

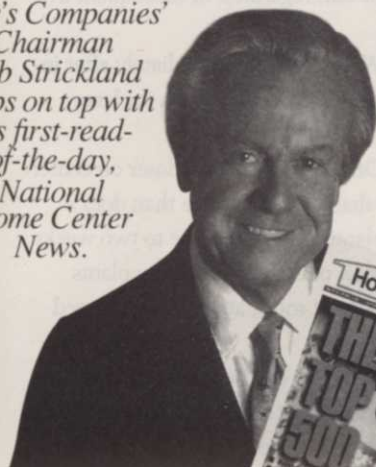


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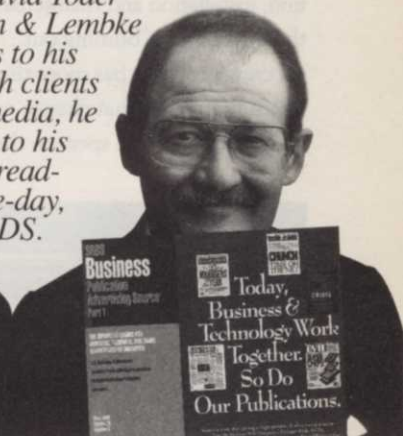
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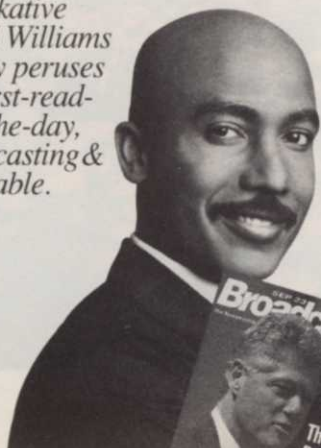
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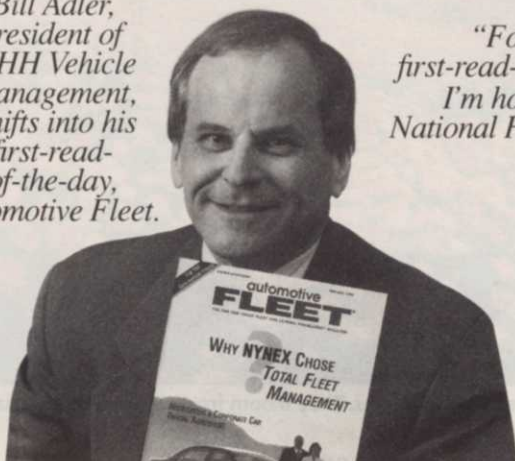
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*"For my first-read-of-the-day, I'm hooked on National Fisherman."*





# Revive soil for best warm-season color

*Take time to evaluate planting conditions before you rush into change-outs into warm-season soils.*

by LEAH ROTTKE

**C**olor beds are the hardest working soils in the landscape. Every few weeks they are stripped of the plant material, beefed up with amendments and fertilizer, replanted and unveiled for close scrutiny, with professional reputations resting on each new planting.

Only regular farming of truck crops makes such intensive use of the soil. Follow an equally intense program of site preparation, installation and maintenance to keep these soils from "burning out". A race car pit crew probably has more time on their hands that crews that change out color beds! But time well spent in the "pit stop"

pays off in the long run, in crisper, lasting, low maintenance plantings.

#### **Organic matter essential**

Herbaceous color set out just inches on center is especially dependent on adequate organics in soils.

Southeastern soils tend to deplete heir supply of humus rapidly due to hot, humid summers that speed decomposition, and rainfall, which leaches the soil.

Southwestern soils are typically poor in organic matter because arid climates slow the formation of humus. Monitor the organic content of the root zone at every changeout. Amend to keep the level of organic matter close to one third of the soil volume. For example, if the root zone is six inches deep, two inches of it needs to be organic matter (compost, peat, rotted manure).

#### **Moist bed, plants well watered**

1. The prepared bed should be damp, not wet, at installation time.
2. The plants to be set out must be well

watered. Dry plants put into dry soil will not root out, regardless of subsequent irrigation.

3. Water the bed immediately after installation, or every 200 sq. ft. for large areas.

4. Only turf has plants closer on center with a shallower root zone than does a color planting. The first one to two weeks is a critical period, and the new plants must be kept moist at all times to speed rooting.

5. Irrigation can be modified to a more deep, infrequent style after this. Early morning is the choice time; it allows the foliage to dry off in the cool of the day, which avoids mildew and sunscald.

#### **Insect/disease control**

Densely packed monocultures—or designs using three or less plant species—are more prone to damage from insects and diseases.

Vigorous plants in a vital, well-irrigated soil is a good first line of defense.



Cape Marigolds close at night and in overcast conditions. They bloom freely in sun, heat, drought and alkaline soils.



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## Six for the south (and southwest)



Cape Marigold

**Diormorphotheca sinuata, Cape Marigold:** 12 inches high, with two-inch daisy-like blooms that close at night and in overcast conditions. Flower from orange to creamy yellow on the same plant. Needs good drainage, but blooms freely in sun, heat, drought and alkaline soils.

**Cosmos bipinnata, Cosmos:** Plants are three to five feet tall, blooms are three to five inches across. Mass at the back of the border. Gets rangy, so rogue after best show. Colors: white to pink through burgundy, bicolors and rolled petal forms available. Fast from seed, self-sows and the hybrids do not breed true. Full sun, withstands drought and poor soils.

**Verbena hybrida, Garden Verbena:** Well-branched plants to 12 inches high, spread to three-inches. Tiny individual flowers cluster to form flat bloom heads two to three inches across. Hybrids with colors from clear primaries to

muted pastels, everything but orange and yellow. Needs full sun and deep, infrequent watering to bring out best appearance. Prone to mildew with shallow overhead watering.



Tagetes patula, French Marigold

to three feet tall. Fine-textured foliage and 3/8-inch blooms in scarlet, salmon and yellow are set along upright stems. Tough, drought-tolerant answer to vertical color needs after snaps have gone by. Likes full sun and good drainage.

**Salvia coccinea, Scarlet Sage:** Species to 24-inches; hybrids are more compact. Bloom spikes carried above foliage, deep red. Vertical color at a controlled height makes the hybrids useful in formal plantings. Provide full sun, sharp drainage for best performance. Species is native from Florida west to Texas and Mexico.

**Ipomopsis:** Both species, aggregata and rubra, are southern U.S. native plants. Garden form grows L.R.



Cosmos bipinnata

PHOTO COURTESY COLOR SPOT NURSERY

Plant material must be healthy and pest free on delivery.

Crowns need to be at the soil level on installation. Too low beckons crown rot, too high leaves root tissue exposed. Good air circulation works like a tonic against mildew and rust. Maximize it when possible. Make good culture part of the design process. The wrong plant in the wrong place eats up maintenance time. Choose cultivars for their disease resistance and flower-bearing qualities. **LM**

*The author, a horticulture/irrigation consultant, is based in San Diego, Calif. Photos by Leah Rottko.*

## The ups and downs of pH

Check the pH of the soil with every changeout, in more than one place in the root zone for large plantings, especially if some portion of the bed showed poor performance compared to other portions.

Peat moss tends to acidify soils; irrigation water is often alkaline. The amount of lime needed to raise pH a half point (from 6.0 to 6.5) is 1 lb., 6 oz./100 sq. ft. for a sandy soil. The rate is four times that for a clay loam.

