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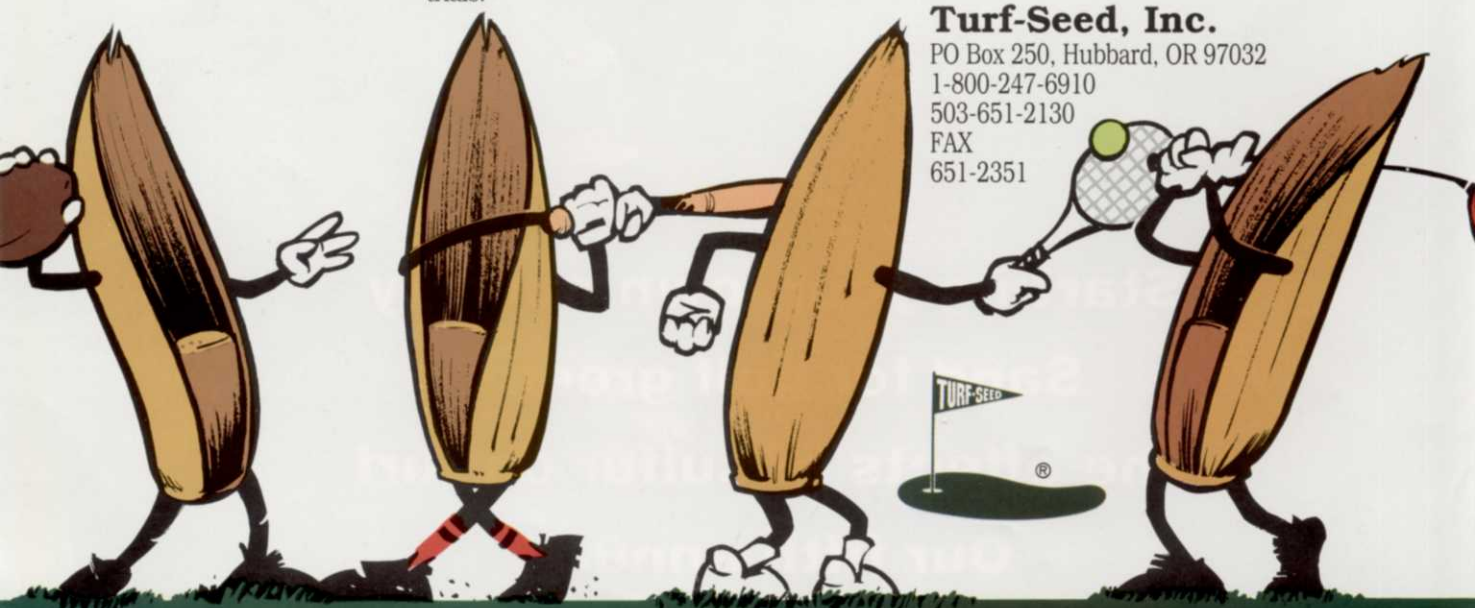
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AS WE SEE IT

RON HALL, SENIOR EDITOR



Green industry workers on collision course with cancer

Many of us are at great risk and don't even know it.

The hazard: cancer.

No, it's unlikely the danger is caused by exposure to any of the chemicals we work with. Much, much more likely, what will cause our cancer is something we consider to be the best part of the turf/landscape business—working outdoors.

Skin cancer (there are several different kinds) is one of the biggest health risks we face. Why? Because most of us are exposed to skin-damaging ultraviolet radiation day after day, and we take no precautions.

More than 600,000 new cases of non-melanoma skin cancer are reported each year in the United States. The National Cancer Institute says that as many as 30 percent of people in the South will develop non-melanoma skin cancer at some point in their life, about 15 percent in the North.

These numbers astonish me.

Even now they astonish me—even after a skin specialist removed a solar keratosis from my right temple which, as far as can be determined, was pre-cancerous.

"What would happen if I didn't get this taken care of?" I ask the doctor.

"It would just get worse."

"How'd I get it?"

"Too much sun. It's not all that uncommon. Actually, it's in a good place. It could have been on your nose."

The keratoses started as a tiny bump, maybe four years ago, then gradually progressed into an on-again, off-again sore that eventually grew to half the size of a pencil eraser.

