

From Tee-2-Green

# Penn Pals Profile:

A portfolio of creeping bentgrasses perfect for your plans... from the world's foremost marketer

Scientific name:	Growth habit:	Shade tolerance:	Heat tolerance:	Cold tolerance:	Traffic and wear tolerance:	Seeding rate, greens:	Seeding rate, fairways:
<i>Agrostis stolonifera</i>	Spread by aggressive stolons	Fair	Good	Excellent	Very good	1 to 1 1/2 lbs. per 1000 sq. ft.	Up to 50 lbs. per acre

## Penncross

For tees and greens

The standard for creeping bentgrasses since 1955 and still the most specified bentgrass for golf courses. Recovers quickly from injury and divots. Good heat and wear tolerance. First choice of golf course architects and superintendents.

A few fine courses with Penncross greens:

- PGA West Stadium Course
- The Vintage Club
- Troon North Golf Club
- Wolf Run Golf Club
- Eagle Crest Golf Course
- Kananaskis Country Golf course



## Penneagle

For fairways

The top performing fairway bentgrass. Germinates quickly. Upright, dense growth habit helps crowd out poa annua. Salt tolerant.

A few courses with Penneagle fairways:

- Oakmont Country Club
- Butler National Golf Club
- Pumpkin Ridge Golf Club
- The Merit Club
- Inverness Club (Toledo)
- Des Moines Country Club



## PennLinks

For new greens, green renovation and overseeding

The new standard for putting greens. Upright, dense growth for true putting. Fine texture and heat tolerant.

A few fine courses with PennLinks greens:

- Wilmington Country Club
- Inverness Club (Toledo)
- SandPines Resort
- Prairie Dunes Golf Club
- Baltimore Country Club
- Wild Wing Plantation



## PennWay Blend

For fairways and winter overseeding greens

Economical fairway and winter overseeding blend of Penncross, Penneagle and 50% quality creeping bentgrass. Certified PennWay contains Penncross, PennLinks and 70% Penneagle for genetically diversity meeting certification standards.

A few courses featuring PennWay:

- Wakonda Club
- Carlton Oaks Country Club
- Riverwood Golf Club (winter overseeded greens)



## PennTrio Blend

For tees, fairways, greens, and winter overseeding

Certified creeping bentgrass blend with 1/3 each Penncross, Penneagle and PennLinks. All the attributes of a blend with ready-to-seed convenience.

The increasingly popular blend for all around the course, from the world leader and foremost marketer of creeping bentgrasses.



For more information, call or fax: **Tee-2-Green Corp.**, 1-800-547-0255 / FAX 503-651-2351

Circle No. 120 on Reader Inquiry Card

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## AS WE SEE IT

TERRY McIVER, MANAGING EDITOR



### Never mind sand traps: beware golf's status trap

We received a call from a superintendent who's been looking for a new job. He's currently employed, but seeks another opportunity.

This well-spoken, 40-year-old college graduate is certified by the GCSAA and has more than 10 years of solid Class A golf course experience.

But he suspects he's been compromised by the very thing we all agree is a lousy strategy: price shopping.

He wonders if, at his still-young age, he's being passed up for younger men who don't require as high a salary. He also wonders if he's become caught up in the "it's-not-what-you-know-it's-who-you-know" syndrome.

Maybe he just doesn't interview well, but let's hope the golf course hiring process doesn't mandate membership in a club that only offers opportunities based on youth, low income requirements or fraternity.

Employers should be willing to pay for a person's experience and certification. There's no point in being "the best you can be" and "pursuing excellence" if the gatekeepers won't then pay you what you're worth.

Our caller also said something that makes us wonder how green industry employers are handling interviews.

He said he drove for four hours to get to one particular interview. When he arrived, he walked into a room full of nine other applicants! He managed to get 40 minutes of interview time, but the third question he was asked was, "How much will you work for?"

Tacky. *Very* tacky. At least he wasn't asked his marital status or age, which is probably happening more often than not, if the truth were known.

Maybe the interviewer at that course is just one of a few who have poor interview etiquette, but let's remember to practice

what is preached in the pages of our professional magazines and from trade show podiums:

**1)** The interview is a two-way street; both parties deserve respect.

**2)** Don't believe all you hear about "doing more with less." Many service businesses have fallen for that line and are paying for it with inefficient crews and frustrated customers who don't come back.

**3)** Don't shop for price! It doesn't work when you buy equipment, and it's certainly a lousy strategy when you're looking for good employees. The reality of it all is that salaries are the most important items in the budget.