Science gets a lot fuzzier for those trying to lower pH. The action of the agricultural sulfur is not as exact as that of dolomitic lime. To bring pH down from 7.5 to 6.5, use 1 lb., 2.5 oz./100 sq. ft. for sandy soils, twice that rate for clay soils. These rates and the results, will be more approximate for alkaline soils than for acid soils. Salt accumulation must also be monitored at changeout time. For arid landscapes, this hazard is ever present. Leaching the bed before changing the planting can help, as can the addition of gypsum with the other amendments.

L.R.



Tagetes hybrids, bicolor Safari Mix.

PHOTO COURTESY COLOR SPOT NURSERY



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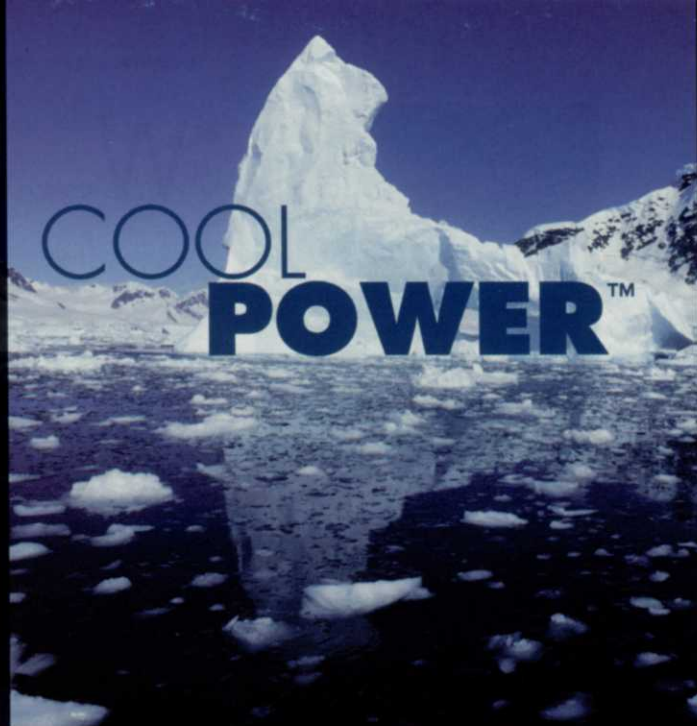
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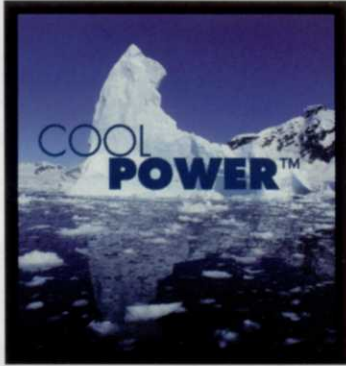
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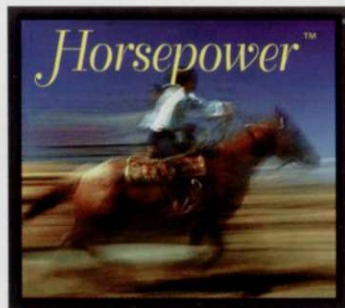


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The "Golden Anniversary Challenge" presented by the American Society of Golf Course Architects for GCSAA members immediately got my attention.

Having been with the PGA Tour for seven years as both a construction and golf course superintendent, I had worked with some of the best tour players in the country as well as some of the best people in the golf industry.

I was fortunate to learn from these people what makes a challenging, but fair, golf course.

The property selected for the contest consisted of a 327-acre site, mostly wooded, with three meadow sites, a large pond and a creek that

presumably had adequate flow for irrigation purposes. The topography was moderately sloping with an overall elevation change of about 180 feet.

I studied the "topo" for about three days, and then started to draw in corridors for holes, based on natural features, orientation to prevailing winds, the sun and topography.

I looked for natural areas to incorporate water features such as ponds. Finally, I chose sites for the clubhouse, cartbarn, parking lot, practice facility and maintenance facility.

I designed number 13 first. It was a natural, along the existing creek, with no significant amount of disturbance to the creek or the surrounding area. The second holes created, numbers 3 and 4, were worked around the new ponds on the south side of the property. I wanted the 1st and 10th tee as well and the 9th and 18th green, to be near the clubhouse, for operational purposes.

I used the topography and the remainder of the natural features to route the remainder of the holes to make a continuous loop. The side hill, par 3, 12th was the only "forced" hole in the design, due primarily to the fact that at one time during the drawing, I only had 17 holes and needed a return to number 13.

## Design test builds respect for the game



*DAVID ANDERSON*

DAVID ANDERSON,  
CGCS  
Guest columnist

GOLF

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Tournament prep at three courses

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Arizona course stays native

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Community relations builds image

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'Very dwarf' bermuda wins fans

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Liability concerns merit attention

Yardage is fairly well-balanced, with some long, tough 4 pars as well as a moderately short par 5. Fairway bunkers on longer 4 and 5 pars is set up more for target/definition or collection more so than penalty, while on the shorter 4 pars, the bunkers are more penal.

I tried to incorporate "bail outs" around the greens so that there was a safe area to recover from with either a putter or a wedge. Landing areas are generous, with no blind shots. Each par 3 has a special feature that stands out--bunkering, water, length or severity of green contour.

Even if I hadn't been one of the three finalists in the ASGCA's contest, the exercise made me more aware of how a good golf course design compliments the game and preserves the environment. A superintendent's responsibilities include maintaining and fostering the integrity of the architect's original design, and having a thorough understanding of the game of golf and how design leads to success. **LM**

*Guest columnist David Anderson, Evergreen Country Club, Haymarket, Va., was a winner in the ASGCA's "Golden Anniversary Challenge," held to mark the Association's 50th year.*

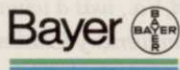


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# Cultural strategies against turf disease

*Protection starts with turfgrass selection, and then is managed in part by mowing practices.*

by BRUCE J. AUGUSTIN,  
Ph. D.

**T**urfgrass diseases develop according to the classic plant pathology relationship triangle of host plant/pathogen/environment. The interaction of these factors can be the potential development of turfgrass diseases. Environmental and physiological stresses caused by high levels of turf management are often the major causes of turf disease development.

The principle cultural activities of turfgrass management include turfgrass selection, mowing, fertilization and irrigation. This discussion will focus on how these various turf management factors influence disease development in turf.

## **Turfgrass selection**

The ultimate ability of a turf manager is to select and plant the grasses he has to manage. This gives the turf manager the power to choose the grasses that are best adapted to the use site and potentially the easiest to grow. However, the final choice



**Stressed plants are more predisposed to diseases when favorable conditions for disease development exist. High levels of management may often cause disease stress.**

of a turfgrass is often a compromise of the best available candidates or sometimes the least objectionable candidate.

Turfgrass species are divided into three basic categories of ecological adaptation; northern, transition zone and southern grasses. These categories are determined by the ability of the grass to survive and grow in these geographical areas. There are grasses in each of these areas that grow best under management practices varying from a low to a high density of culture (mowing, fertilizing and irrigation), if the desired turf

is a roadside or home lawn or golf green.

Turfgrass breeders have also expanded the usefulness of the turfgrass species by developing many

cultivated varieties or 'cultivars' with a broad array of turf characteristics. Darker green color, lower growth habit, high leaf density, finer leaf textures, improved pest tolerance, and drought tolerance are some of the major traits sought in turf breeding programs. Some species like Kentucky bluegrass have over 200 named cultivars while others like bahiagrass have only a few.

The National Turfgrass Evaluation Program (NTEP) is a nationwide program of turfgrass cultivars conducted by state universities. NTEP produces reports by species that rank the cultivars for a broad range of adaptability, color, growth, and pest tolerance characteristics. Disease evaluation rankings are often conducted on species where a particular disease is a limitation to turf growth, such as brown patch in tall fescue or dollar spot in bentgrass. NTEP reports are the best source of non-biased, scientific performance data.

