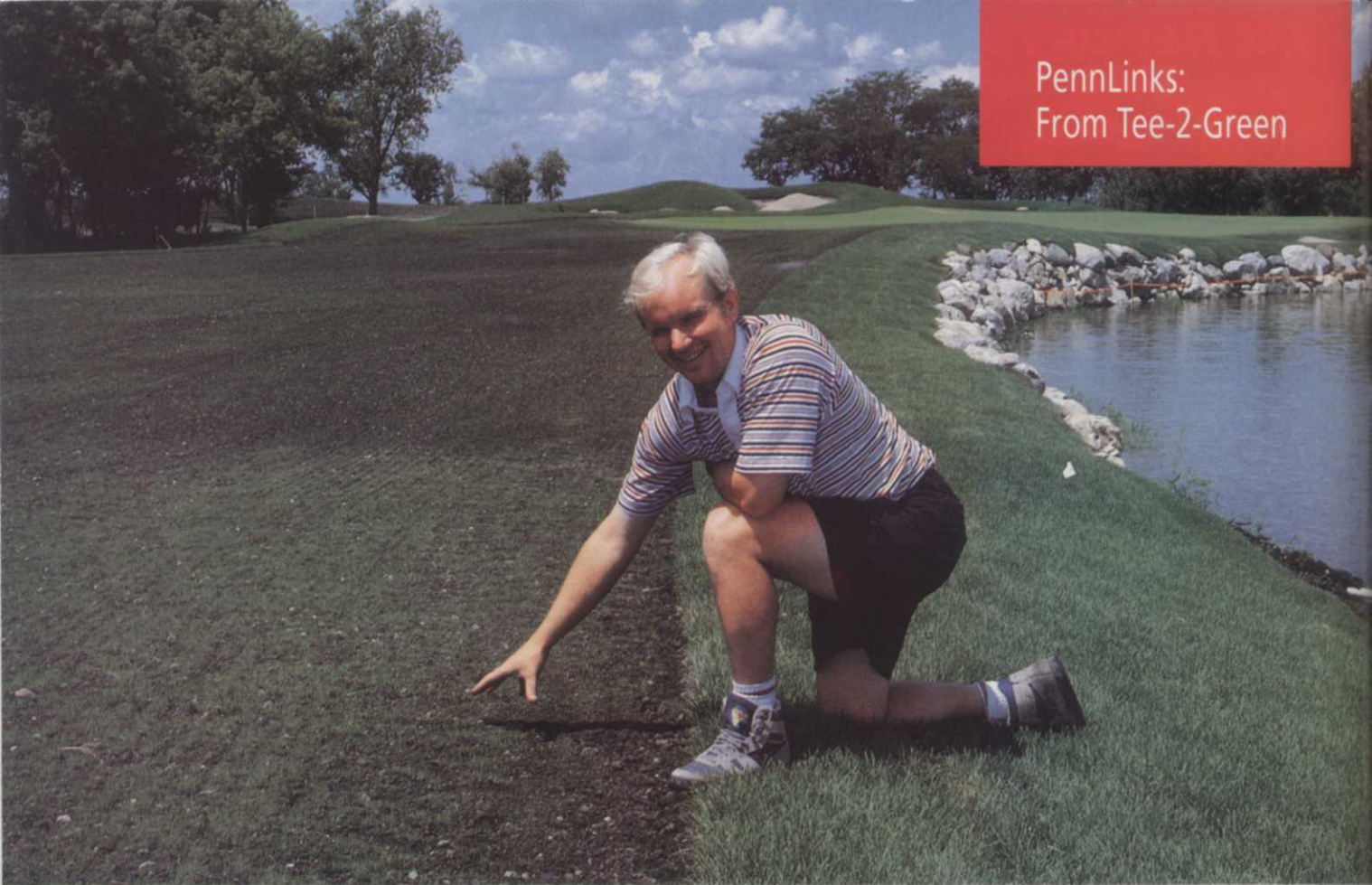


PennLinks:
From Tee-2-Green



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

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."



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

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

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

JERRY ROCHE, EDITOR-IN-CHIEF



Bush, or Clinton?

During the 1980 Republican National Convention, a noted broadcast commentator made a startling observation:

"The line between politics and show biz is so thin that it's sometimes hard to find," said David Brinkley, then of NBC-TV.

