

HOT TOPICS

Homeowners spend billions, but don't know real benefits

BURLINGTON, Vt.—Seventeen million U.S. households spent \$12.5 billion on professional landscaping and lawn care services in 1993, according to a recent Gallup survey sponsored by three green industry organizations.

But surprisingly, most homeowners do not recognize the real benefits of a well-kept lawn, the survey revealed.

The survey also noted that the number of homeowners using landscape professionals was up 29 percent over 1992, and expected to grow by an additional 6 percent this year.

Results (accurate to ±3%) were based on personal interviews with a representative sample of 1,665 U.S. households about their 1993 spending on these services:

1) lawn/landscape maintenance: fertilization, mowing, renovation, insect/weed control, pruning, mulching;

2) landscape installation/construction: plants, walkways, fences, decks, pools, other water features;

3) landscape design: professional design/architecture services.

Average 1993 household spending on landscape services was \$721. Lawn/landscape maintenance received the largest share of total homeowner dollars at \$6.4 billion. Installation/construction was next at \$5.6 billion, then design at \$381 million.

The largest average household expenditures were on installation/construction at \$2,791, followed by maintenance at \$445 and design at \$424.

Other highlights:

● Americans 50 years of age and older accounted for nearly half of all expendi-

1994 U.S. HOMEOWNER LANDSCAPING AND LAWN CARE SURVEY Conducted by The Gallup Organization

Service	1993 Expenditures			
	Households %	(millions)	Avg. \$ Spent	Total \$ Spent (in billions)
Maintenance	15	14.5	\$445.2	\$6.455
Installation/construction	2	1.9	\$2,971.0	\$5.645
Design	1	0.9	\$423.8	\$0.381
TOTAL	18	17.3	\$721.0	\$12.481

Service	1992-4 Expenditures					
	1992		1993		1994 (est.)	
	%	(millions)	%	(millions)	%	(millions)
Maintenance	13	12.1	15	14.5	14	13.2
Installation/construction	1	0.8	2	1.9	4	3.5
Design	0.1	0.5	1	0.9	2	1.6
TOTAL	14.1	13.4	18	17.3	20	18.3

Source: The Gallup Organization

tures on maintenance services.

● The western U.S. had the highest average expenditures on maintenance services, \$536.

● Americans 30-49 years old accounted for 83 percent of installation/construction sales, plus highest average spending in this category, \$3,482.

● Homeowners in the South had the highest average spending on installation/construction: \$6,147.

● Women accounted for 70 percent of spending on design services, twice that of men.

● The mid-Atlantic region accounted for nearly half of all landscape design spending.

Non-recognition—Yet, only 12 percent of American households recognize turf's environmental benefits, the survey noted. Helping purify and cool the air, and filtering groundwater lagged far behind such benefits as beautifying the neighborhood.

"It's surprising to those of us in the turf care profession that the environmental benefits are not recognized more widely," says Lou Weirichs, president of the Professional Lawn Care Association of America (PLCAA). "Our society is the most environmentally conscious in history, yet the public apparently isn't aware that they are doing their part to help the environment just by taking care of their lawns."