Within minutes of examining the blemish, the doctor went to work. He injected an anesthetic into the area between my right eye and hairline, then cut and scraped away the offending blemish. He used what, from the corner of my eye, appeared to be a soldering iron to cauterize the wound. He sent a sample of the tissue to a nearby hospital for further tests.

I've since learned that several friends have had similar experiences; some, in

fact, more serious than mine.

I've also learned that solar keratoses are probably the least threatening manifestations of cancer. There are other forms, and some can become life threatening if not detected and treated soon enough.

Basal cell carcinoma, for instance, is a slow-growing cancer that rarely spreads to other parts of the body. It's the most common type of skin cancer. Squamous cell carcinomas are faster growing tumors and sometimes spread to other organs. Together, these two types of cancers are known as "non-melanoma skin cancers" to distinguish them from melanoma of the skin, a more serious form of cancer yet.

There isn't enough room in this column to give you more detailed information. Contact your local chapter of the American Cancer Society. They'll be glad to supply you with literature, photographs, and other material.

Until then, share this information about the risks of skin cancer with co-workers and employees.

It should be a part of the safety training of all lawn/landscape professionals, considering the number of shirtless, hatless workers I see mowing or working on clients' landscapes.

Usually these workers are white males. Although no race is immune to a skin cancer, this segment of the population is most likely to develop a skin cancer, says the American Cancer Society.

To reduce the risk of becoming one of the 2,500 Americans who die each year of non-melanoma skin cancers: wear hats and appropriate clothing, and use sunscreen (SPF 15 or more) when working outdoors.

LANDSCAPE MANAGEMENT

INCORPORATING LAWN CARE INDUSTRY

JULY 1993 VOL. 32, NO. 7

COVER FEATURE

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Grass in the Silverdome

Millions get a first look at Michigan State's efforts to provide a world class turfgrass athletic field inside the Pontiac (Mich.) Silverdome.

Ron Hall

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Landscape contractors can give many reasons to start their own nursery, but there's only one valid reason: better customer service.

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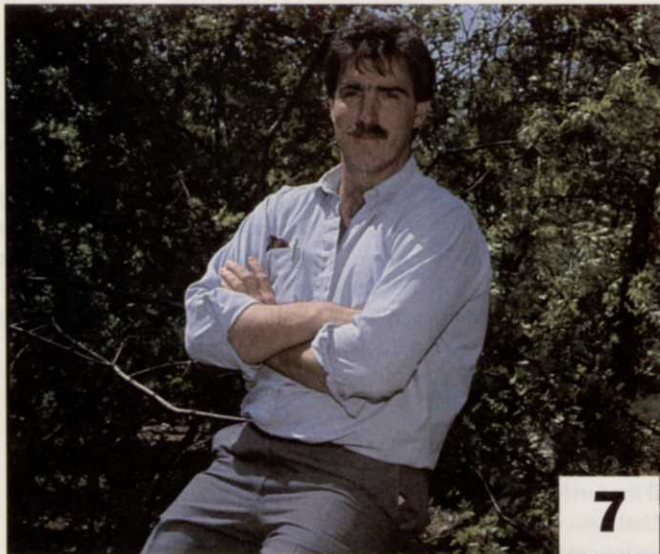
Here are some important 'bells and whistlers' you might consider buying when selecting your next lawn mower.

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In Arterra's landscape designs, you'll see the wildflowers and natural plants that grow in the desert—along with the turf that's unusual in this kind of landscaping.

Terry McIver



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SPECIAL SUPPLEMENT

Seed Pocket Guide

The fifth annual Seed Pocket Guide is your complete turfseed reference piece. Included are listings of blends and mixes, and results from the National Turfgrass Evaluation Program (NTEP).

On the cover: Natural grass gets carted into the Silverdome in Pontiac, Mich. prior to a World Cup soccer game. More in "Hot Topics." (Photo by Ron Hall)

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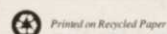
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LANDSCAPE MANAGEMENT (ISSN 0894-1254) is published monthly by ADVANSTAR Communications, Inc. Corporate and editorial offices: 7500 Old Oak Blvd., Cleveland, OH 44130. Advertising offices: 3475 Lenox Rd. NE, Suite 665, Atlanta, GA 30326 and 7500 Old 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.