As November 3rd fast approaches, the campaigns don't seem to have changed much over the past 12 years.

The typical landscaper or golf course superintendent should feel right at home. After all, for the past decade or so, we've watched the likes of Jay Feldman and Meryl Streep, with their unfounded attacks on agricultural pesticides, develop media manipulation into an exact science.

Hopefully, we've learned that, as responsible voters, we cannot afford to make judgments about the candidates based strictly on the information we glean from the all-powerful television box.

There are more accurate measures of the presidential candidates, like national newsmagazines and newspapers. With the exception of Sunday morning's excellent news commentaries, television seems to place more entertainment value than news value on its shows, emphasizing "sound bites" over the heart of the issues.

Thank goodness for the print media, which can dedicate more time and space to the actual issues. They can take a two-minute broadcast story, amplify and clarify it, and write a story that takes a reader 7 to 8 minutes (newspapers) or even 15 to 20 minutes (magazines) to digest.

With all that in mind, we're going to put the green-oriented issues in black and white, right here, for the record. Thanks to DowElanco's publication "The Bottom Line," here is how the two presidential candidates shape up:

George Bush:

"I am an environmentalist; always have been.

"If we can probe the depths of space and engineer the genetic building blocks

of life, we can surely protect the quality of our environment."

- Proposed a redefinition of "wetlands" that would allow protected areas to decrease from 100 million acres to 60 to 80 million acres.

- Supports expansion of biotechnology into agriculture, which could lead to the development of pest-resistant crops.

- Opposes legislation that would close the "circle of poison," whereby chemicals banned in the U.S. are used in other countries and then shipped here after being used on foods such as coffee or bananas.

Bill Clinton:

"As president, I will work to ensure that we have strict regulation of pesticides so that our food supply is as safe as possible for our families.

"The wetlands policy of a Clinton Administration will be based on science, not politics."

- As governor, implemented an environmental reform program in Arkansas that gives the state attorney general authority to enforce environmental law and prosecute violators.

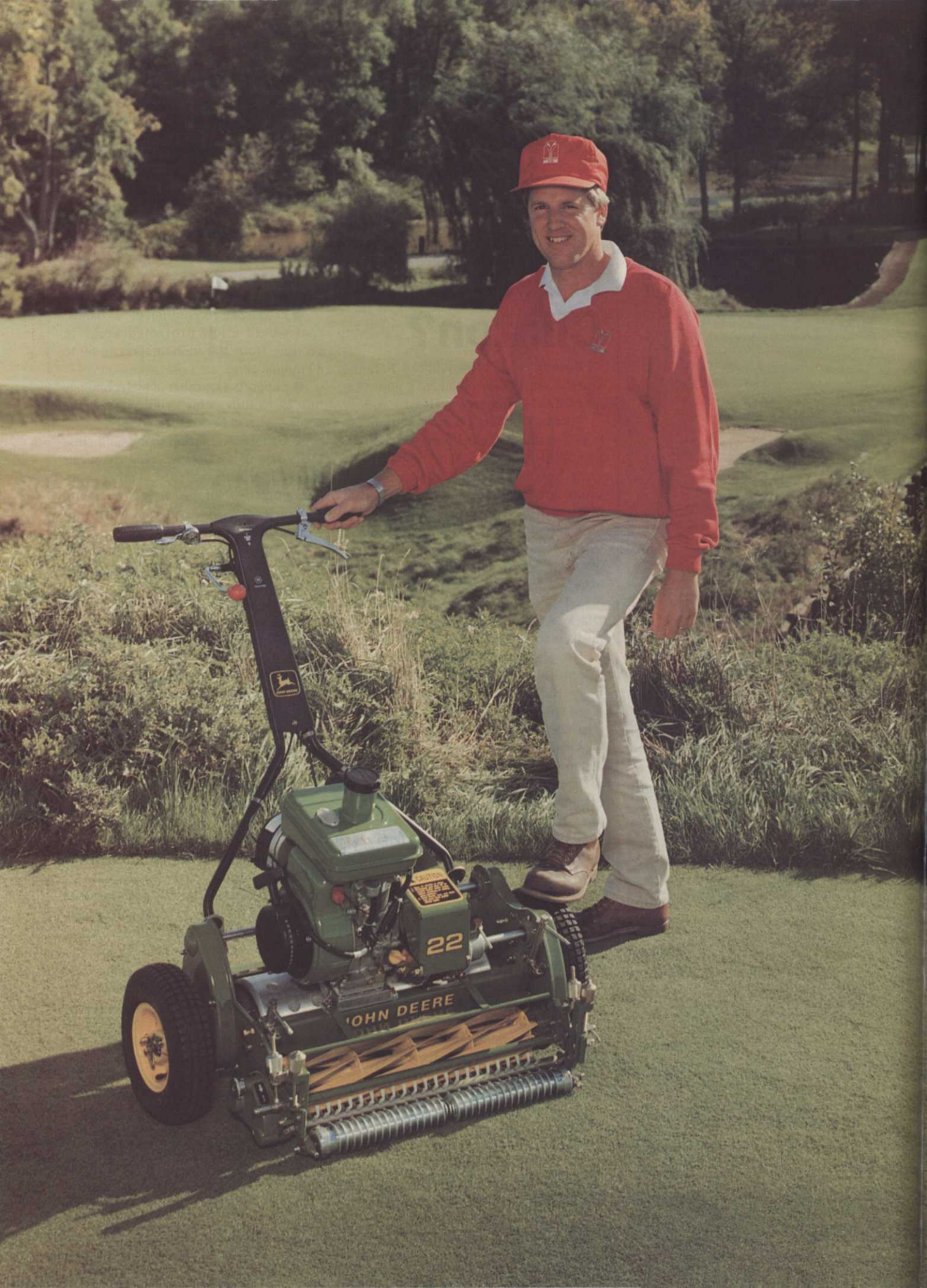
- Supports an international climate-change treaty that would require the U.S. to stabilize carbon dioxide levels.