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ELSEWHERE

EPA proposes stricter emissions standards, page 54

Turf pros successful at World Cup sites, page 55

VNS seed: a bargain or a threat to quality?, page 56

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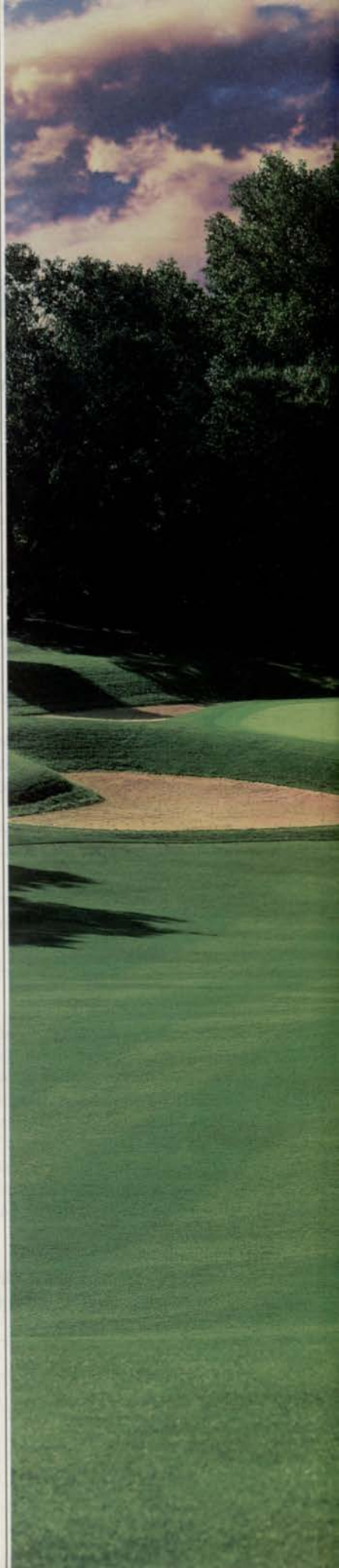
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Not surprisingly, demographic groups that rated lawns most highly include people still in the active workforce, the over-30s, college-educated householders, married couples, those with business or professional occupations, wage earners with annual incomes of more than \$40,000, and people who live outside the central cities.

Besides the PLCAA, other groups that sponsored this first-of-its-kind national survey were: American Association of Nurserymen (AAN), American Society of Landscape Architects (ASLA), Associated Landscape Contractors of America (ALCA), International Society of Arboriculture (ISA) and National Arborist Association (NAA). It was conducted in cooperation with the National Gardening Association.

RECOGNIZED BENEFITS OF A PROPERTY WITH A WELL-MAINTAINED LAWN AND LANDSCAPE

Benefit	% of sample
A property that helps beautify the neighborhood	45.0
A place of beauty and relaxation for the family, employees or visitors	38.6
A property that reflects positively on its owner	38.4
A property that has increased real estate value	35.3
A comfortable place to entertain, work at or visit	32.5
A property that provides a safe, high-quality play area for children	26.7
A place that provides a pet exercise area	12.7
A property that helps to purify the air	12.4
A property that helps to cool the air	12.2
An environmentally friendly property that filters water that drains into the ground	12.1
Other	1.2
None of the above	7.4

(Totals greater than 100% due to multiple responses)

Source: The Gallup Org.

Lawn equipment prices could zoom if EPA finalizes new law

WASHINGTON—Prices of lawn/landscape equipment could jump if the Environmental Protection Agency (EPA) finalizes a draft proposal on new emission controls for two- and four-stroke lawn mowers, chippers, tillers, tractors, leaf blowers, trimmers and edgers.

If adopted, the proposal would establish emission ceilings for hydrocarbons, carbon monoxide and nitrogen oxide. Engine manufacturers would have to get engines certified at those levels by Aug. 1, 1996.

These controls would be just the first of a two-phase control program. Additional, tougher restrictions would be imposed by the agency by the end of the decade.

Industry reaction—Jed Mandel, a spokesman for the Engine Manufacturers Association, says the EPA proposal "is substantially different and significantly more stringent than anticipated."

Don Purcell, president of the Portable Power Equipment Manufacturers Association (PPEMA), says the Phase 1 standards are feasible. But he also says he expects prices to increase, and some models to be taken out of production. And certain parts of the proposal should be changed, he adds.

The EPA promised that its small non-road engine emissions program would resemble the one adopted by the California Air Resources Board (CARB), which goes into effect in 1995.

Once the EPA approves the CARB program, other states will be free to adopt it, instead of following the EPA program. Manufacturers are therefore hoping for the CARB and EPA programs to be similar.

The new proposal, however, contains engine requirements that are not part of the California program. Mandel says that Phase 1 provisions "would be very, very

expensive" for manufacturers, and the costs would be passed along to buyers.

The EPA estimates that the price of lawn mowers would increase about \$5 per unit as a result of Phase 1. Mandel argues that engine manufacturers feel that is too low an estimate.

According to Mandel, the carbon dioxide standard for four-stroke lawn mowers is unachievable.