## **MAINTENANCE LEVELS FOR TURF**

Maintenance level	Northern	Transition	Southern
Low	fine fescues		Bahiagrass, centipedegrass
Medium	ryegrass, Ky. bluegrass	tall fescue zoysiagrass	St. Augustinegrass
High	bentgrass		Bermudagrass





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Growing a turfgrass or a cultivar that is not adapted to a particular use or geographical region can lead to a number of physiological stress problems resulting in a higher than normal susceptibility to disease. For example, growing bentgrass golf greens in the deep south, mowing Kentucky bluegrass fairways at less than  $\frac{3}{4}$  of an inch or growing tall fescue in the southeast under moderate to high fertility are a few conditions that do not favor successful, long-term turf culture.

The ultimate success or failure of a turfgrass in a particular situation is often the careful application of management practices in a timely and judicious manner. Knowledge of how to manipulate the key practices of mowing, fertilizing, irrigating, and pest control is the key to successful turf management.

#### Mowing helps, but can hurt

Mowing is the principle management practice that separates turf culture from all other forms of agriculture. Frequent mow-

ing of turf at the correct height encourages a dense, low growth habit with a smooth and uniform surface. Each turfgrass species has a height of cut it will best tolerate. Mowing frequency is dictated by the turf growth which results from favorable growing weather, the fertility level and irrigation. The rule of thumb is to mow turf frequently enough to remove  $\frac{1}{3}$  or less of the total height per mowing.

Physiological stress on turfgrass plants results from improper mowing at lower than normal heights or infrequent intervals. Stressed plants are more predisposed

to diseases when favorable conditions for disease development exist. For example, extremely low mowed bentgrass golf greens, maintained at  $\frac{1}{8}$  of an inch or less, can grow and survive in the spring and fall with normal maintenance practices. However, in summer, with added heat stresses, only a rigorous fungicide program can prevent severe disease outbreaks of Pythium and Brown Patch. A high height of cut allows turfgrass plants to be physiologically healthy and better to tolerate potential disease development.

Mowing provides a constant potential for infection. Every mowing exposes fresh cell

sap at the cut leaf blade ends. The cell sap is an ideal growing media for fungi. However, in the field it is rare to observe this causing major disease problems in turf. Occasionally under ideal conditions one can observe a top dieback on leaf blades of bluegrass or bentgrass caused by the Dollar Spot organism.

The most common effect of mowing on the development of turf diseases is the mechanical spreading of the disease organism. Spores and fungal hyphae are easily dragged or blown on grass clippings from the mowing equipment. Classic examples of this problem are observed every year on golf greens where pythium or dollar spot symptoms are linearly streaked across greens by mowers.

Other cultivation practices such as aerifying, vertical mowing, spiking or grooming of turf on golf courses have not been shown to adversely affect disease development. These practices tend to encourage healthier turf which in turn creates plants that are more tolerant to disease development. □

*The author is product service lead for Zeneca Professional Products. Look for Part II of this series on cultural disease control in our May issue. Photos by Bruce Augustin.*

## IDEAL CUT & FREQUENCY

Turfgrass Species	Height of Cut (inches)	Frequency of Cut (days)
Bahiagrass	3-4	10-14
Bentgrass greens	<0.25	daily
Bentgrass fairways	0.25-0.75	daily-7
Bermudagrass greens	<0.25	daily
Bermudagrass fairways	0.5-1.5	2-3
athletic fields	0.75-1.5	3-7
home lawns	0.75-1.5	3-7
Centipedegrass	2-3	10-14
fine fescues	1.5-2.5	7-14
Kentucky bluegrass	1.5-3.0	7-14
perennial ryegrass	1.5-2.5	7-10
St. Augustinegrass	3-4	7-14
tall fescue	2-3	10-14
zoysiagrass	1-2	10-14

*Mowing provides a constant potential for infection. Every mowing exposes fresh cell sap at the cut leaf blade ends.*



Knowledge of how to manipulate the key practices of mowing, fertilizing, irrigating, and pest control is the key to successful turf management.



# Here's One Birdie You Don't Want To See On Your Course.



## **Golf was never meant to be a water sport.**

But standing water, poor drainage and water waste are all symptoms of a larger problem—compacted soil. Water can't move through it. Roots can't grow in it. And surface moisture evaporates too quickly to do your turf any good.

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# When Poa is healthy...

*Some supers let annual bluegrass thrive as a putting surface. And some turf researchers, such as Drs. Joe Vargas and Tom Cook, think that's just fine.*

Terry McIver / Editor-in-Chief

**D**r. Tom Cook, Oregon State University, is never bothered by *poa annua* (annual bluegrass) on golf greens, as long as it's healthy.

Superintendents in other parts of the country will usually try to eradicate annual bluegrass from greens, but as any golf course superintendent from the Pacific Northwest will tell you, it's about all they can grow.

"Regardless of what [turf variety] we start with, this is what we end up with," says Cook.

## **Cool, moist climates ideal**

*Poa annua* thrives in cool, moist climates. According to Cook, the *Poa* that thrives in the U.S. is actually a perennial biotype of annual bluegrass.

"In 1972, on the coast, very few fairways were irrigated, so we had relatively high proportions of annual biotypes and very few of the perennial types. Today, in all areas where annual bluegrass is irrigated, it's definitely the dominant species and it's perennial."

"The conversion time from bentgrass to *poa annua* ranges from three, to a maximum of 20 years," says Cook, "depending on what you planted and how you maintain your golf course."

## **Competitive turfgrass**

Dr. Joe Vargas, Michigan State University, advises superintendents on golf courses in other geographic regions to take advantage of *Poa*'s aggressive growth habit if the variety is becoming dominant.

Everybody talks about "that lousy *poa annua*," muses Vargas, and they miss realizing that *Poa* has a lot going for it, so

much that it often succeeds where creeping bentgrass fails. *Poa annua*'s competitiveness and genetic diversity," Vargas explains, "results in there being more than 50 different cultivars of annual bluegrass. That ge-

netic diversity allows annual bluegrass to adapt to compacted soils, sun or shade."

Creeping bentgrass really only does well in well-drained soils and open sun.

"Creeping bentgrass does have an advantage when it comes to cold tolerance, but what matters is *poa*'s reproductive speed," says Vargas.

*Poa annua* reproduces by seeds rather than by stolons. "Any day of the week," insists Vargas, "seeds will fill in a fairway divot or ball mark quicker than stolons."

## **Shade, stress tolerance high**

Annual bluegrass has better shade tolerance; better stress tolerance; is able to survive in poor soils and poor environmental

conditions; and it's able to make use of fertilizer quicker. *Poa annua* likes high nitrogen, creeping bentgrass does not.

"You can't grow creeping bentgrass if it does not receive morning sun," teaches Vargas. "If it gets morning sun but doesn't get afternoon sun it'll be all right."

## **Aerification schedule**

Cook recommends coring be done at three times during the year:

- in spring, before the spring rooting period—around April 1—with hollow tines, 5/8-inch wide.

- summer, right after flowering;
- fall, right after Labor Day.

The typical procedure to obtain a good seed bed is to core aerify, remove the cores from the green, and then topdress heavily to backfill the holes. The combination of coring and topdressing is a critical component to maintaining *poa annua*.

