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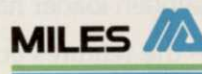


Our new water soluble packets give you consistency in formulation and control.

Which is all good reason to treat your entire course with BAYLETON. Especially your fairways, since it keeps your customers from tracking disease up to your tees and greens.

For more information, contact Miles Inc., Specialty Products, Box 4913, Kansas City, MO 64120. (800) 842-8020.

It may be the most consistently rewarding choice you make.



More disease in golfing world?

by Brian Mazey

■ An open suggestion to all greens chairmen, club presidents, golf committee members:

Let's take a little pressure off today's superintendents by asking for only 95 percent disease control instead of 100 percent. Five percent isn't that much to ask, especially since only the trained professional would notice the first signs of disease pressure anyway.

That way, all the superintendents who spend thousands of dollars spraying preven-

tively (or every two weeks, whether it's needed or not, because they are being pushed to perfection) could wait until the disease is actually present to apply fungicides.

If we can delay spraying a few days each time, all of a sudden we've extended our chemicals long enough to skip a few sprays over the course of a season.

This would make everybody happy:

- We would be saving money for the club, making the general manager ecstatic.
- We would be applying chemicals less

frequently, which would excite not only the golfer, but the superintendent and the applicator as well. Spraying is a time-consuming and sometimes aggravating task that we could all live without around the golf course.

● The people surrounding the course would find this quite neighborly, as well as the EPA, DER, etc.

We all know that less pesticides make for a cleaner environment and better living. I believe the road to that cleaner air and water starts with the club officials and members who persist in having the 100 percent perfect golf course all season long.

—Brian Mazey is golf course superintendent at Philadelphia Country Club in Villanova, Pa.



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Airplanes and the Audubon

by Tony Rzadzki

■ I remember spending hours with my dad at the rookery at Lincoln Park Zoo, just watching and feeding the ducks there. Sometimes we would go fishing off the horseshoe pier at Montrose Harbor in Chicago. We never caught many fish, but always enjoyed watching the gulls glide and dive around us.

I remember the trips we'd take to airports and the hours we'd spend watching man fly and land around us. I still marvel to this day at the miracle of flight. Maybe that's why, on behalf of my golf course, I joined the National Audubon Society.

We all take great pride in our golf courses, especially on those days when everything looks just right—almost perfect—and the golfers are enjoying themselves.

So why not go one step further? Why not make our places more livable for our wildlife? You need only to manage your tools and your land differently, with a new outlook and attitude.

I can think of no better way to promote yourself, your public image, and enhance the environment at the same time, then by joining the National Audubon Society.

Once you get involved you may begin to "self-check" your actions more often and give more thought to a project before you start it. You will understand more of what the land has to offer. You will feel better about your actions, your golf course, and yourself. You will also be making an environmentally sound statement to others that you have a genuine concern for your surroundings.

Maybe somewhere inside all of us, that little boy still loves to remind us to do what is right as stewards of our land and our future. The Earth that you occupy or manage belongs to everyone.

—The author is superintendent at Cantigny Golf in Wheaton, Ill.

Circle No. 123 on Reader Inquiry Card

GREEN INDUSTRY EXPO/93

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- Professional Lawn Care Association of America
- Professional Grounds Management Society

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LAWN CARE INDUSTRY

Fueling the fire



A skeptical banker lit a fire inside this hard-working Kentucky lawn care pro.

■ Before his son came along, Rob Harris could mow 16 acres and spray 30 lawns in one shift. That's how Harris Lawn Care began in 1989 and 1990—when no one believed in Harris as much as he did.

"The first banker I went to for a loan (to start the business) thought I was crazy," Harris remembers. "He guaranteed that I'd never make it mowing grass. He laughed in my face. And that sort of lit my fire.

"The second banker I went to, an older man, kind of liked that fire burning in me. He's helped me out a couple of times when I was in a bind."

With very little advertising, Harris Lawn Care has grown to service more than 300 customers in a six-county area around Campbellsville, Ky. One of the secrets—besides the unusual hours required by a one-man operation—is Harris's relationship with his customers.

"My customers are not just a name or a number," he says. "I know each one personally and care about them. They are like my family. I have eight or 10 customers I can call 'Mom' or 'Uncle Joe.' I want to have a one-on-one relationship with them. I get more reward from making a person smile than making a hundred dollars."