"At such levels, significant in-use performance problems and customer dissatisfaction occur on certain production-line engines," he says. "Field-testing shows that the lean performance levels cause engines to stumble, die or otherwise be unable to accept their loads." He is pushing for a more relaxed standard.

Needs more time—Mandel says the industry would need at least an additional year beyond 1996 to get all engines certified, because there is no existing technology available to reach Phase 1 standards.

Purcell would also like to see the deadline moved back. PPEMA members realize that the EPA requirements cover the large trimmers and blowers used by the landscape industry, and the CARB standards omit those products.

Companies such as Toro have also had complaints about the EPA proposal. David McIntosh, vice president and general manager of Lawn Boy's consumer division—a Toro subsidiary—says that Lawn Boy's two-stroke lawn mowers might have to be removed from the market if they had to meet Class 3, 4 or 5 emission levels for non-handheld equipment, as proposed by the EPA. Toro wants two-stroke lawn mowers moved up to Class 1 or 2, with the four-stroke lawn mowers.

—Stephen Barlas

GIE show is set through 1999

MARIETTA, Ga.—The Green Industry Expo is "go" through 1999.

The three sponsoring associations of the annual fall trade show for lawn and landscape professionals entered into another shareholder agreement through that year. Lou Wierichs negotiated for the Professional Lawn Care Association of America (PLCAA), Jeff Bourne the Professional Grounds Management Society (PGMS) and Rick Doesburg the

Associated Landscape Contractors of America (ALCA). PLCAA continues as trade show manager.

The 1994 GIE is set for St. Louis, Nov. 14-17. It's held in conjunction with educational conferences sponsored by ALCA, PLCAA and PGMS. For more information contact GIE at 1000 Johnson Ferry Rd., NE, Suite C-135, Marietta, GA, 30068-2112. Phone: (404) 973-2019; fax: (404) 578-6071.

Turf managers help make World Cup soccer story one for the record books

WORLD CUP CITIES—The announcers might still be shouting over the winning scores (Brazil 3, Italy 2 in a finals shootout), but World Cup soccer '94 is one for the books. And although the U.S. soccer team was eliminated along the way, American sports turf managers won considerable accolades for the way they prepared and cared for the playing fields, indoors and out.

In retrospect, the World Cup soccer championships may represent the greatest challenge ever to face American sports turf managers.

"The U.S. may not lead the world when it comes to the game of soccer," says Doug Fender, executive director of the American Sod Producers Association, "but the contribution we can make to excellent playing conditions is unmatched."

Crews worked within tight schedules, on multiple-use fields. Foxboro hosted a "Pink Floyd" concert, Stanford, a graduation ceremony. At both sites, a protective material called Terra-Plas was used to minimize field damage.

Seven of the eight fields were resodded. San Francisco's Stanford Stadium was only partially sodded, but still required covering a portion of the running track with turf.

"We were dealing with an extremely tight schedule," says Neal Beeson, owner of Sports Turf & Facility Management Company, Anaheim, Calif. Beeson's company sodded the Rose Bowl, which required the entire field to be regraded and resodded.

"After removing and hauling away the existing sod, and regrading to bring the field to a consistent one percent grade



A groundsman looks like he's ready to play as his turf teammates re-sod the Rose Bowl in preparation for World Cup soccer.

Photo courtesy Southland Sod Farms

from crown to within 12 feet of the stadium perimeter, we began laying 137,000 square feet of sod on May 1," says Beeson. Games there began on June 3.

The biggest challenge fell to the crew at Michigan State University, where sod grown on plastic sheeting was placed in large, soil-filled, metal modules of varied shapes. (See July, 1993 LM)

All-star turf team—The Sports Turf Managers Association (STMA) organized a special task force to engineer the field logistics.

Don Lockerbie, president of the Olympus Group, was venue coordinator for the STMA's Architectural, Construction and Turf (ACT) Team.

Steve Cockerham of University of California Riverside served as ACT Team agronomic coordinator and manager of field playing conditions testing. Cocker-

ham went so far as to invent a Field Performance Indicator to measure ball bounce, roll distance and deflection, to assure similar conditions at all venues.

Dr. Jim Watson also served as an ACT agronomic coordinator.