"When surfaces are maintained this way, the *poa annua* is generally healthy, and the greens tend to be soft," says Cook. □

## **Rx for Poa annua**

### **Fertility**

**Cook:** Maintain turf vigor. Don't starve them and don't push them too hard. Do not keep a sustained, low fertility rate. One to two pounds of phosphorus per year, says Cook. **Potassium:** a 1:1 ratio with potassium and nitrogen.

**Vargas:** 3-4 lbs. nitrogen/season. Keep the sulphur levels down.

**pH:** Between 5½ and 6½—7 pH.

### **Aeration**

**Cook:** Maintain rootzone aeration, primarily from coring.

**Vargas:** Core aerify after green up and after seedhead production, says Vargas

### **Moisture**

**Cook:** Uniform rootzone moisture, irrigate consistently, avoid frequent dry-down cycles.


**Vargas:** Apply light, daily irrigation

### **Work the turf**

**Cook:** Work the surface by double-verticutting, topdressing and grooming; whatever it takes to keep the surface "in motion." Maintain turf vigor and topdress frequently, in one to three week cycles, with USGA-specification sand at very light rates per 1000 sq. ft.

**Vargas:** Deep, vertical mowing after green-up





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# Put the power of EAGLE®

## Superintendents tell why they rely on Eagle to prevent stubborn turf diseases.



**Mike Jones**  
Valley High Country Club  
Elk Grove, CA

"We go into the season with really nice greens," says Mike Jones, superintendent at Valley High Country Club in Elk Grove, CA.

"Then about July, the decline starts and it's a constant battle all through September."

Mike's solution was to intensify his preventative fungicide program with Eagle®, while raising fertility levels.

Mike's experience was no surprise to us. We've been saying all along that Eagle provides dependable, long-lasting protection against 14 major turf diseases — protection unmatched by any other systemic fungicide. Better yet, Eagle is now registered to control summer patch and spring dead patch.



**Rich Hardebeck**  
Eagle Lake Golf Club  
Farmington, MO

## Tackling dollar spot and brown patch

Rich Hardebeck is superintendent at Eagle Lake Golf Club in

Farmington, MO. When he first came to Eagle Lake, he experienced extremely heavy dollar spot on his ryegrass and bluegrass fairways.

"Last year," says Rich, "I applied Eagle preventatively in April and again in September and didn't see dollar spot all summer."



**Dave Anderson**  
Evergreen Country Club  
Haymarket, VA

Dollar spot was also Dave Anderson's problem, as well as brown patch on his ryegrass fairways.





## to work for you.

Dave is superintendent at Evergreen Country Club in Haymarket, VA.

"I used Eagle exclusively on the fairways," he says, "and they were the best fairways I've ever had, especially considering the extreme heat."

"Late in the year," Dave continues, "I alternated Eagle with a contact fungicide to control gray leaf spot and got excellent results overall."

### Effectiveness is just the beginning.

In addition to the long-lasting protection of Eagle, superintendents

appreciated its outstanding turf safety, low-use rates and water-soluble packaging.

"I don't have the safety concerns with Eagle that I do with other sterol inhibitors," says Mike Jones. "And rates are so low, I have the flexibility of using it in the fall if I need to."

The flexibility of Eagle is further enhanced by the new extended spray schedule—now up to 28 days.

Those are powerful reasons for using Eagle. Dave Anderson gives the final word.

"Considering its length of control, low-use rates and cost,"

he says, "Eagle offers the best of both worlds."

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# Grass and beyond

*As galleries grow with more spectators and the media's demands increase at major tournaments, superintendents find themselves being stretched beyond being 'just' great turfgrass managers.*

by RON HALL/ Managing Editor

**W**inged Foot Country Club hosts the 1997 PGA Championship in August. In 1984 this venerable course just north of New York City was the site of the U.S. Open.

Veteran superintendent Robert Alonzi says the biggest difference between the two events, separated by 13 years, can be explained in a single word—size. Everything is so much bigger now.

Professional golf tournaments, because of their visibility and popularity, now require incredible coordination and logistical support. PGA people arrived at the Tillinghast-designed course almost a year before the tournament to begin organizing committees and subcommittees.

"Growing grass is secondary to most of us," says Alonzi. "But everything else has grown to such large proportions."

So, in addition to making roughs challenging enough and greens fast enough, superintendents at courses hosting major tournaments must also help prepare areas for the huge influx of spectators, corporate sponsors and media.

For instance, Alonzi says the media tent at the 1997 PGA Championship will be about 30,000 square feet, three times larger than it was for the U.S. Open in 1984. The corporate tents have likewise grown several times larger, and will probably be 30,000 square feet also.

The tents will probably have to be erected on Winged Foot's East Course. The East Course was used for parking for the 1984 U.S. Open, but that

didn't work out too well, remembers Alonzi. Only players, caddies and media will be allowed to park at Winged Foot for the PGA Championship, believes Alonzi. Others, including spectators will park offsite and be shuttled by bus to the tournament.

Much of Alonzi's attention prior to the tournament will be directed at the "corridors" on the course, and developing a plan to ease the flow of spectators. Planning for the placement of television towers and bleachers. Checking for things like hazard tree limbs.

The course itself, barring something unforeseen, should be in tournament condition. It is most of the season anyway, says Alonzi.

Bigger concerns include gaining the understanding of Winged Foot's 700 neighbors, and the cooperation of the many nearby small communities.

"Westchester County has really shown great support for the tournament," says Alonzi. A tournament that's grown so large that the local power company won't be able to meet its needs, and extra generators will have to be used.

Unlike Winged Foot that hosts periodic major tournaments, some courses host annual tour events. Their concerns can be different.

Several years ago when Amy Alcott blistered the Nabisco Dinah Shore Tournament at Mission Hills Country Club, LPGA officials complained that the Rancho Mirage, Calif., course wasn't challenging enough. That was addressed, says superintendent David Johnson, by narrowing some of the fairways to 28

yards wide. He also started fertilizing the roughs prior to the annual event so that the grass would be four to five inches instead of two inches.

"It went over real big with the ladies and they seemed to be happy with the tougher conditions," says Johnson, superintendent for eight LPGA tournaments at Mission Hills.

Johnson says he was expecting LPGA officials to



**Robert Alonzi and Winged Foot CC hosting '97 PGA.**



to give him "a little booklet" describing what conditions it wanted when he prepared the course for his first Dinah Shore event eight years ago. But the tour tells you what it wants—it's your job to figure out how to get it done, he says.

"As a superintendent, you can't always adjust things at the last minute," adds Johnson.

Cal Roth is director of golf maintenance operations Tournament Player Courses (TPCs). He works for the PGA Tour Golf Course Properties, a network of TPCs. This month Sugarloaf in Atlanta, the 14th TPC, opens. TPCs will host 13 PGA or Senior PGA events during 1997.

Roth works closely with agronomists and visits sites prior to major tournaments. He meets with superintendents at these courses to set standards for such specifics as green speeds and mowing heights.

In many cases the superintendents do not have to change much because they maintain their courses at championship standards throughout the season anyway. The most common change, says Roth, generally is mowing frequency. If the greens need more speed they're mowed in the evenings and again in the morning, for instance.

Roth says there is no single template in advising superintendents prior to tournaments. He says the PGA recognizes the uniqueness of each course.

"Each facility (course) is set up independent of the rest of them. Green speeds are adjusted to the types of grass on the course and the time of the year," says Roth. "A week before the tournament we usually start around 10 (stimpmeter reading), and then we adjust it to the site. It could be 11 one week, 10.6 the next because of conditions."



**David Johnson made Mission Hills CC a challenge.**

A representative of the LPGA visits Moon Valley Country Club, Phoenix, three months prior to that club hosting the Standard Register Ping Tournament. That person meets with superintendent Paul McGinnis to talk about matters like which trees should be trimmed, bunker conditioning, and height of cut.