We recently wrote about the importance of business savvy to the modern superintendent—but don't take it too seriously. Being able to manage money is important, but don't discount the value of human potential. Anyone can learn how to do "zero-based" budgets and capital equipment appreciation and evaluation.

You've heard it before: "How am I going to acquire any experience if I'm not given a chance?"

And if you, Mr. Employer, want to hire someone "who can do it yesterday"—to coin that hip phrase used to describe "fast-paced, ever-changing job environments," then you're doing a poorly-planned and rushed job of hiring.

Turfgrass knowledge, individual talent and past experience can all be measured in dollars and cents.

If you plan to hire someone, take the time to measure accurately and fairly.

# LANDSCAPE MANAGEMENT

JULY 1995 VOL. 34, NO. 7

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*Jerry Roche*

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*Terry McIver*

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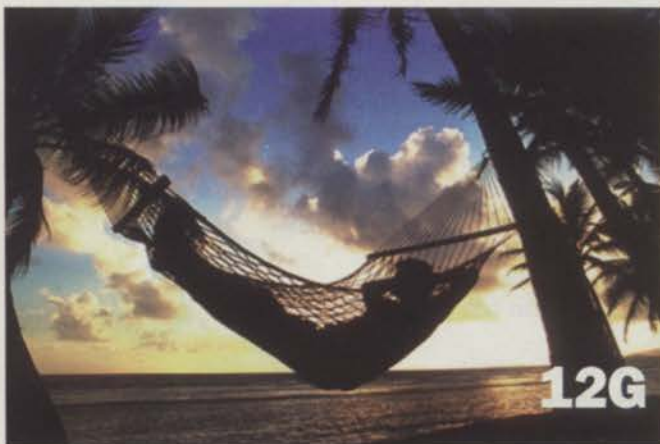
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*Ron Hall*



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The United States Country Club Association is a new buying cooperative designed to help golf course superintendents purchase products at lower prices.

*Ron Hall*

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Two weeks is all they get a San Diego's Jack Murphy stadium. Speed, proper equipment and a sharp crew are needed to get the job done.

*Steve Wightman*

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Relax. You can get through the year's two hottest, most stressful months by exercising or taking time out to talk to your favorite bartender.

*Jerry Roche*

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Options are available to help you flatten your payroll, especially in times of huge overtime payments.

*Ron Hall*

### 18G Munny courses benefit all

Cities are using landfills, gravel pits and farmlands to make space for the deluge of Baby Boomer golfers entering the ranks.

## JULY BONUS: 7th annual SEED POCKET GUIDE...

...featuring turfseed blends & mixes,  
and your first look at results from  
the 1994 national turfgrass trials.

POLYBAGGED WITH THIS ISSUE



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*ON THE COVER: Chapel Valley Landscape Company designed this residential landscape in Potomac, Md. with planting beds to accent the distinct spaces throughout. Photo by Erik Kvalsvik.*

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# ASK THE EXPERT

DR. BALAKRISHNA RAO



## 'Problem' zoysiagrass

**Problem:** One of our clients' lawns is zoysiagrass. He just bought the house and doesn't like the look of the turf. How do we get rid of the zoysia? (Ohio)

**Solution:** Zoysiagrass is a very aggressive turfgrass that doesn't green up early in the northern part of the U.S.

To remove zoysia, use a non-selective herbicide like Roundup or Finale. Apply uniformly when the turf is green and growing. Non-selective herbicides remove most green growth. Therefore, take precautions: avoid drift; do not walk on the treated area, then walk on desirable green grass; and, where feasible, walk backwards while applying.

Wait 10 to 14 days after treatment. If necessary, treat again to help manage any re-sprouts.

Once the zoysia is gone, use a slicer-seeder (Aeroseeder) or till the area, then seed the desirable turfgrass. Follow good seeding and establishment procedures. Maintain good seed-to-soil contact. After seeding, lightly cover with straw and be sure to water during germination and all through establishment.

## A discussion of herbicides

**Problem:** Once in a while, our small lawn care service gets complaints that lawn weed-killers like Trimec kill shrubs and ornamental plants. How can we determine herbicide damage on ornamental plants? How can a low dose of weed control chemical kill plants like burning bush when, many times, even the same mix has problems controlling lawn weeds? (Illinois)

**Solution:** Herbicides such as Trimec can be available in either ester or amine formulations. The ester formulation is more volatile and can cause injury when it comes in contact with non-target ornamental plants. For this reason, try to use the amine formulation, which has lower volatility and is less likely to cause injury to off-target plants.

Some components in Trimec can also be absorbed by nearby roots. Therefore, whenever possible, do not apply close to desirable or sensitive plants. Trimec's 2,4-D can be foliarly absorbed upon contact, while the dicamba can be absorbed by the root.