- Supports a national wetlands restoration and protection program.

The "bottom line," as DowElanco would say, is this:

Before heading to the polling place next month, be sure to form good objective opinions. Read a lot. Talk to friends. And yes—if you must—watch TV, too.

Remember, though: voters (not presidents and senators and congressmen) are ultimately responsible for our country's well-being. It's thus more patriotic to completely avoid voting than to vote as a misinformed or uninformed citizen.



It takes precision to master these Pete Dye designs

Recognized in 1988 as *Golf Digest's* best new public golf course, Blackwolf Run in Kohler, Wisconsin, has made quite a name for itself in a short period of time. Now 36 holes, these two demanding Pete Dye designs play host to nearly 50,000 rounds of golf a year.

"The two courses are very dramatic and we try to maintain them to tournament conditions every day," says Superintendent Marc Davison. "We have very high



standards, and I think that's one big reason why people enjoy playing here. **"We mow all our greens** and some of our tees with the John Deere 22 Greens Mowers. We bought 16 of them in July of 1988 and they've been literally trouble-free since. In fact, they've worked out so well, we just bought seven more. The quality of cut is

excellent and the striping they leave on our large greens looks great.

"Our operators definitely prefer the John Deere 22s over the other mowers we have. In fact, the other mowers normally go to the employees who are last in line because everyone picks the John Deere's first."

For the name of your nearest distributor or free literature on all John Deere Golf and Turf Equipment, call 1-800-544-2122 toll-free or write John Deere, Dept. 956, Moline, IL 61265. Like Marc Davison, we're sure you're going to like what you see.



**NOTHING RUNS
LIKE A DEERE®**

LANDSCAPE MANAGEMENT

INCORPORATING LAWN CARE INDUSTRY

OCTOBER 1992 VOL. 31, NO. 10

SPECIAL SECTIONS

11 'Pesticides in Your Environment'

This 16-page, full-color section is provided as a service to readers by LANDSCAPE MANAGEMENT magazine and Responsible Industry for a Sound Environment. It's the perfect piece to give to customers, media and legislators.

43 'Bio-turf' Newsletter

Get all the news from the fascinating world of turf biotechnology in this exclusive, new quarterly newsletter, compliments of LANDSCAPE MANAGEMENT magazine.

COVER FEATURE

30 Cover story: Marketing, public relations: Beyond word of mouth

The best marketing plans are strategically planned to give your company the best possible exposure to the right audience.