Since Moon Valley hosts the event annually, McGinnis has a good idea what to expect. He generally doesn't change Moon Valley's maintenance schedule that much other than to mow the fairways from 2

a.m. to 6 a.m. That gives his crew time to drag or vacuum the clippings off. Also his crew rolls the greens to make them faster.

"Once the tournament starts, the maintenance of the golf course is in the morning," says McGinnis.

One recurring problem when hosting a professional tournament is the mood of the club membership. As a rule, not all members are happy about not being able to golf at their club for a week even if it does mean hosting a major event.

McGinnis tries to lessen this by preparing Moon Valley for a major ladies "guest day" the Monday following the LPGA tournament. Also, in May he prepares the course for a special men's invitational event. "We try

to provide the same preparations as we would for the (LPGA) event," he says.

Alonzi, McGinnis, Johnson and Roth made these comments at a press conference during the GCSAA Conference this past February in Las Vegas. □



**Cal Roth gets TPC sites ready for busy 1997.**



# NOT EVERYONE ON A GOLF COURSE WANTS LONG DRIVES AND LOW SCORES.

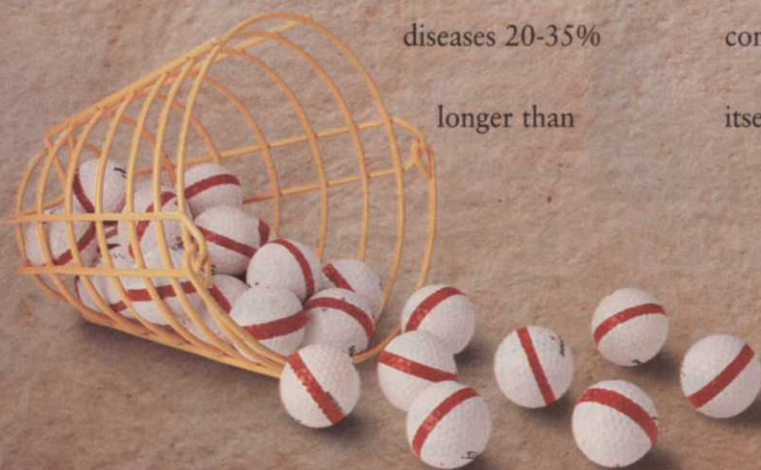
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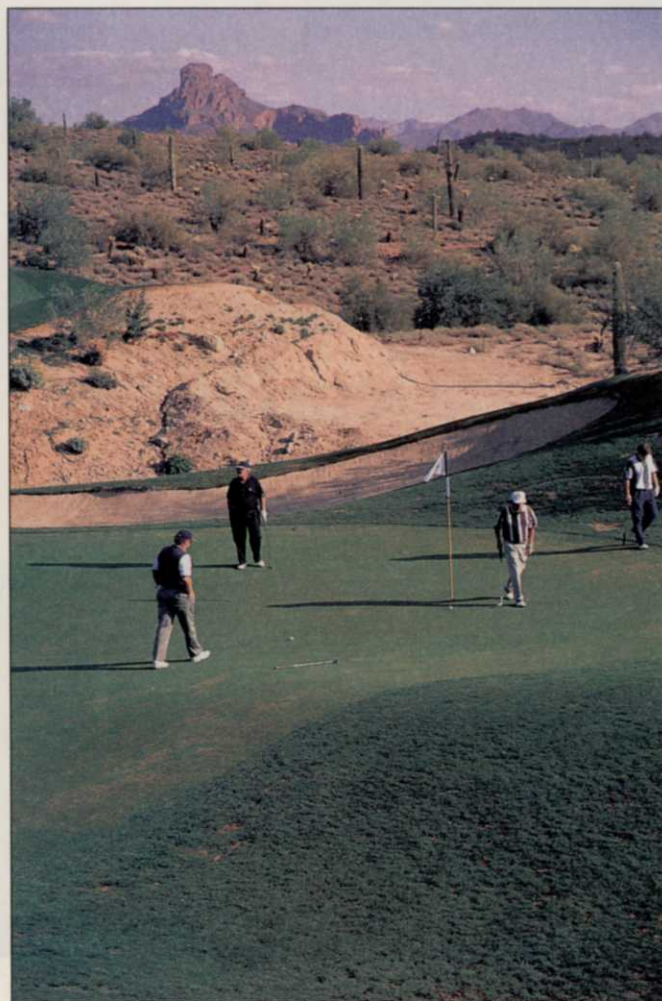
Circle No. 133 on Reader Inquiry Card



# Eagle Mountain climbing higher

*This top-rated Arizona golf course lays claim to some of the lushest fairways around, thanks to some redesign work that included soil modification and drainage repair.*

by LESLEE JAQUETTE



"We envision [revegetated] areas of the course to look like they've been here 100 years," says Superintendent Kevin Smith.

**N**amed as Arizona's top new course by Phoenix newspapers, Eagle Mountain aspires to offer some of the most interesting and plush fairways in the state.

Designed by Scott Miller in the foothills of the McDowell Mountains, the 18-hole public course opened in January of 1996.

There have been some problems along the way, but changes have been made. Golf course superintendent Kevin Smith and his staff of 30 have developed a number of creative ways to improve greens as well as increase employee safety and satisfaction.

Returning to Eagle Mountain last fall after four years at Hampton Cove, Huntsville, Ala., Smith found that the bermudagrass fairways had been over-seeded to a point at which they would not go dormant in winter. As a result, the perennial ryegrass could not mature to the desired color. With summer heat, the fairways looked burned and spotty.

Smith over-seeded in September and October. Elevated sections of the course—where high wind and wide ranging temperatures are common—were aerated heavily, every 30

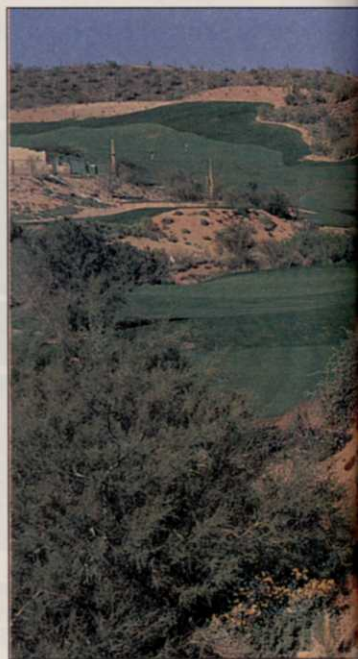
days, with an Aera-Vator turf drill.

The machine bores and swivels the top two to three inches of turf without leaving noticeable holes or cores.

Smith says the machine achieves maximum turf penetration and enhances water retention.

After aerifying, the crew applies sand topdressing, Zeolite and compost.

Smith also applies a spray mixture of charcoal, ferrous sulfate, potassium nitrate and seaweed-based biostimulants. He found the mix worked well, and brought some greener color to the course. Smith





plans to continue the applications every two weeks as long as cold weather persists, to coax the color along and avoid low temperature stress on the bermudagrass.

"We've fooled Mother Nature by changing the carbon to nitrogen," says Smith.

#### **Better growing conditions**

Besides bringing up the ryegrass color in the winter, Smith hopes this program helps establish an improved growing media. Due to the nature of the rocky desert soil, it appears imperative to cultivate a thatch independent from the soil, in which the grasses can develop into turf. With constant attention, Smith hopes to have the fairways well-established after next summer.