Here are some of the extra special things he does for his customers:

- Every Christmas, Harris signs each Christmas card and personally writes a little note to each customer.

- He has been known to spray a lawn for free, if not to engage a new customer, then just to bring a smile to the homeowner.

- When he picked up Campbellsville College as a client, he had to drop some of his smaller residential customers. But before he left them, he explained why, and found an alternate person willing to mow their lawns. "I told them that if the new person didn't work out, I'd come back and cut their lawns for free," Harris says.

- Five to 10 minutes are allotted each customer on his daily schedule. "Just to talk to them—whether it's about their lawn, their cats or whatever," he says.

Setting priorities—"I've always had that desire to be a winner," Harris says. "I've always told myself I was going to be the best. If there was a market for any business, I think I could make it work. But you've got to enjoy what you're doing."

It's nothing for Harris to be mowing lawns at 3 a.m., the headlights on his Grasshopper mower pointing the way through the dark. "Some of the police in

town call me 'Crazyman' because of the hours I work," he notes. Other nicknames bestowed upon him by friends and customers: Superman, Rocketman, Mr. Smily.

Yet, part of the reason you can see him mowing lawns long after the sun has set is because he has his priorities straight: church, family, business—in that order.

"I'm not a workaholic," he says. "I have a family day and I also teach a Sunday School class."

Happily married and the father of a 2½-year-old son,

Harris continually alters his work schedule to allow him time with his family. He does some of his work while they are comfortably nestled in their beds.

"My son throws a fit when I leave for work, and it hurts me inside," he admits. "So I've made some adjustments."

College substitutes—If Harris is working from a disadvantage—not having a college degree—it's not apparent. He has pooled a variety of resources, including his "hero," Dr. A.J. Powell of the University of Kentucky, who referred Campbellsville College to him. Harris routinely relies on Powell, along with the training he receives from attending every seminar he can, the various trade magazines, and even God—especially God, when the weather goes rotten.

Harris spent four years in the Navy, where he won a chestful of awards. But when he heard that his next tour of duty would be overseas, rather than re-upping he decided to become a civilian again. He started mowing lawns for his cousin and believed that he could make some money doing it himself. Thus the saga of Harris Lawn Care began, with a little help from

continued on page 36

Rob Harris: lawn care 'my way'

- 1) Have a personal relationship with each customer.
- 2) Be willing to go that extra mile.
- 3) Keep your priorities straight.
- 4) Use your resources to keep up to date.
- 5) Have pride in the job you're doing.

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Circle No. 124 on Reader Inquiry Card

HARRIS from page 34
that elderly banker-friend.

It's no coincidence that this summer he's training an assistant.

"The college, with its 50 acres, keeps me pretty busy," says Harris. "And the business keeps on growing. So I've got a

guy I'm training. He's 6-foot-7, 250 pounds and plays for the college football team.

"He's sort of like me, though: he's got a lot of energy, and he likes to work. It took me a long time to find someone who can almost (note: "almost") keep up with me.

My goal is to get one or two helpers and pay them well and train them and let them take over some of the accounts to give me some more time to be home."

The Campbellsville Police Department will believe *that* when they see it.

—Jerry Roche

Hand-held computers help Florida lawn care delivery

Technicians can track everything from client histories to production with these small units.

■ Field technicians at Aaron Pest Control weren't so keen on the idea of using hand-held computers on their pest control and lawn care routes. Some even referred to them as "babysitters."

Now, their enthusiasm for computer routing technology is growing. They're finding out it can help them save time and serve customers better too.

"We're 100 percent operational on it," says Phil Smith, general manager Aaron PC in Deland, Fla. Aaron technicians use the Norand Corp. 4000 series of automated route accounting systems. Smith expects this technology—more commonly used by package delivery firms and vending machine service companies—to become standard in pest control and lawn care service delivery also.

"We're fully automated. It's a long-term commitment, and in the long run it's going to save us money," says Smith.



"The men are now posting their own work," says Dawn Pinnataro, operations assistant. "It saves us an hour each morning, and that hour makes quite a bit of difference. It frees us up to spend more time with customers on the phone."