If the plants were accidentally sprayed, wash them if you can. Since the treatment is designed to manage herbaceous weeds, if it is mixed and applied properly, it should not cause severe injury to non-target ornamental plants like burning bush, as you mentioned. The concentration should not be high enough to cause permanent damage, unless the plant is under stress.

Examine plant leaves for broadleaf herbicide injury. Affected leaves—usually new growth—will show twisting, cupping, curling and veins that are pulled together. They will be thicker, "leathery" in texture and light colored.

The 2,4-D alone will normally cause leaves to show a downward cupping distortion. Dicamba produces cupping-up of leaf margins. However, when both 2,4-D and dicamba are present, the

affected plant may show both cupping-up and -down symptoms.

Study the suspected plants for a specific pattern. For example, check whether the damage is on one or two sides, or all over the plant. Since dicamba is a root-absorbed systemic herbicide, growth distortion would be throughout the plant, particularly on new growth. 2,4-D is also a systemic herbicide, but downward movement in woody plants is restricted, so injury is usually on the side of the plant where it comes in contact.

In addition to visual diagnosis, herbicide residual analysis of foliage can be conducted at specific labs. The price may range from \$90 to \$130 for testing each of Trimec's three components.

Finally, one of the reasons that Trimec may not be working effectively on the target weeds is that weeds must be actively growing, since products like Trimec are post-emergents. The treatment will have no effect on weeds that germinate after the application. Rain or irrigation soon after the application can also reduce its effectiveness.

## Micronutrient problems

**Problem:** One of our employees learned that a product called Envy can correct micronutrient deficiency problems, and that a foliar testing may not even be needed. Is it true? If so, will it help correct chlorosis on maples in our very high pH soils? (Michigan)

**Solution:** Envy is a water soluble micronutrient complex for turf and ornamentals that is manufactured by National Liquid Fertilizer Corp., Chicago. It contains copper (1%), iron (10%), manganese (4%), zinc (3%), magnesium (2%) and sulfur (12%). It is designed for both soil and foliar application.

Even though Envy contains so many nutrients, it should not be used to treat all observed and/or suspected deficiencies. Ideally, you should have foliage and soils analyzed to determine the major cause(s) of chlorosis. However, if you don't want to wait for test results, Envy treatment could be a stand-by option, if you recognize the fact that it may or may not work in a specific situation.

The chlorosis on maples is most likely related to manganese deficiency. Test foliage and soil, then provide corrective treatments as needed. (Envy contains only 4% manganese. Based on test results, verify whether it can correct your specific problem. A specific nutrient deficiency may be more effectively treated with that nutrients rather than with a nutrient complex like Envy.)

Manganese treatments should be made just before or during early leaf expansion for the maximum benefit. Therefore, consider treating manganese-deficient maples early in the spring.

*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.*



## NOW THERE'S NO PLACE FOR PESTS TO HIDE.

There's a good reason why AVID® has become the most widely used miticide/insecticide for greenhouse ornamentals—reliable mite and leafminer control.

But did you know that you could take advantage of the same consistent control for your outdoor plant material? And in addition to reliability, AVID offers you several other benefits as well.

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AVID provides powerful mite control on fresh flowers, bedding plants, shade trees, foliage plants, potted flowering plants, flowering trees and other woody ornamentals.

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FROM EVERY BOTTLE**





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In any configuration, unleashing the power underneath TopKick's hood is a moving experience. Choose from a 6.0L or 7.0L gas engine or the incredible CAT® 3116 diesel, with a power range from 170 up to 275 horsepower. To get the show rolling, TopKick offers a range of manual and automatic transmissions.

Steve "Bogie" Bogaards, President Preferred Maintenance, Inc. Miami, FL



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\*See your GMC TopKick dealer for terms and conditions of this limited warranty.

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# TOPKICK

THE STRENGTH OF EXPERIENCE





DEFINING

# YOUR IMAGE

**Whether you're head  
of a golf or landscape  
maintenance  
department or a lawn  
or landscape  
company, your  
success is defined by  
your customers'  
perceptions.**

**by Jerry Roche,  
Editor-in-Chief**

**Y**ou pull into the local Texaco station. Three attendants in immaculately-pressed khaki uniforms pop out of the building and, like whirling dervishes, pump gas into your tank, check the air in your tires, and flip up the hood—all in the space of 60 seconds.

You are impressed, and the next time you need a fill-up, you return to the same station.