The foothills terrain has many fairly steep inclines. In order to make them more accessible and easy to climb, the crew has built steps on holes 2 and 17. The steps enhance play, golfer comfort. Native vegetation along the steps re-

duces the need to water what used to be turf.

Smith is experimenting with artificial turf to cover high traffic areas. Due to the excessively rocky and inhospitable soil, heavy use areas remain beaten and scarred. Smith has installed about 1000 square feet of artificial turf, and applied an athletic mix called Redi Play. He describes the mix as sprigged sand over artificial turf, with bermudagrass on top.

Smith plans to experiment with the mix on fairways, and wants to eventually use it to cover up to 10,000 square feet.

#### **Irrigation adjustments**

Variations in weather patterns are a challenge for the irrigation system programming. The course is exposed to the south and warmer than neighboring courses. It's also warmer due to the wind and elevation. Every night, the wind blasts through the canyon at 10 to 15 knots.

Some parts of the course are 7-10 degrees F warmer at

## **Back to the desert**

Kevin Smith has been trying to restore much of the Eagle Mountain course back to the "desert look."

He uses burr sage, cactus and other plants to revegetate nu-

merous perimeter areas, but adds that it is difficult to revegetate. First, irrigation is complicated by the fact that cactus are very sensitive to over-watering, and require good drainage.

On the other hand, plants such as burr sage need more water. When starting the sage, Smith's crew fills the planting holes with organic plant material, to help retain moisture.

"We envision these areas of the course to look like they've been here 100 years," says Smith.



Smith has installed about 1000 square feet of artificial turf, and applied an athletic mix called Redi Play.

night, and 3-5 degrees colder during the day than nearby courses. As a result, the staff must continually adjust irrigation and overseed.

He adds that they choose a late date when the weather cools down to overseed.

#### **Safety, friendliness**

Smith holds in-house seminars for the staff on safety and maintenance etiquette. The safety seminars educate the staff on how to keep productive even during periods of play. They advise employees where to stand while golfers are in the area, and still continue working. Smith also outfitted the staff

**With constant attention, Smith hopes to have the Eagle Mountain fairways well-established after next summer.**

with "bump caps." Using a plastic insert in their ballcaps, the staff can work safer and still be comfortable.

Smith urges the staff to be outgoing, to help golfers rake traps and look for balls.

"We're getting great customer feedback because people enjoy being pampered," says Smith.

"We try to make pleasing their every whim part of the routing. We feel maintenance can have a tremendous effect on guests' overall perception."

During Employee-of-the-Month barbecues, the top employee receives a plaque and a gift certificate. □

*Leslee Jaquette is a freelance writer based in Edmonds, Wa. Photos by Gary Olson.*





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A non-selective, highly active contact material, REWARD is designed to help you manage tough weed problems on your golf course. REWARD provides quick, effective control against both grass and broadleaf weeds. Once it's applied,

you'll see results on weeds in as little as one day. At last, you get the kind of fast control that other herbicides—like Roundup—can't even begin to deliver.

REWARD is also the one herbicide you can use with confidence on trimming and edging anywhere on your course. Since it binds quickly to the soil, REWARD doesn't leave biologically active soil residue, making it ideal for edging around trees, shrubs, flower beds and other ornamental plantings. Or apply it along cart paths, around sprinkler heads or other areas where translocating herbicides, such as Roundup, just aren't desirable.



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# Community relations *will enhance your image*

*It's what people don't know that scares them. So make your community outreach a way of letting people know about your responsible pesticide use, and any projects that might otherwise cause an uproar.*

by STEVE & SUZ TRUSTY

**P**eople have a hard time coping with the unknown.

Stress rises as we wait for the results of a medical test. The "downsizing" trend is a certain cause of worry among many. And when it comes to suspected groundwater or food contamination by pesticides, the unknown is especially close to home.

So, how do you move from the unknown to the known, and into your community's comfort zone?

First, get your act together. Whether your company is in the spotlight by choice or involuntarily,

you must be able to prove you're one of the "good guys" for you to have any chance of surviving public scrutiny during a crisis or perceived crisis.

Examine all aspects of your operation, to insure your services are based on sound agronomic principles geared to the precise needs of individual properties. Review the effectiveness of your IPM program. Make sure you are using the appropriate products in the safest form, and that company personnel are applying product properly. Document training and safety programs. Keep good product use records.

Visually check the course's building and property, all equipment and vehicles and company personnel. Does the image you project match your desired level of professionalism?

When all internal systems are in order, you're ready to reach out.

#### **Reach out to community**

Use prepared resources provided by associations with your own advertising and direct mail as a starting point for your course's community outreach. To become a "known" and thus non-threatening entity, you need to become a visible, reliable information resource.

Make the message easy to hear;

**High profile sites are frequent, easy-to-hit targets of anti-pesticide commentaries in print and broadcast media. Be prepared to explain the benefits of your course to the community and environment.**





## Tips on lobbying

A big facet to public relations these days is telling your story to legislators, the people who sometimes pass laws before they know all the facts relative to certain issues. Here's some suggestions on what to do to get your story before your senator or congressman. -ed.

**1) Develop a relationship with your lawmaker before it is needed.**

Attend a fundraiser, if you like. Essential, after you meet a congressman or senator, send a letter of thanks. Try to cross paths with legislators, and send a follow-up letter after each meeting. Get to know the staff in the capitol and district offices, since they read your letters first.

**2) Know the issues.** Write a clear, concise message, make points quickly. Know the status of important bills, sponsors and other key information.

**3) Know who you face on the opposite side of an issue.** Know who shares your opinion and use that information wisely.

**4) Respect their time.** Legislators' days are not always very glamorous, and they are always busy.

**5) Tell the truth.** Be frank regarding the whole situation, including the opposition.

**6) Know how the issue relates to and will affect the lawmaker's district,** and make certain they know you are a constituent.

**7) What do you want them to do?** Tell them, and pay attention to what eventually happens. Acknowledge the outcome in a letter.

**8) Never mention issues and fundraising together.** Don't refer to your campaign contribution



or how you voted.

**9) Make your communications effective.** Use short promotional pieces and save the longer analysis for staff. Don't use videos unless you view them together at your meeting. Phone calls, fax and e-mail are okay. No postcards.

*Condensed from remarks by Bev Hansen, Californians for Compensation Reform, speaking at the 1997 Green Industry Legislative Conference. Source: GCSAA's "Green and Grassroots."*

Residential communities often border golf courses. Turf maintenance programs thus affect players and residents. Plan to communicate pertinent information to both groups about your total turf care program and procedures.

be available. Offer to speak at community groups, neighborhood associations or garden club events. Deliver a message tailored to the needs of the group and gives them information they can use, rather than a "sales pitch."

Use facts and figures you can back up, but don't get too technical. Allow sufficient time for questions and answers. Leave them with worthwhile handout material that lists your company's contact information. Tell reporters you welcome follow up phone calls for additional information.

### Work the media

Many people rely on the print and broadcast media to "distill, condense and dispense" informa-

tion for them. With no way to analyze news stories, the public often believes everything they read, whether or not the report is accurate.

It's therefore important for superintendents to become an information resource for their local newspapers and radio/TV stations.