Previously, office staffers spent that hour key punching work orders for the technicians. Now that task is shaved to five minutes. Also, each Wednesday it used take three hours to program the schedule for the next week. "That was a wasted afternoon," Pinnataro recalls. "Now it takes 45 minutes start to finish."

Provides more time—Adds Smith, "we're better able to track our technicians' service time and non-service time. It's given our technicians a little more time to squeeze in another account or two in their day."

When a technician arrives for work in the morning and picks up the hand-held unit "it already has his day's work on it," says Smith. Information includes address, directions, the general nature of the treatment and, if it's a repeat customer, the account history.

As each stop is made, the technician immediately records the type of service, products used, amount of each, wind direction and speed, production time, any cash or checks received. A printer then produces a customer receipt.

The system also tracks production per hour and production per month. And because the technicians are paid on a commission basis, "it shows them how much money they're making," says Smith.

Any missed service stops are recorded, plus it provides the miles traveled and issues messages, such as "don't forget the monthly meeting." The system also generates a complete end-of-day report summarizing all activities.

Portable communications—"This information can even be transmitted from the technician's home, eliminating an unnecessary trip back to the office," says Cheryl Wery, communications man-



ager at Norand's headquarters in Cedar Rapids, Iowa.

"Errors from misinterpreting handwriting and the high cost of keypunching are eliminated. Missed services are promptly reported, so they can be picked up the next day," she says.

The Aaron system is based in a Texas Instruments 386 PC with software from Pest Control Systems of Leesburg, Fla.

The communications network for the Norand 4000 Series system consists of a controller and docking stations for the hand-held computer. The controller monitors the nightly transmissions between the hand-helds and the host computer. The docking station recharges the hand-held batteries and also provides a data transmission connection for each hand-held unit.

During the communication session, information gathered throughout the day is transmitted from the hand-held to the host computer. The scheduling information for the following day is down-loaded into the hand-held, so it is ready and waiting when the technician arrives.

Smith says that technicians initially balked at using the system, calling it a "babysitter." Now, they appreciate what it can do for them.

For more info: Lloyd Warner, Norand Corp., 550 Second St. SE, Cedar Rapids, IA 52401.

—The author, Jim Guyette, is a freelance writer in Cleveland, Ohio.

Great managers focus on clients, support workers

■ Not everyone can be an effective manager in a service delivery organization.

It takes someone who can deal with and gauge customer perception, says Ron Zemke, of Performance Research Associates, Inc.

"It takes someone who can be comfortable with a lot of chaos in his or her world," says Zemke. Also, someone with incredible stamina.

In fact, the best managers of service delivery organizations often don't see themselves as managers at all—not exclusively, anyway. Sometimes they view themselves as motivators, evaluators, or cheerleaders, says the noted business consultant and author.

They know that, to build a successful organization, they themselves must be service providers. They also know that *their* customers are the organization's front-line employees—the people who have daily contact with clients.

"The goal is to have internally satisfied customers (employees) so that you will have external customers who are satisfied," says Zemke, who directed ALCA's Executive Forum this past winter.

"Management may be an old-fashioned word. The real word may be leadership," adds Zemke. "The leader's role is to create a vision. Not to spend time kicking people in the backside."

That vision should be focused on just one thing: customer service, says Zemke.

Management must be constantly restating, in as many ways as it can, what the firm is trying to do for the customer.

Managers, he says can help improve their organization's service delivery by:

✓ Hiring new employees thoughtfully. "Hire an adequate number of people to serve your customers well, but hire them slowly. It's easier to take time up front than to regret it later," says Zemke.

✓ Spending time with front-line people and making heroes of exemplary service providers.

✓ Having a flexible but fair compensation system.

✓ Listening to front-line people.

✓ Making sure that sales and service personnel don't believe that they have to progress past dealing with customers to get ahead in your organization.

✓ Empowering employees to meet

Third in a series on Zemke and service.

customer needs in a broad sense.

✓ Making sure employers always have the proper tools and training to provide quality customer service.

"The most important things a manager can do in a service organization is to create a culture focused on service and support the delivery of good service," says Zemke.

For more info: Ron Zemke, Performance Research Associates, Inc., 821 Marquette Ave., Suite 1820, Minneapolis, MN 55402; phone (612) 338-8523.

—Ron Hall



Zemke: Help employees help clients.

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When you want to take the guesswork out of spraying.