Printed in USA

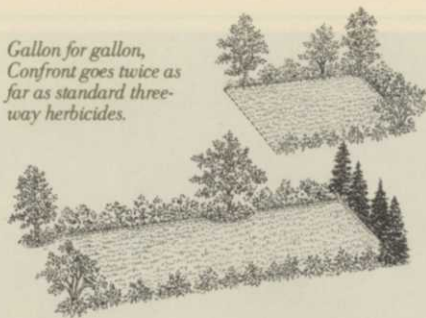
The thing we're trying to help you avoid is overkill. Because if you can control weeds, isn't that enough?

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 that 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

and 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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ASK THE EXPERT

DR. BALAKRISHNA RAO

Be happy for earthworms

In response: to a recent question about how to eliminate earthworms from golf greens (May, 1993), Timothy Kelly, superintendent of the Horse Thief Country Club, Tehachapi, Calif., writes:

"Be happy you have a healthy population of earthworms. The benefits far outweigh any possible objections.

"To mitigate the problem of worm castings, install a brush on the front of your greensmower to knock down and spread the mounds of castings. I guarantee you will find no better topdressing."

Who regulates lawn care?

Problem: A number of our employees and clients ask, 'Who regulates lawn care products and services?' We appreciate your comments. (Mich.)

Solution: The following is excerpted from a question-and-answer publication of the Professional Lawn Care Association of America (PLCAA):

The U.S. Environmental Protection Agency (EPA). Under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA), all lawn care products that contain pesticides must be registered with EPA before they can be lawfully sold or distributed. However, an EPA registration is not equivalent to a recommendation, endorsement, or approval of the product, nor is it a finding of "safety." EPA registration means that pesticide registrants have submitted required scientific data concerning the risks associated with pesticide use.

Since many pesticides have been available for a long time, the review process for these products was done many years ago. FIFRA now requires the EPA undertake the re-registration of any pesticide product registered before November 1984. This includes updating the scientific data base necessary to evaluate the risks and benefits, and reviewing that data according to today's scientific standards. Although the re-registration process is under way, it is anticipated that it will take years to complete. To date, only a few products have been re-registered.

The Federal Trade Commission (FTC). The FTC has regulatory powers covering advertising in any medium, whether transmitted orally or in written form. The FTC requires that all advertising materials and claims, including sales presentations, must be scientifically accurate while not being deceptive to the consumer.

State governments. Virtually all states require licensing and testing before a company can apply pesticides commercially. Many states also evaluate pesticide advertising within their borders. The responsible state agency is usually the Department of Environmental Protection or Conservation, the Department of Agriculture, or the State Attorney General.

Defining 'wolmanization'

Problem: I always enjoy reading your column in *LANDSCAPE MANAGEMENT*. However, looking through back issues, I came across the term "wolmanized wood" in the December 1991 issue. I am totally unfamiliar with the term, and to make matters worse I could not find "wolmanized" in any of my reference books or dictionary. I would greatly appreciate it if you could put my curiosity to rest. (Va.)

Solution: The "wolmanized" wood is a treated wood which, according to our local lumber store representative, can be purchased in any store that sells lumber for exterior use. The word "wolmanized" is the name given to a process by which wood is treated. The lumber store representative mentioned that often companies write on the wood or stamp it, indicating that it is "wolmanized" wood.

Crabgrass control

Problem: We heard about a pre-emergence herbicide called *Barricade* for crabgrass control. Is it labelled for fine turf like Kentucky bluegrass? We also learned that it helps control some broadleaf weeds. We are dealing with a lot of properties with speedwell (veronica) problems. Does the *Barricade* work on this? I appreciate your comments. (N.Y.)

Solution: The *Barricade* 65WG herbicide, also known as prodi-amine, from Sandoz Company, is a selective pre-emergence herbicide. It helps manage several annual grassy weeds and some broadleaf weeds.

A Sandoz representative mentioned that currently, *Barricade* is labelled for use on fine turf, including both cool- and warm-season turfgrass all over the U.S., except in California and New York. It cannot be used in your area until the product is registered, which they hope will be in the near future.

The label refers to the use of *Barricade* on perennial bluegrass, which includes Kentucky bluegrass. Reports indicate that one application will provide a season-long control of grassy weeds like crabgrass, annual bluegrass, yellow foxtail and goosegrass. It also helps manage broadleaf weeds such as henbit, knotweed, common chickweed and prostrate spurge.

The Sandoz representative indicated that hard-to-control weeds like speedwell are not on the label. Sandoz is researching *Barricade*'s effectiveness on such weeds.