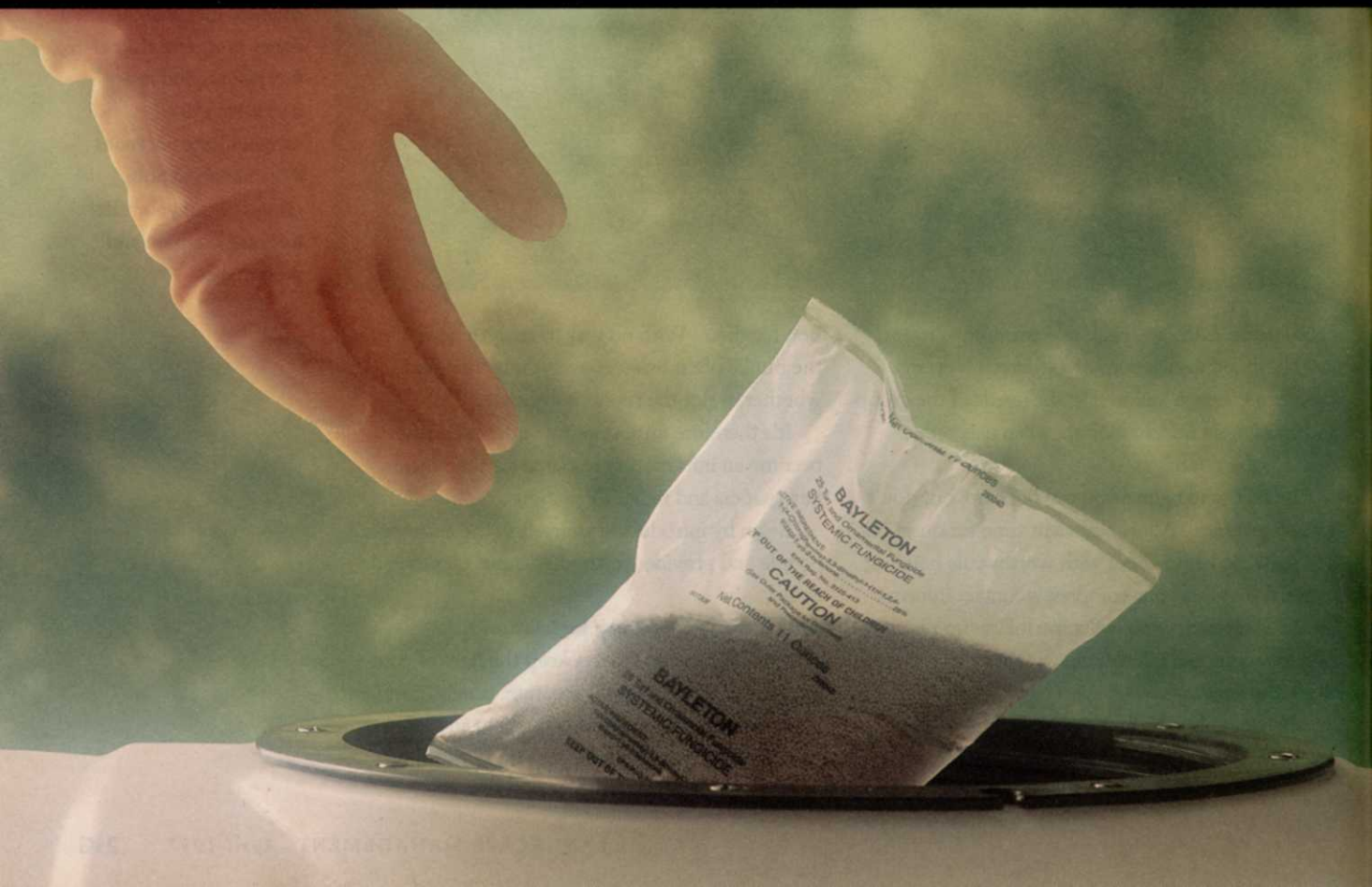
Begin by introducing yourself to the appropriate people and provide worthwhile input on pesticide issues.

### Anticipate issues, track legislation

After you break the ice, keep the lines of communication open. Supply accurate, timely, pertinent information. Respond immediately to any requests for information, and respect reporters' deadlines.



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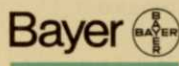
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You can use public areas to explain the benefits of turf, from on-site demonstrations or a seminar on turf maintenance.

## Be an information provider

Communication with the public and media is equally important if you "sell" recreational opportunities made possible by your services rather than your direct services.

This applies to golf courses, schools, parks and recreation facilities and sport turf sites.

Because of the high level of maintenance required for the most visible turf areas around these facilities, and the need to fit certain maintenance procedures into limited blocks of time, the actions of crew members may be observed and those actions may be questioned.

In addition, these high profile facilities are most likely to fall under scrutiny at the community, regional and national level. Every spring brings an onslaught of commentary—passed off as news—in the print and broadcast media about the dangers of pesticides and the overuse and abuse of pesticide products, especially on golf courses and public-use areas.

Communication with the community and media is both easier and harder for turf managers at these facilities.

Happenings at your facility are of interest to many within the community and thus will be deemed worthy of coverage by the media.

General turf care information can be included in

Certain "hot topics" earn national attention, while others become vital concerns at the regional, state or local level.

Track pending legislation through your national and regional golf course association. Monitor the discussions and actions of your community's elected officials, boards and councils and appointed advisory groups. Anticipate issues by learning who is concerned about what, how intense the concern is and what actions could be expected if controversy arises.

Then, if a problem or crisis develops, you're in a position to tell your story first, accurately and honestly. And, you have a chance that your story will be heard. □

*The authors are based in Council Bluffs, Iowa. Steve Trusty is executive director of the national Sports Turf Managers Association.*

the facility's newsletter or posted on a bulletin board.

Pre-season or off-season seminars on turf maintenance can be conducted at the facility. It's easier to establish "how to do it" plots on site because you have control of their placement and can manipulate user traffic patterns to insure the plots are seen.

You can alert facility users and those living near the facility of scheduled maintenance, explain why it's needed and what it entails.

But since all your facility users are your "bosses," whatever you do or intend to do can become a point of discussion. The scrutiny becomes even greater when the facility is supported by tax assessments.

If your average facility user aerates once a year, fertilizes twice, averages one weed control and one insect control application per year, and mows once a week, no matter what the turf growth rate, expect your maintenance program to appear excessive without adequate explanation.

Use informal sessions, print materials, charts, graphs and, if possible, demonstration plots to illustrate the effects of stress, wear and compaction on turf and to show how your management program works to overcome those negative effects.

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**MORE UNIFORM AND LASTING GROWTH.  
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By providing the same natural L form amino acids a plant normally produces, Macro-Sorb® greatly reduces the energy required for their production and translocation. The energy saved can then be used for other vital processes resulting in a healthy and efficient plant that is more able to withstand the rigors of stress.

Macro-Sorb® is a unique formulation of select L amino acids designed to enhance your existing programs. It is tank-mix compatible with soluble fertilizers, pesticides, fungicides and plant growth regulators. Applied together, Macro-Sorb® will improve the efficiency of these treatments by increasing their absorption and translocation within the plant. And it's ISO 9001 certified so you can be assured of batch to batch consistency.

Best of all, Macro-Sorb® is economical to use and it protects the environment.

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# 'Very dwarf' bermuda looks good for greens



*As a golf course superintendent at an up-scale daily fee golf course or country club, you want to give your customers the best possible putting surface.*

by BILL KNOOP, PH.D.



Brad Fluitt's ready to go for a tournament, and likes the color of the Champion dwarf bermuda.

**Y**ou know that the density of the putting surface has a great deal to do with putting quality. It's a well known fact that, so far, the bentgrasses have proven to be able to produce the highest plant density under the close mowing associated with putting green management.

The kicker is...you're in the south.

The text books say the best temperature growing range for a cool-season turfgrass—and, of course, all the bentgrasses are classified as cool-season turfgrass—is from 60 to 75 degrees F. In the south, the night time temperatures usually don't get that low for months during the summer. This means that any cool-season turfgrass may be under a prolonged period of high temperature stress, which could result in the increased possibility of a disease and also a general loss of plant vigor and density. This is exactly what you don't want or need during the busiest time of the year.