Terramark SPI spray pattern indicator shows you exactly where you've applied liquid pesticides and fertilizers. Terramark's distinctive dark blue color helps you avoid overlaps and skips. Plus, it also helps you identify and minimize drift problems. With Terramark, there's no guesswork, no costly problems. You save time and money. So when you want to take the guesswork out of spraying, talk to Terra for Terramark SPI. You'll see the difference.


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Circle No. 125 on Reader Inquiry Card

HOT TOPICS

'Dome' grass looks good

Millions of soccer fans get their first look at efforts to provide a world class turfgrass field inside the Pontiac Silverdome.

PONTIAC, Mich.—As exciting as watching grass grow, you say?

Don't use that phrase in conversation with John N. "Trey" Rogers III, Paul Rieke, John Stier, or any of the other Michigan State University turfgrass researchers involved in putting turfgrass—the real stuff—*inside* the Pontiac Silverdome.

"My phone rings off the hook constantly," said Rogers as he hustled from one group of reporters to another, just prior to the first-ever international soccer game being played on real grass inside a domed stadium.

More than 450 journalists from around the world reported on the June 19th U.S. Cup game between England and Germany. More than 80 countries received its telecast. Two days later, the U.S. Women's National Soccer team played the women's team from Canada, again inside the Silverdome on green, living grass.

These games, important enough in their own right, really amount to a dress rehearsal for the four 1994 World Cup games set at the Silverdome June 18-28, 1994.

More than 1 billion people will view first-round World Cup games taking place here, and in Los Angeles, San Francisco, Boston, Dallas, New York, Orlando and Washington D.C. The Detroit games will be the only ones played in a domed stadium. World Cup games *must* be played on turfgrass.

Pacific Sod in California, because of the longer growing season, grew the Silverdome's turfgrass sod (85 percent Kentucky bluegrass, 15 percent perennial ryegrass). It was shipped to southeast Michigan this past spring and transplanted to hexagonal metal boxes filled with six inches of topsoil.

The Silverdome turfgrass field is probably the largest jigsaw puzzle in the world—certainly the largest that's both alive and green.

Workmen began putting it together June 8th. Under the supervision of the MSU turfgrass team, they stripped metal bands from the sod-holding hexagons and forklifted each into position.



A fleet of forklifts positioned each of 2,000 separate pieces of sod into a rectangular carpet of turfgrass.

Almost 2,000 hexagons, each weighing about 3,000 lbs. and measuring 7½ ft. across, were fitted with a smaller number of trapezoidal and triangular boxes of sod to make the rectangular playing field.

A lack of light seems to be the biggest challenge to growing excellent turfgrass. Less than 10 percent of the sunlight on a sunny day penetrates the dome's Teflon-coated fiberglass roof.

"We're still in an experimental stage," admitted Rogers. "What we'll find out from these games is if we'll need to bring in any additional lights for the World Cup."



Some handwork is required to fit the hexagons into a nearly seamless 'pitch.'

After this June's soccer games, the turfgrass was removed from the field and placed in the parking lot. It will be returned to the dome next summer for the five World Cup games.

Rogers said the MSU turfgrass team is confident the field will provide world class World Cup playing conditions, but lots more needs to be learned before turfgrass becomes practical in domes.

"But by the year 2,000 we'll be so much more knowledgeable that this field will look like a dinosaur to us," said Rogers.

—Ron Hall

ELSEWHERE

More about the Silverdome, page 39

It's the law: keep records, page 40

Mulching pays off, study says, page 40



MSU turfgrass 'team' at Silverdome field installation: (left to right) T. J. Lawson, John N. 'Trey' Rogers III, Paul E. Rieke, and John Stier.

Cultural practices for 'inside'

- ✓ **Supplemental light.** A lighting system inside the Silverdome that covers the entire field with artificial light that simulates actual sunlight.
- ✓ **Water.** Over-the-top irrigation similar to that used on outdoor playing fields. Little irrigation will probably be needed.
- ✓ **Fertilizer.** Some nitrogen and potash to maintain soil fertility. Nitrogen is critical. There has to be enough to allow the turfgrass to recuperate quickly after a game but not so much to create a growth spurt before a game.
- ✓ **Plant growth regulators.** Grass cells tend to elongate under shady conditions. That's why the blades become spindly. Several PGRs already on the market can control that.