Terry McIver



FEATURES

34 LM Reports: Mid-sized mowers

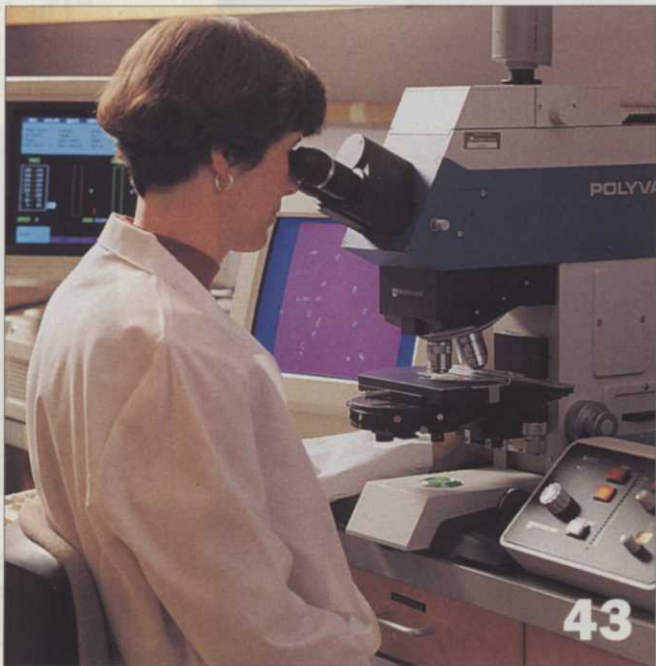
No other piece of equipment used in the green industry has as many standard and optional features for the prospective buyer to consider.

Jerry Roche

38 To plow or not to plow...

...that is the question. Whether 'tis nobler to just forget the whole thing, or to try to generate cash flow during the cold, wet, boring winter months.

Ed Wandtke



39 Golf course 'enviro-monitors'

Having someone looking over his shoulder has paid off for this Canadian golf course superintendent. The situation, like it or not, could be a sign of things to come.

40 Keeping employees happy

You can improve your employees' job satisfaction and job performance by learning to manage their expectations.

Joe Carbone

40 Proper spill clean-up protects the pro applicator

Spills, when handling, transporting or using pesticides, are a concern for every applicator. Here's what to do if a spill occurs, whether it's on your property or on the road.

42 Overseeding athletic fields

The key to effective overseeding is adequate year-round maintenance of all your warm-season athletic turf.

Gil Landry, Ph.D.

TECH CENTER

48 Soil wetting agents

In these times of inadequate water supplies for many turf needs, the key is to make water that is available more efficient.

50 Trees for shade, lower utility bills

Landscapers should use more plants around their clients' buildings to reduce utility/electric bills, says J. Joseph Pearl, a horticultural consultant in Mesa, Ariz.

LAWN CARE INDUSTRY

51 The rise and fall of ChemLawn

The first of a three-part series, 'The Vision That Ignited an Industry,' tells the story of Dick Duke, who built a ChemLawn team that shared his dreams of employee self-worth, and customer service and satisfaction.

Ron Hall

HOT TOPICS

56 Is it still ChemLawn?

TruGreen ponders the value of the ChemLawn name while some ChemLawn franchise holders ponder the value of their non-compete clauses.

Ron Hall

60 Living through Andrew's wake

Hulon and Victoria Moorman of Emerald Landscape Maintenance in Cutler Ridge, Fla., saw the ravages of Hurricane Andrew first-hand. Three weeks later, things still weren't back to normal—by a long shot.

Jerry Roche

DEPARTMENTS

1 As We See It

8 Ask the Expert

60 Info-Center

62 Customer Service Tips

62 Events

65 Product Spotlight

66 Product Showcase

70 Classified

72 Ad Index

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 HREHOICK, 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
CYNTHIA GLADFELTER, Sales Manager
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

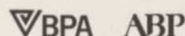
SUBSCRIBER / CUSTOMER SERV.

(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.





NORTHERN
ZONE



Introducing season-long
weed control, no matter
what your season.

Circle No. 116 on Reader Inquiry Card



**TRANSITION
ZONE**



**SOUTHERN
ZONE**

You've heard "season-long" weed control claims before. And you've always wondered whose season they were talking about.

With new Barricade® WG preemergence herbicide, it doesn't matter whether you're in New England, the Keys or anywhere in between. Barricade WG's flexible rates allow you to apply as early as you want, and get crabgrass and other weed control for as long as you need. You can even overseed with confidence.