In your case, *Barricade* might not be a viable option now. For veronica control, a pre-emergence herbicide such as Dacthal may be used. Reports suggest that this material needs to be applied when veronica plants are in bloom for better results.

Read and follow label specification when using any pesticide.

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.

Thinking about a nursery?

Landscape contractors can give many reasons to start their own nursery, but there's only one valid reason: better customer service.

■ Please: this stunt should be attempted by professionals only.

Approach the thought of starting your own nursery—particularly if you're a landscape contractor—with a level of trepidation equal to that of attempting to hurdle a razor-wire fence.

As your nursery ambitions grow, whether you're considering a small "holding" area, most assuredly if you're thinking wholesale or retail, raise the height of the fence correspondingly.

"There's an awful lot of work involved in operating your own nursery," says Ken Smith, The Landscape Company, Jacksonville, Fla. "It's a separate business from the landscape business, and if you're going to run a nursery and you're a small business, you won't get a vacation."

Barclay Bullock, Barclay's Gardens, Lake Oswego, doesn't see much benefit either from running his own nursery, particularly, not in the nursery-rich Pacific Northwest. He buys much of his material from brokers and wholesalers. "They (growers) don't want landscapers coming in and picking up five flats of this or two of that," says Bullock.

So much for the prerequisite dire warning.

There are, in fact, operations that successfully combine both a nursery with landscape services. We found several examples near our Cleveland offices.

Barnes Nursery Inc. of Huron maintains more than 125 acres of shade and ornamental trees and some evergreens on several small farms. But its core business is landscaping and landscape maintenance.

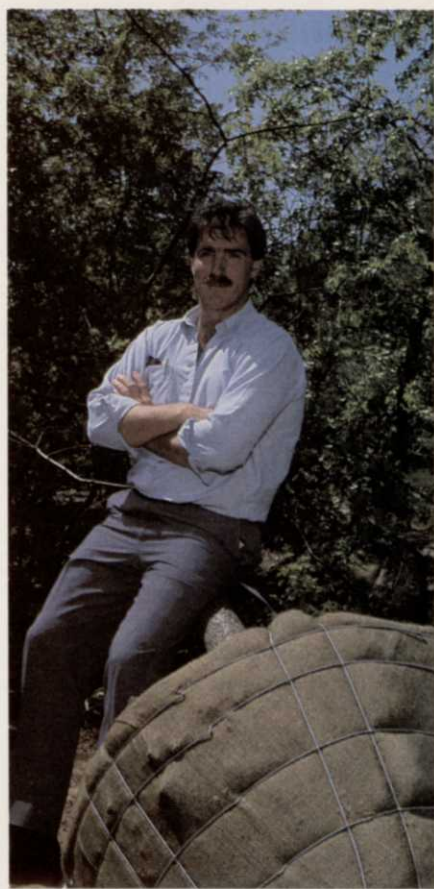
Barnes does not propagate its own trees. It buys "whips" and seedlings from many sources across the United States, much of it bare-rooted. The young plants, "liners," are stored in a cooler, which is about the size of a railroad box car, until they're planted in the fields, usually in early spring, says Stephen Coughlin, a landscape designer and Barnes' chief buyer.

Lots of trees—In the spring, Barnes' crews dig their trees, before they leaf out. Other landscapers have contracted for some of these dug trees; many end up in Barnes' landscape projects; and the public buys many at Barnes' colorful garden center.

"It's a crop that sometimes takes five to seven years before you harvest," says Coughlin. "It's a sizable expense because you have to trim and spray and water these trees as you would any other crop. You need extra equipment, and materials like wire baskets and burlap. Besides that, you're paying tax on the land."

Coughlin visits tree suppliers in person, including those on the West Coast, to get the best plant material at the best possible prices.

Sometimes he finds something



Kurt Kluznik : how many businesses can a person be in?

unique that will thrive in north central Ohio.

"A friend once told me that he can always tell a Barnes' landscape because there's almost always something unusual in it," says a smiling Coughlin.

Busy company—But Barnes isn't your typical landscape company—if there is such a thing.

Harold and Jean Barnes and several other family members started the company just over 50 years ago as Barnes Roses. A son and daughter-in-law, Robert and Sharon Barnes, and a handful of capable managers direct the company now.

Suggest to Bob Barnes that he wears four or five different hats and he responds with a wry smile, "make that 11 or 12 hats."