GREEN INDUSTRY EVENTS

JULY

8: University of Georgia Turfgrass Field Day, Experiment Station, Griffin, Ga. Contact: Dr. Gil Landry, (404) 228-7300.

14-15: MAPP/PGMS Grounds Management Conference, Miami University, Oxford, Ohio. Contact: George Persinger, (513) 529-6786.

15: Southern Illinois Nursery Association Summer Field Day, Dintelmann Nursery, Belleville, Ill. Contact: SINA, 4303 St. Rt. 160, Highland, IL 62249.

15-17: California Landscape Contractors Association Summer Tri-Board, Del Mar (Calif.) Hilton. Contact: Marc Gerig, (916) 448-2522.

16-18: Golf Coast Golf Show, Broward County (Fla.) Convention Center. Contact: U.S. Golf Shows, (407) 438-9788.

18-20: Mid-Atlantic Nurserymen's Summer Trade Show, Baltimore Convention Center. Contact: Carville Akehurst, (410) 256-6474.

20-21: National Golf Course Owners Association seminar, "Your Bottom Line," Orlando, Fla. Hyatt. Contact: NGCOA, (800) 933-4262.

21-23: "Field Diagnosis of Insects and Diseases on Trees and Shrubs," Cornell University, Ithaca, N.Y. Contact: N.Y. Arborist Assn., (518) 783-1322.

22: Connecticut Tree Protective Association Summer Meeting, Mountainside Resort, Wallingford, Conn. Contact: CTPA, (203) 257-8971.

24-29: American Society for Horticultural Science Annual Meeting, Opryland Hotel, Nashville, Tenn. Contact: Christine Radiske, (703) 836-4606.

25-27: Power Equipment Expo '93, Louisville, Ky. Contact: Expo '93, (800) 558-8767.

26-Aug. 10: J.E.G. Garden Tour of Scotland. Contact: Rebecca Ferrini, (916) 756-0430.

27-29: Landscape Contractors of MD, DC, VA Summer Conference, Holiday Inn Crowne Plaza, Rockville, Md. Contact: LCA, (301) 948-0810.

continued on page 40

TALK TO TERRA

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When your pesticides need more than a penetrator.

For a pesticide to do its job, it has to get through surface foliage or turf to the real problem areas. Plex has been shown to be twice as effective as other adjuvants in improving pesticide penetration.* But that's only the start. With Plex, you get more. Plex spreads the pesticide evenly over plant surfaces and then forms a protective film to reduce losses from sudden showers and heavy dew. Plus, Plex keeps your pesticide performing, providing extra protection from losses commonly caused by sunlight and evaporation. When you want more performance from your pesticides, talk to Terra Professional Products.

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**Trial results available upon request.*



Circle No. 126 on Reader Inquiry Card

EVENTS from page 39

29-Aug. 1: International Water Lily Society Symposium, Rye Brook (N.Y.) Hilton. Contact: Hildreth Morton, (410) 798-0231.

30-Aug. 1: Southern Nurserymen's Association Horticultural Trade Show. Contact: SNA, (404) 973-9026.

31: Friends of the Rutgers Gardens Annual Open House, New Brunswick, N.J. Contact: Sherry Dudas, (908) 932-9271.

AUGUST

3-5: "Turfgrass Field Diagnostic Course for Golf Course Managers," Cornell University, Ithaca, N.Y. Contact: Joann Gruttadaurio, (607) 255-1792.

4: Baseball Facility Workshop, Sec Taylor Stadium, Iowa. Contact: Gary Peterson, (515) 791-0765.

4-6: "Compost Management Short Course for Professionals," Cornell University, Ithaca, N.Y. Contact: Lauri Wellin, (607) 255-1187.

4-8: TAN-Misslark/American Association of Nurserymen Joint Meeting and Trade Show, Dallas Convention Center. Contact: AAN, (202) 789-2900.

5: National Turfgrass Evaluation Program Field Day, Beltsville, Md. Contact: Kevin Morris, (301) 504-5125.

5-7 and 9-11: Residential Landscape Design Short Courses, Sheraton-Pittsburgh North, Warrendale, Pa. Contact: Michael Masiuk, (412) 392-8540.