Serving as ACT Team turf technicians:

- George Toma, Chicago's Soldier Field, Detroit's Silverdome;
- Chip Toma, Foxboro (Mass.) Stadium, New Jersey Meadowlands;
- Steve Wightman, the Rose Bowl (Pasadena, Calif.);
- Tom Lujan, Stanford University Stadium (San Francisco);
- Don Follet, the Dallas Cotton Bowl, Orlando's Citrus Bowl;
- Tony Burnett, RFK Stadium (Washington, D.C.);
- Eugene Mayer, all practice fields.

This course battles late sleepers in Keizer, Ore.

KEIZER, Ore.—Golf managers at McNary Golf Club here had to battle to get a variance on noise curfews set by city council.

Gregg Smith, a resident whose condo is two blocks from McNary—but right near its maintenance facility—convinced city fathers to outlaw any mowing activities before 7 a.m.

The Keizer police warned the course about violations in April. Not much later, a public hearing was held, at which 200 McNary Development homeowners showed up in support of their course.

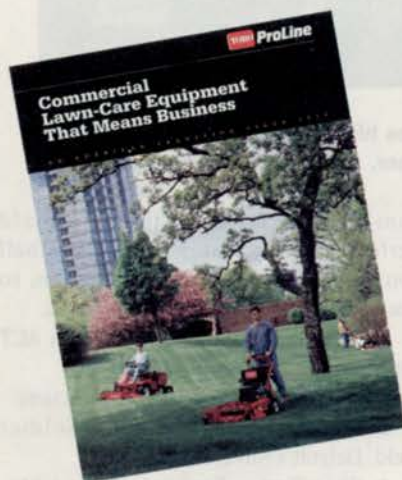
"City council decided we could mow our

greens only at 6 a.m.," says golf course superintendent Dave Bashaw. "All other mowing has to wait until 7 a.m."

Interestingly enough, the ordinance outlaws a gang mower hooked to a tractor, but not a fertilizer spreader hooked to the same tractor. Nonetheless, "We haven't pushed things; we want to be a good neighbor," Bashaw contends.

The council legislation also established decibel levels for other golf maintenance tasks, which are measured at the corner of Smith's property.

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Dr. Jim Watson to get 'Old Tom'

■ A giant figure in the history of the golf course and turf industries, Dr. James Watson, will receive the Old Tom Morris Award from the Golf Course Superintendents Association of America.

The award was established in 1982 to acknowledge individuals who have made outstanding lifetime contributions to golf. It will be presented during the closing banquet of the International Golf Course Conference and Show on Feb. 27, 1995 in San Francisco.

"Dr. Jim has been a great friend to the GCSAA and its members for half a century," says GCSAA president Joe Baidy. "His career provides a perfect example of how one person can make a tremendous impact on an entire profession."

Watson studied turf at Penn State under the famed Dr. Burton Musser following military service in World War II.

He went from assistant agronomy professor at Texas A&M in 1952 to direc-

tor of agronomy at The Toro Co. For more than 40 years with Toro, Watson's research touched on nearly every aspect of turfgrass management.

Later, as Toro's agronomist and vice president of customer relations, Dr. Watson helped develop and evaluate equipment and served as liaison to professional turf groups.

He won the USGA Green Section Award in 1976, the American Society of Agronomy's Agronomic Service Award in 1977, the GCSAA's Distinguished Service Award in 1983 and the Golf Course Builders Association's Don Rossi Award earlier this year.

Watson joins other "Old Tom" winners Arnold Palmer, Bob Hope, Gerald Ford, Patty Berg, Robert Trent Jones, Gene Sarazen, Chi-Chi Rodriguez, Sherwood Moore, William Campbell, Tom Watson, Dinah Shore and Byron Nelson.

GREEN INDUSTRY EVENTS

What's going on in the industry

AUGUST

10: New England Sports Turf Managers Association Field Day, College of Holy Cross. Phone: Mary Owen, Univ. of Mass. Coop. Extension, (508) 892-0382.

10-11: Penn State University Turfgrass Field Days, University Park. Phone: Christine King, (914) 355-8010.

16: New York State Turfgrass Association Golf Course Design/Construction Seminar, SUNY Delhi. Phone: NYSTA, (800) 873-8873 or (518) 783-1229.