Barricade WG's insolubility and lower load rate make it environmentally responsible. There are no concerns about leaching or staining. And your workers will handle less herbicide, especially in Barricade WG's water soluble packs.

You'll save time and money. Reasons enough to use Barricade WG for your season, no matter what.

For more information, call 1-800-435-TURF.



ASK THE EXPERT

DR. BALAKRISHNA RAO



Declining privet hedges

Problem: We are finding some old privet hedges that are in various stages of decline producing a lot of surface roots, making them weak and easy to pull out. Could this be due to annual shearing of hedges? (Pennsylvania)

Solution: I do not believe that annual pruning is the cause of your problem. In general, hedge plants such as privet are very tolerant of shearing. However, if you remove too much top growth, particularly into the "dead zone" of the hedge, this might put a stress on the plant. Due to the lack of an active growing region and a less photosynthetic surface, plants may gradually decline.

"Dead zone" is commonly used to indicate the interior, non-foliated portion of the plant. It is about 2/3 of the plant height from the ground. It is not a good horticultural practice to prune the "dead zone."

Also consider the possibility of exposure to extremes in moisture and/or temperature during the past several years—particularly the droughts of 1988 and 1992—contributing to the overall decline.

As far as surface rooting and weak root anchoring, the problem most likely is related to poor site conditions. The site may be poorly drained, the soil may be too heavy, or both. Installing a drainage system is the best solution for managing poor drainage. If the soil is heavy clay, consider amending to improve soil structure. If the soil is compacted, aerifying will help promote deeper rooting.

Also consider applying mulch to protect the roots from winter freeze and a thawing problem. This mulch can also help as an insulating layer to protect the root system from heaving.

Providing subsurface fertilization and watering as needed will improve deeper rooting.

PGRs for home lawns

Problem: We are thinking of using Cutless plant growth regulator (sprayable formulation) on home lawns. How will this product work? What should we do when dealing with newly-seeded lawns? (Michigan)

Solution: The sprayable formulation of Cutless is labelled for home lawn turfgrass. This plant growth regulator can be used on warm- and cool-season turfgrass.

To obtain better results, reports suggest mowing the turfgrass first and then applying. As a general guideline, the first application should be made in the spring after two mowings. Water the treated areas within 24 to 36 hours to enhance product efficacy.

According to a DowElanco representative, the treatment response will last for three to three-and-a-half months. The company is researching the feasibility of getting season-long control.

Like other plant growth regulators, one of the problems with

Cutless has variable turfgrass growth inhibition response when you are using it on turfgrass containing mixtures of different species or cultivars. Therefore, expect to find some turfgrass taller than others in treated areas.

Cutless interrupts the function of gibberellic acid, thus reducing internode and leaf elongation without causing injury to plant roots.

If you've never tried the product, it might be a good idea to make applications on a smaller scale to learn more about how it would work in your operation.

Read and follow label specifications for better results.

Wild violets on the loose

Problem: Is there an effective remedy for wild violet infestation? (Illinois)

Solution: Violets are considered to be very difficult-to-manage weeds. Richard Rathjens, Davey Tree's senior staff agronomist, mentions that application of herbicides such as Turflon 2 Amine or Confront containing triclopyr would help selectively manage the violets.

Both Confront and Turflon 2 Amine can be applied at any time during the season, as long as weeds are actively growing.

Consider two applications of the preferred herbicide, applying the second application one month after the first.

Raining on fungicides

Problem: If it rains after an application of fungicides, will the treatment still be effective? (Pennsylvania)

Solution: I am not familiar with any research in this regard. As a general rule, if the treatment material can dry on the foliage prior to rain, the treatment response will not be altered. Many of the fungicides on the market do contain some spreader-sticker type of materials which should help the material adhere to the foliage.

Our experience with fungicide treatments suggests that a couple of hours of drying time before the onset of rain usually helps maintain product efficacy. The efficacy of different fungicides may vary from product to product. Also remember that disease management may require repeat application of treatments at 10- to 14-day intervals to deal with new infections.

If light rain occurs before the treatment has a chance to dry, it may not be necessary to re-treat before the scheduled application. Reapply only if rain washes off the treatment.

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.