8-11: International Society of Arboriculture Annual Conference and Trade Show, Bismarck (N.D.) Civic Center. Contact: ISA, (217) 355-9516.

8-11: Soil & Water Conservation Society Annual Meeting, Fort Worth, Tex. Contact: Karen Howe, (800) 843-7645.

11: New England Chapter, STMA Meeting, Forest Park, Springfield, Mass. Contact: Mary Owen, (508) 831-1225.

12: Wisconsin Nurserymen's Association Summer Field Day, McKay's Nursery, Waterloo, Wis. Contact: WNA, (414) 529-4705.

17: "Annuals: What Works for You?" seminar, Norfolk (Va.) Botanical Garden. Contact: NBG, (804) 441-5830.

18: University of Rhode Island Turfgrass Field Day, Kingston, R.I. Contact: Dr. Bridget Ruellemele, (401) 792-2481.

Applications for golf turf management school

NEW BRUNSWICK, N.J.—Applications are being accepted for the two-year Rutgers Professional Golf Turf Management School. It is conducted in two 10-week sessions over two years, and requires two seasons of supervised field experience.

The fall session will be held Oct. 4-Dec. 10 and the winter session Jan. 3-March 11, 1994. Applications for the fall session are due on Aug. 6; for the winter session, Oct. 29.

For an informational brochure, contact the Office of Continuing Education, Cook College, P.O. Box 231, New Brunswick, NJ 08903; (908) 932-9271.

HOT STUFF

It's the law: recordkeeping begins

WASHINGTON—Companies and individuals applying restricted-use pesticides must now keep complete records, according to a United Press International report.

Users must keep written track, for a minimum of two years, of:

- brand or name of the pesticide;
- EPA registration number;
- crop (grass, ornamentals, etc.);
- total amount of pesticide applied;
- number of acres treated;
- location of treatment;
- application date; and
- name, address and certification number of applicator.

The records must be available for inspection if requested by authorized federal or state representatives, the UPI notes. "Certified commercial applicators must provide a record of restricted-use pesticide application within 30 days to the person for whom such an application was made.

"Penalties for violation of the recordkeeping requirement range from no more than \$500 for the first offense to not less than \$1000 for subsequent violations."

Money saved by mulching, study shows

TROY, N.Y.—If your lawn/landscape maintenance crews are gathering grass clippings for disposal, rather than using mulching mowers, you are wasting money, a recent study proves.

The project, conducted at the Rodale Institute Research Center in Kutztown, Pa., showed the potential for saving money and improving soil fertility when mowing with a mulching mower.

"Each homeowner with a half-acre lawn in this area could generate about 4.65 tons of clippings (346 30-gallon trash bags) in need of disposal...from April through October," says Dr. Terry Schettini, associate director of horticultural research. Using an average town or community disposal fee of \$2 per bag, the typical homeowner with this size lawn would pay at least \$692 in disposal fees per year.

The study was conducted using non-mulching mowers versus Troy-Bilt mulching mowers.

Earning free tools and safety allowances

GREENSBORO, N.C.—Golf course superintendents can again earn diagnostic tools and site safety improvement allowances, or donate money for turf research, through the 1993 Ciba Turf & Ornamental Products' "Prescriptive Control Program."

By meeting a minimum purchase requirement, superintendents can help themselves or the industry stay ahead of damaging turf pests.

"Safety is a priority with us," says marketing manager José Milan.

To qualify for the 1993 program, supers must purchase a minimum of \$2,000 of Ciba products, for which they receive a complimentary copy of "Compendium of Turf Diseases." Other premiums, like disease detection kits and macroscopes, are earned through a point system.

For more information, contact your local Ciba marketing representative.

OLCA's turf equipment swap meet is Aug. 31

MARYSVILLE, Ohio—The Ohio Lawn Care Association (OLCA), in cooperation with O.M. Scotts is conducting a lawn/landscape equipment "swap meet" at the Scotts' facility here on Tuesday, Aug. 31—rain or shine.

Anybody in the green industry is welcome to bring their no-longer-needed equipment: sprayers, spreaders, small engines, hand tools, mowers, etc. All fertilizer and/or chemicals sold (no "restricted-use" chemicals) must be in full, unopened containers. Contact: Julie Guenther, OLCA, Box 14901, Columbus, Ohio 43214. Phone: (614) 261-1242.