16-17: California Pesticide Regulations Course, Holiday Inn, Capitol Plaza, Sacramento. Information on new registration and regulations. Phone: Western Ag Chemicals Assn., (916) 568-3660.

17: Massachusetts Assn. of Lawn Care Professionals Golf Classic, Glen Ellen Country Club, Millis, Mass. Phone: Dick Ficco, (508) 238-8550.

24: Michigan Nursery and Landscape Association Summer Field Day, Twixwood Nursery, Berrien Springs, Mich. Phone: MNLA, (517) 487-1282

19-21: TAN-MISSLARK '94 Trade Show & Exhibition, George R. Brown

Center, Houston, Texas. Phone: TAN, (800) 880-0343.

21-23: National Aglime Conference, Radisson Hotel, Keystone Crossing, Indianapolis, Ind. Phone: NSA, (800) 342-1415.

24: University of Rhode Island Turfgrass Field Day, URI turfgrass research farm, Kingston, R.I. Phone: Dr. Noel Jackson, (401) 792-2932; or Bridget Ruemmele, (401) 792-2481.

25: Indiana State Lawn Care Association's Summer Field Day, Oakhill Mansion & Northern Beach Park. Phone: ISLCA, (317) 575-9010.

30: Nebraska Turfgrass Field Day and Equipment show, Mead, Neb. Phone: Dr. Roch Gaussoin, (402) 472-8619.

SEPTEMBER

8-11: Responsible Industry For a Sound Environment (RISE) Annual Meeting, Ritz-Carlton, Naples, Fla. Phone: RISE, (202) 872-3860.

8-9: Southwest Horticultural Trade Show, Phoenix (Ariz.) Civic Plaza. Phone: Arizona Nursery Assn., (602) 966-1610.

INFO CENTER

Useful literature and videos for the green industry

GARDEN DESIGN IDEAS...From Taunton Press, compilations of the best articles from its "Fine Gardening" magazine. The "best of" series includes *Great Gardens*; *Garden Design Ideas*; and *Shrubs & Trees*. *Garden Design Ideas* contains 21 articles from past "Fine Gardening" issues. The *Garden Design Series* costs \$14.95. To order, write to P.O. Box 5506, Newtown, CT, 06470-5506.

FOR TREEWORERS ONLY...The National Arborist Association publishes a monthly, six-page newsletter called *The Treeworker*. According to editor Brian Barnard, it is written specifically for field personnel. It contains articles on proper tree care, safety tips, detailed drawings and more. *The Treeworker* is available by subscription only, \$15.95 per subscription for the first nine, less thereafter. To order, send your check to N.A.A., P.O. Box 1094, Amherst, NH 03031.

BUY/SELL TREE EQUIPMENT...Jones Tree Service of Rockford, Ill., has started a network of contacts for persons interested in buying or selling used tree equipment. The monthly newsletter will carry ads at \$25 each, and will reach about 8,000 readers. Subscriptions cost \$30. Contact Larry Jones, (815) 968-9534.

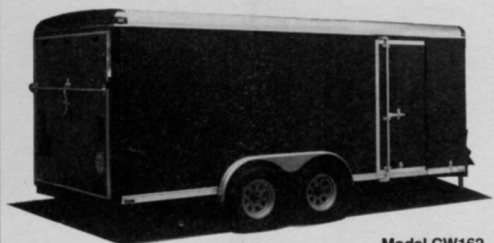
GOLF ENTREPRENEURS...The American Society of Golf Course Architects offers "Golf Course Development Planning Guide," for persons interested in developing a new golf course. The 16 pages include info on the key components of a new project, average cost of a new course, site selection, financing and sample operating projections for a daily fee course. Send a stamped, business-size envelope to: ASGCA, 221 N. LaSalle St., Chicago, IL 60601.

TURF MANAGEMENT GUIDE...The University of Mass. cooperative extension offers the "1994 Professional Turfgrass Management Guide for Massachusetts." It covers turf culture, insect, diseases, nematodes and weed management. To order, send a \$7 check per copy, payable to University of Massachusetts, to: Bulletin Center, Cottage A, Thatcher Way, University of Mass. Amherst, MA 010034.

