and instead treating with Arbotect fungicide.

As far as fungicidal injection, reports indicate that better results can be obtained if the crown infection (flagging symptoms) is less than 5%. If the crown infection shows more than 10% of wilting and branch dieback, the chances for survival are much less.

If the dieback and wilt is 20% or greater, the tree cannot be saved. In this situation, it is better to remove the tree promptly.

Prior to removal, if there is a healthy tree within 40 feet of the diseased tree, Vapam fumigant (a soil sterilant) treatment between the two trees is recommended to prevent root graft transmission of the disease. When doing this, read and follow label specifications.

Reports indicate that a three-year rate of Arbotect fungicide injections made at or below ground level on the root flare would be beneficial for better distribution and protection of the tree. Along with this, follow good watering, fertilizing and pest management as needed to improve plant health. Read and follow label specifications for better results.

Roundup persistence

Problem: How long does Roundup last on the soil surface? Sometimes during no-till renovation, we may have to re-treat if the existing plants don't die. Will this cause accumulation of material in the soil? (North Carolina)

Solution: Regarding your first question: according to the Monsanto Co., manufacturer of Roundup, the Roundup will break down once it comes in contact with the soil. As a result, there will not be any soil residual. Therefore, the answer to your second question is "no." Roundup is not known to build up in soil. There will not be any problem of repeated application, if needed to manage the weed problem.

Roundup is a non-selective, post-emergence herbicide. Therefore, you can expect it to manage whatever weeds are growing at the time of treatment. New weeds may establish from seeds or often some of the rhizomatous weeds may present a problem if the Roundup did not translocate uniformly to underground parts. In this situation, a repeat application would be beneficial.

Dr. Balakrishna Rao is Manager of Research and Technical Development for the Davey Tree Co., Kent, Ohio.

Mail questions to "Ask the Expert," LANDSCAPE MANAGEMENT, 7500 Old Oak Blvd., Cleveland, OH 44130. Please allow two to three 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.

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.



Send me the following Management Guide(s):

- Cool Turf
- Warm Turf
- Landscape and Nursery



Mail To: DowElanco
Box 3064, Cedar Rapids, IA 52406.
1-800-729-3693. ext. 2492.

Name _____
Company _____
Address _____
City _____ State _____
Zip _____ Phone (____) _____

The chemistry is right.™

*Trademark of DowElanco. ©1992 DowElanco 11

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

In the South, where weeds are a problem most of the year, you don't get much of a break from using herbi-



cidicides. So Southern turf stays strong and healthy.

And Surflan lasts up to a month longer than other herbicides. Just two or three applications gives you year-

round control of more than fifty weeds, including goosegrass, crabgrass and *Poa annua*. That can help you put less chemical into the environment.

Surflan is also very gentle on off-target plants. In fact, it can be

People use a herbicide. Mild usually

So the milder your herbicide is to turfgrass, off-target plants and the environment, the better off you are.

That's why you should seriously consider Surflan® herbicide for your weed control program.



How To Keep Weeds From Sneaking Up On You.

University studies show crabgrass and goosegrass germinate when soil at 2" reaches the following temperatures for three consecutive days: loam 50-52°F, heavy wet clay 53-57°F, sand 49-51°F. Measuring soil temperature allows you to predict germination, and time your herbicide application for maximum control.



Soil Thermometer

Surflan is very mild on all warm season grasses. When used properly on established turf, university