Never mind that this was 40 years ago when Texaco was defining customer service with its "Men from Texaco" advertising campaign and jingle. ("Oh, we're the Men from Texaco, we work from Maine to Mexico...") The same rules still apply today. A pristine image still means good business.



**Ruppert employees attend a regularly-scheduled training session.**

**CURB APPEAL**

ISSUE 1802 Published by Brown Landscape

**CASE STUDY**

**Unquahick Residence: A Romantic Garden**

When the owner of the Unquahick Residence in Massachusetts decided to build a garden, he gave a clear mission: to create a romantic garden in a natural setting. The garden was designed by a landscape architect and built by a contractor. The garden is a beautiful blend of nature and design.

**Holiday Greetings**

Send your holiday greetings to your clients and friends with a beautiful holiday card. The cards are designed by a professional artist and are available in a variety of styles.

Newsletters and logos help companies stand out from the crowd. Here are some of the nicer newsletters we've seen, plus Phil Fogarty's popular sprite (upper right).

**PRO-GROW**

8 YEAR AGRI-CULTURE BRIDGE

WE'RE HERE FOR YOU ALL YEAR!



**ISS Turf Talk**

JANUARY 1995

ISS Inside-Out at The Dolphin  
ISS Binus Foliage and Fantasy

**Holiday Greetings**

**Special IS**  
YOUR CLEAN  
MORE BEAT  
LAWN & LAWN

Phil Fogarty's popular sprite (upper right).

**RUPPERT REPORT**

A Pro-active Approach to Labor

Phil Fogarty's popular sprite (upper right).

Image, of course, starts with how you look to customers and prospective customers.

Phil Fogarty of Crowley Lawn Care in Cleveland, Ohio, recently employed a freelance artist to create a new company logo. The artist had worked with Disney Studios' animation department, and gave Fogarty a variety of options, from which he chose the image of a green leprechaun (above right).

"We've got to be more user-friendly in this industry," observes Fogarty, an inveterate philosopher who tends to consider the "big picture" before making any important business decisions. "We have to counteract all the negative media we get, so the leprechaun was designed to make people feel at ease with us and to appeal to women.

"It's all very subtle stuff. I wanted a logo that would leave people with an impression that we can perform miracles. Leprechauns are mystical, magical and non-threatening.

"Women walk up to me and smile and say, 'Isn't that cute?,' and point at the logo on my shirt," Fogarty continues. "Dealing with people is a lot easier when they're in that kind of a mood."

Here are some other ways you can create or further define your image:

- Are your employees properly dressed? Do their clothes carry the company/department logo, displayed prominently? Are the employees neat and clean?

- Is your equipment clean and shiny? Will it catch the eye of the general public

when your crews are on a job site?

- Is your headquarters building (maintenance facility in the case of golf courses) nicely landscaped? Is there a pleasant waiting/reception area?

- Do all your employees—not just the ones who regularly call on customers or interact with the greens committee—communicate well and know how to deal with agronomic problems? Have they been trained to be courteous, cheerful and helpful?

- Do you have the proper communication technology—fax machines, voice mail, mobile telephones and/or two-way radios—to immediately respond to customer or golfer concerns?

- Do you have a means to communicate with customers in writing, like a newsletter or brochure? Do you mail it out or post it in the clubhouse regularly? Does it accurately reflect a certain level of professionalism, and does it establish your company/department as an expert?

Kathleen Obenschain and Cheri Baker, public relations experts at Ruppert Landscape in Ashton, Md., have helped publish the *Ruppert Report* newsletter for nine of its 13 years.

"We have really gotten positive feedback over the years," Obenschain says. "In the customer's mind, the *Ruppert Report* is always there; it's a staple. And within the company, we realize that it's a good-looking (four-color) piece and something to be proud of."

Each issue has a theme—in the past,

value engineering, employee training, customer service. The most recent issue contained articles on attracting and retaining employees and controlling plant costs. It had interviews with various area property experts. One article featured "enhancement supervisor" Steve Bisset, and another revealed how Ruppert designed and installed the German Ambassador's landscape in Rosslyn, Va.

"Our purpose is to educate the customer about our company and the industry," notes Obenschain. "We also like to acknowledge employees."