PRACTICAL MARKETING...The Landscape Horticulture Center for Personnel Development offers the third edition of "Practical Marketing Techniques for the Landscape Company." It is a collection of anecdotes, charts, graphs, examples, case histories and common sense that have proven successful. It sells for \$22.95 plus \$3 shipping and handling. To order, call (800) 359-6647.

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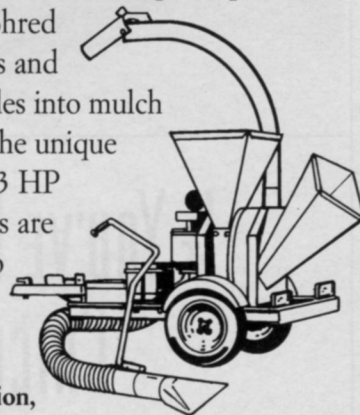
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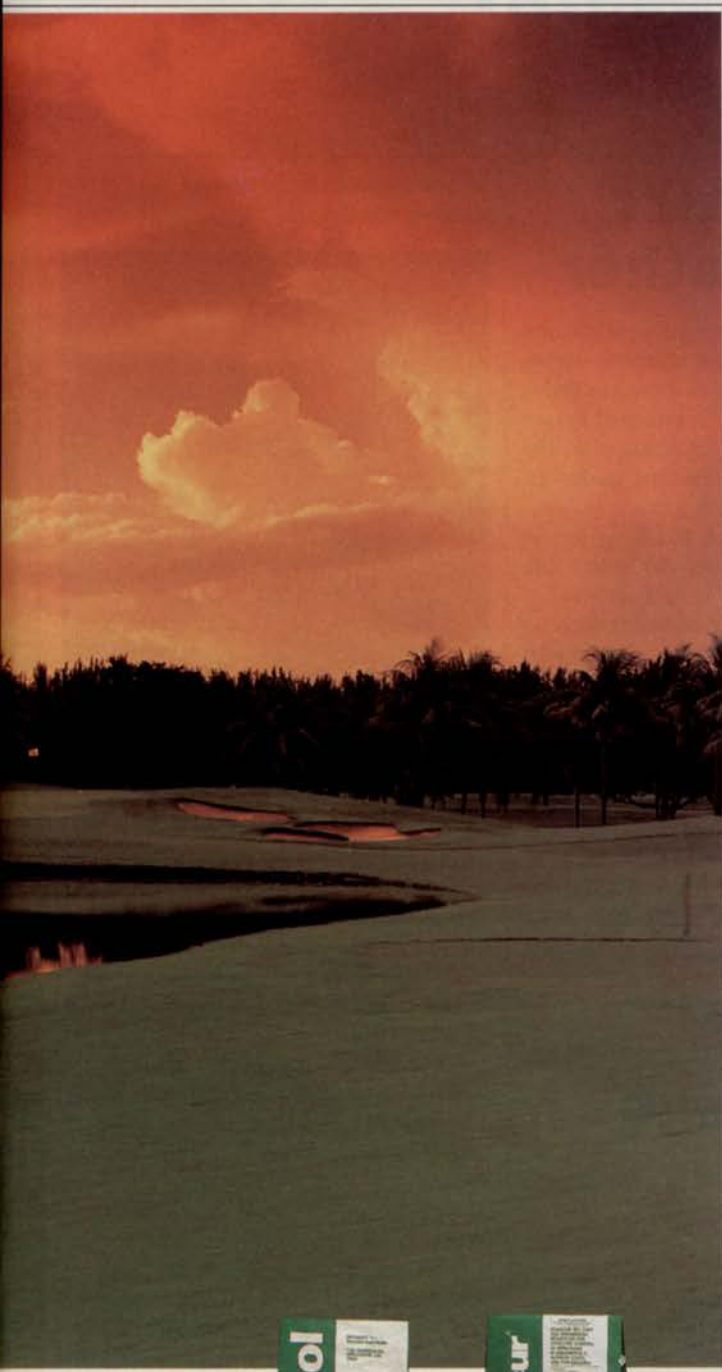