Barnes Nursery employs over 200 in season and offers landscape design, installations, maintenance, tree & shrub, lawn care, a retail garden center (with a new greenhouse of hanging baskets and exotics) and even a plant recycling/compost facility.

continued on page 8

Another example—Kurt Kluznik helped start Yardmaster, Inc. of Painesville fresh out of high school in 1971. It's also a full-service landscape company, but it doesn't have a retail garden center and Kluznik has no plans to start one.

"How many businesses can a person be in at one time?" asks Kluznik. "In May I can't handle one more thing. My springs are already full, and that's when the retail business kicks in."

Yardmaster does have a nursery, though: 40 acres of trees, evergreens, shrubs and some perennials.

"It's an expense, and you question it on a regular basis to make sure it still makes economic sense," admits Kluznik who cites certain cost savings like volume buying, and the advantage of having well-tended landscape stock always available for his company's installations.

"A lot of our work is sold in advance so we go ahead and buy the plants in the fall or spring, and put them back in the ground, and then we'll be able to harvest them later," says Kluznik. Typically, the plant material puts on more growth as it's tended and irrigated in Yardmaster's almost pure sand nursery.

"To use big plant material, you have to go out and find it. We do," says Kluznik.

Most of this stock is targeted for Yardmaster jobs. The company's designers and sales people get regular printed inventories of the stock including sizes, availability, etc.

"One of the things we try to do is give our customers a little bit more than they bargained for," says Kluznik. "If a person buys a six-foot hemlock, we don't want

Stephen Coughlin, left, and Robert Barnes of Barnes Nursery say nursery expenses include extra equipment, materials and land taxes.



them to go out and measure and say, 'This is only five-and-a-half feet.' We want them to measure it and say, 'Hey, it's seven feet.'

"We like to leave a client with an instant effect. We don't want it to look like we went to a garden center and put everything in a station wagon and then planted their job."

'No' votes—Despite these success stories, Tom Lied, Lied's Nursery Company, Inc. of Sussex, Wis., says most landscape contractors shouldn't be in the nursery business. Period.

He feels most landscape professionals can serve customers and themselves better by directing their energies and resources more directly to their core businesses: providing quality landscapes and/or maintenance services.

Landscape professionals thinking about starting nurseries, and even many who already operate them, may not really realize the true costs associated with farming trees and landscape plants, believes Lied.

Steve Coffey of Scapes, Inc. in Atlanta, Ga., is happy to leave the farming to others.

"We get almost all of our plant material directly from the growers," says Coffey.

"If everything goes like it's supposed to, it goes directly to the job site and gets planted. That way we don't double and triple handle the plant material. We don't even bring it to the yard. It takes time to handle plant material, and that's especially true if we're handling big trees."

There's a down side to this method, admits Coffey, particularly if a shipment doesn't arrive when it should. "You could have a crew sitting at a site with nothing to do," he says.

"Certainly, the way we do it takes a lot of coordination. But, it saves a lot of labor too," says Coffey, whose company, with offices in Atlanta and near Washington D.C., works throughout much of the Southeast.

—Ron Hall

Nurseries mean legwork

■ Search and ye shall find.

That's the key to acquiring professional quality tree and plant material from suppliers.

You might even have to travel.

The nursery industry is increasingly more sophisticated, particularly the distribution of tree and plant material through wholesalers and now even re-wholesalers. But you'll still have to do a lot of the footwork yourself.

Stephen Coughlin, buyer for Barnes Nursery, regularly attends nursery industry trade shows, and makes trips to other nurseries, including periodic visits to the West Coast to personally meet suppliers and inspect their offerings.

Yardmaster's buyer makes the rounds of tree and plant suppliers and hand tags specific stock. Operator Kurt Kluznik says

this past year has been a good year for stock. Prices are reasonable because of the recession, and quality is good because of 1992's favorable weather.

Scapes, Inc. spends thousands of dollars each year in telephone charges in tracking down quality landscape material, says Steve Coffey.

"You have to search out the best sources for quality plant material," he says. "Without doing that, you just buy whatever's out there, and there's nothing more costly than an unhappy client when you get there with trees they're not happy with."

For more information, contact the American Association of Nurseryman, 1250 I Street, NW, Suite 500, Washington, DC 20005; (202) 789-2900.

—R.H.