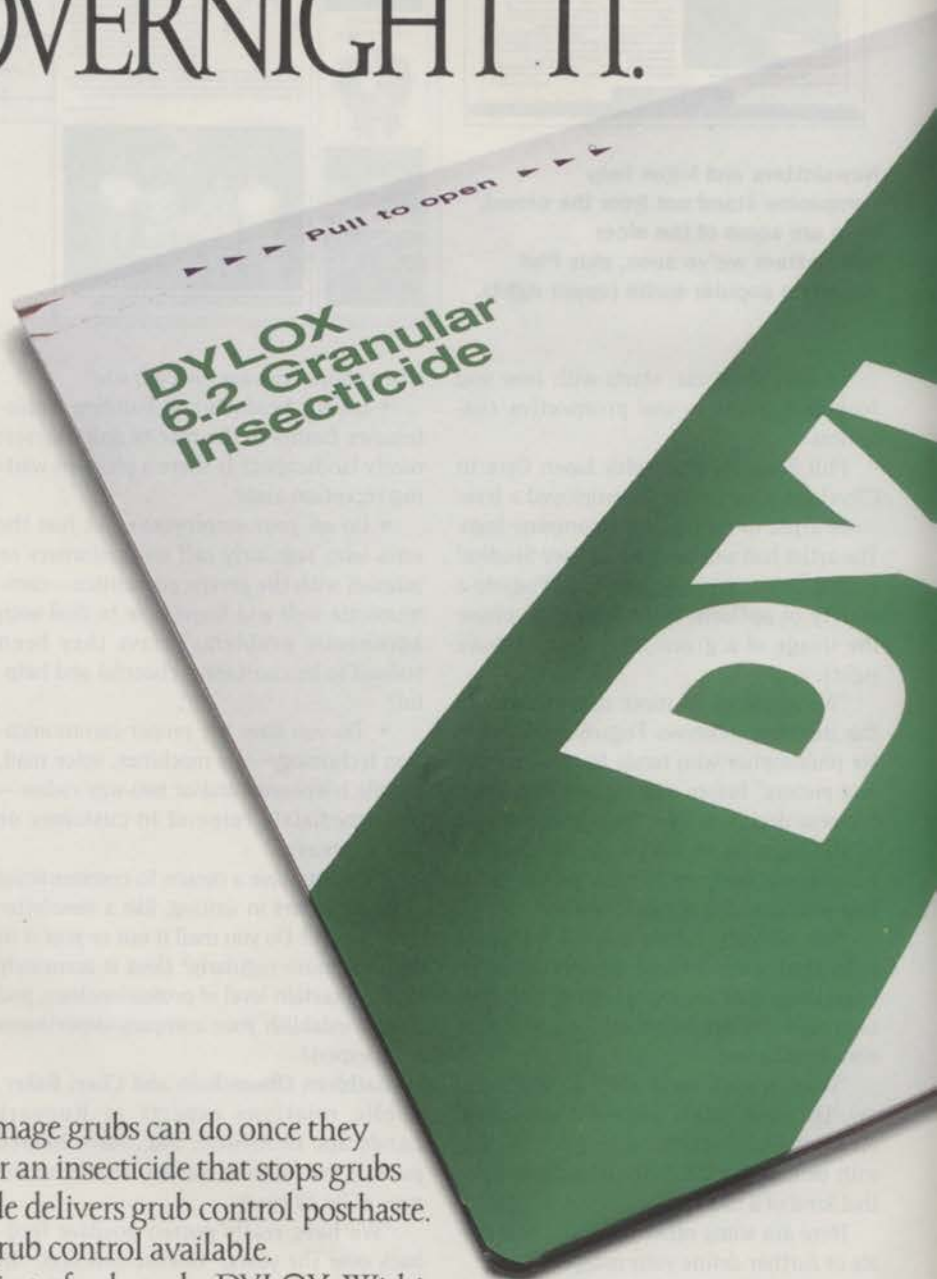
Yet the newsletter isn't the only way Ruppert creates its image.

"It's just one of many tools that we use," says Obenschain. "We market ourselves, but we're not really showy. People remember the *Ruppert Report*, but they also remember the good-looking trucks and uniformed employees."

Certainly, these are only the first steps you must take to create a squeaky-clean image. As you implement such programs, and your business or department attains a certain level of recognition, you can budget more money for image-building programs and refine them.

No matter what your image, it can be improved upon. Turn to page 12 for details on more ways to check yourself and your employees, from the viewpoint of one golf course superintendent and two landscapers.

WE DON'T  
JUST DELIVER GRUB  
CONTROL.  
WE OVERNIGHT IT.



You know how much damage grubs can do once they begin feeding. So don't settle for an insecticide that stops grubs eventually. DYLOX® Insecticide delivers grub control posthaste. In other words, it's the fastest grub control available.

After grubs hatch and begin to feed, apply DYLOX. Within 24 to 48 hours, the grubs are dead. And since DYLOX has a very short soil residual, it's an insecticide you can feel good about using.

What's more, unlike other subsurface insecticides, DYLOX has no label restrictions on land-