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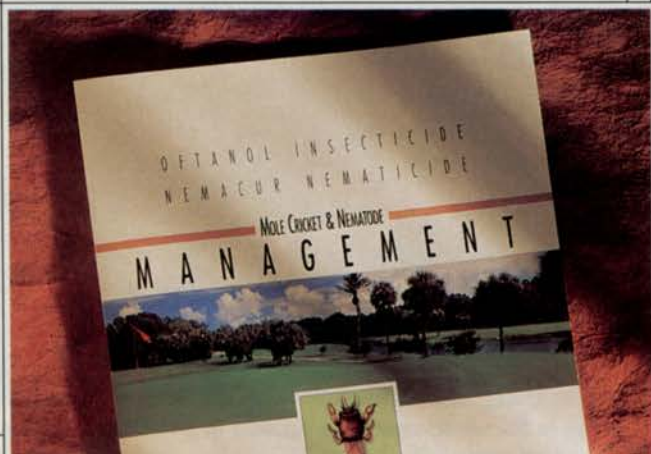
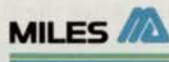
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GREEN INDUSTRY SHOWCASE

Nutsedge control product easy on turf in hot weather

Joe Motz had luck on his side, but chemistry also had something to do with it.

While spraying a Cincinnati Bengals practice field last summer, the crew from Motz Lawn Care and Sports Turf had some overlap in a few spots. But the streaks they expected due to the excess product never showed.

"Backpack spraying is a problem with some products, because you can't control the overspray and you risk brownout," says Lloyd Royse, vice president for lawn care at Motz's company.

Last summer Royse supervised applications of Manage, a new Monsanto herbicide for nutsedge control. He reports that the turf was not harmed.

"The only streaks I saw were streaks of nutsedge where we missed with the sprayer," says Royse.

According to Monsanto, Manage is the

only herbicide that controls yellow and purple nutsedge without injury to warm- or cool-season turfgrasses grown in North America. Registration is expected before the 1995 season. The applications on the Bengals field was conducted under an Experimental Use Permit.

Royse sprayed the field, which is watered once or twice each day, with a rate of Manage equal to two ounces per acre.

"I saw a rapid kill of nutsedge with no turf injury," says Royse. Regrowth occurred a few weeks later, but Royse believes it was from new nutsedge plants.

According to Royse, the Motz crews have applied Manage to more than 80 lawns under an EUP with no resulting damage to the turf.

Randy Ankeny, facilities manager at The Lakes Country Club, Palm Desert, Calif., sprayed lawns and flower beds around condominiums of those residents

he knew would not be present during the summer months.



Joe Motz' crew applied Manage to football field with no streaks.

"We sprayed over annuals, perennials, shrubs and turf," says Ankeny. "The loss of plant life was next to nothing. Vinca and zinnias showed no effect at all."

Circle No. 197 on Reader Inquiry Card

Erosion control protects against West Coast deluge

The devastating fires that swept through parts of Southern California last year were Part I of a natural disaster double whammy. After the fires, came the

rains—and the threat of severe soil erosion.

One erosion control solution was offered by Michael Lansdale, of



Poz-O-Cap, in the white area, was applied to a half-acre hillside in Malibu to prevent soil erosion.

Metamorphosis Hydroseeding, located in La Selva, Calif.

Lansdale's solution was a premium seed mix combined with Poz-O-Cap, a new dust and water erosion control product from Chemical Lime Co., Fort Worth, Texas.

One farsighted homeowner who benefited from the product was Evans Kitsiyannis. One-half acre of his property was seeded with fire retardant plants and covered with Poz-O-Cap at a rate of four tons per acre, twice the normal application rate due to the potential for substantial erosion.

A January dry spell killed much newly-planted seed. Heavy February rains caused massive mud slides in Laguna Beach and threatened the mud-slide prone areas of Malibu.

Neighbors noticed "rilling" on their properties—that is, the formation of tiny rivers in the ground. With continued rain, deep gullies can form and eventually dislodge the land. Kitsiyannis' property was well-protected, and by March, new vegetation covered the hillside.

Poz-O-Cap is formulated from lime, pozzolans (fine siliceous and aluminous