We want the high putting green quality from bentgrass, but no one wants all those summer time headaches that may be associated with growing a bentgrass putting green in the south. Most will agree that we haven't had a bermudagrass that could pro-

In many parts of the south, it may be possible to keep this turfgrass from going dormant by using greens covers. Shown are Champion Dwarf Bermudagrass and Tifgreen 328.

duce as high a quality of putting surface as bentgrass, but that's no longer true.

We are at the beginning of what may be a significant movement in the south: back to bermuda!

The driving force is the coming availability of new, very dwarf bermudagrasses, such as Champion dwarf bermudagrass that produces a putting surface that rivals the density of any bentgrass putting green. Golf course superintendents like Dale Miller at Barton Creek Country Club, Austin, Texas, and Larry Clanton at Indian Ridge Country Club in Palm Desert, Calif. have both had it with bentgrass and have chosen Champion Dwarf Bermudagrass for their greens.

Brad Fluitt, golf course superintendent at Bentwood Country Club in San Angelo, Texas, chose to replace his Tifgreen 328 with the dwarf bermudagrass.

"Bentgrass just isn't doing well at all during the heat (over 115 degrees F.) of July and August," says Clanton.

"Bermudagrass is more native to the Texas climate," adds Miller, who doesn't get the summer heat like Palm Desert, but does get weather warm enough to put the bentgrass under continual heat stress for months at a time.

Miller feels that with less summer stress, the



need to use pesticides will be significantly reduced.

Fluitt wanted a bermudagrass that would produce as dense a putting surface as possible at very low mowing heights.

#### Going native

One item high on the list of ways to implement an Integrated Pest Management (IPM) program, is the use of plant material that is native or as close to native as possible to the intended use area.

As with other hybrid bermudagrasses used for putting greens, Champion Dwarf Bermudagrass has to be sprigged. Research found that while the grass did not have high vertical growth rates, it has superior lateral growth rates. Clanton was able to re-open his greens in 62 days, but Dale Miller had full coverage in seven weeks, as did Brad Fluitt.

Barton Creek in Austin is an up-scale golfing facility and is known for its dedication to protection the environment. Miller

says the change to the new grass is "the best thing Barton Creek has done with its course to date."

Clanton has heard golfers describe ball roll as "incredible." Stimpmeter reading has been over 11.5.

#### Cutting height, topdressing

Clanton's problem has to do with mowing heights. He says he can only lower the greens mowers to 0.085 of an inch and get an even cut, and would like mower manufacturers to design in "ultra-low" mowing heights on greens mowers.

Because of the extremely high density that the dwarf bermudagrass produces, says Clanton, even at the 0.085 inch mowing height, only the finest topdressing particles work their way down to the "soil" surface. This makes "quality control" of topdressing even more important.

Low temperature damage is a concern with bermudagrass putting greens, especially in the upper south.

Fluitt overseeded his first-year Champion greens with a mixture of poa trivialis and bentgrass. His greens stayed under 32 degrees F. for five days in a row with lows around 6 degrees F. With green covers, soil temperatures were 10 to 15 degrees warmer on the coldest days than the uncovered greens.

"We're probably in better shape than we've ever been for March 13," says Fluitt, who hosts the YMCA Pro-Am Tournament in mid-March.

In many parts of the south, it may be possible to keep this turfgrass from going dormant by using greens covers, which could make overseeding unnecessary.

Is there a "back to bermuda" movement in the works? These three superintendents think so, and think that just maybe, they can take a summer vacation. □

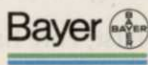
*The author is LANDSCAPE MANAGEMENT technical editor.*

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## Supers are design winners at ASGCA meeting; Sarazen to get Ross Award at May Toronto event

Winners of the American Society of Golf Course Architect's "Golden Anniversary Design Challenge" are David Anderson, Evergreen Country Club, Haymarket, Va.; Bruce Scott, Colorado State University; and Jim Ramey, CGCS, Sunriver Golf Club, Sunriver, Ore. The winners each received a framed copy of their design, signed by judges Jack Nicklaus, Rees Jones and Art Hills, and an autographed copy of *Golf Has Never Failed Me* by Donald Ross.

The "Golden Anniversary Challenge" commemorated the ASGCA's 50th Anniversary. The Society was founded in 1947 by 14 of America's finest golf course architects, and has since grown to include 128 leading golf course architects in the U.S. and Canada.

Golf great Gene Sarazen has been selected to receive the ASGCA 1997 Donald Ross Award.

The Donald Ross Award will be presented to Sarazen at a banquet on Friday, May 16, at St. George's Golf and Country Club during the Society's annual meeting in Toronto.

"As the golf industry enjoys a time of unprecedented popularity, it is fitting that we honor Gene Sarazen, whose rise from the caddy ranks to become one of the game's best players is truly inspiring," says Denis Griffiths, president of the Society.

Sarazen, now 95, was 20 years old when he edged Bobby Jones in the 1922 U.S. Open.

Sarazen was the first of only four golfers ever to win the four Grand Slam events of golf: the U.S. Open; the PGA Championship, British Open and Masters.

Past recipients of the Donald Ross Award include golf course architect Pete Dye; agronomist Dr. James R. Watson; ASGCA founding member, Robert Trent Jones; entertainer/golf advocate Dinah Shore; and James Rhodes, past governor of Ohio.

## Moore leads new USGA construction program

James Francis Moore, former director of the Mid-Continent region of the United States Golf Association has been named to the new post of Director of Construction Education programs.

The program provides education and information to persons interested in or associated with golf course construction.

Moore is coordinating a program in cooperation with the National Turfgrass Evaluation Program to evaluate bentgrass cultivars for greens at existing golf courses throughout the U.S. The USGA is providing funds to build approximately 10 bentgrass greens and five Bermudagrass greens. The greens will be exposed to regular play, most likely as practice greens. The goal of the program, according to *Cornell University Turfgrass Times*, is to generate data under more realistic conditions, and show the golfer the variety of choices available to a superintendent when selecting a bentgrass.

## Liability on the premises a concern

The West Texas Golf Course Superintendents Association and GCSAA report "Premises Liability" is becoming a growing area of litigation for golf facilities. In a reported case, a Wisconsin golfer—who consumed eight beers and five mixed drinks in six hours—tripped when his golf spikes caught in a brick ramp. The golfer fell face first, breaking his jaw and shattering his teeth. He was awarded \$41,540, despite the testimony of a doctor who described the man as

being in "a stupor," with a blood alcohol level of 0.28 (90 minutes after the accident). The court opined that gaps in the bricks could have caused even a sober person to fall.

To avoid or minimize liability, WTGCSA suggests any

man-made change such as a brick path should be examined as part of a golf club's liability prevention program to eliminate dangerous situations, or, be sure to give appropriate warnings to the public.

## New D.C. digs for National Club Association

The National Club Association has settled in to a new headquarters address:

National Club Association, One Lafayette Centre, 1120 20th St., N.W., Suite 725, Washington, D.C. 20036. Phone: (202) 822-9822; fax: (202) 822-9808. The NCA's toll-free number remains, (800) 625-6221.



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GOLF COURSE PHOTO BY JOHN R. JOHNSON



## GCSAA reviews stand on 'alternative' spikes

The Golf Course Superintendents Association of America plans to examine scientific and agronomic data as it rethinks its position on the merits of "alternative" golf shoe spikes.

Previously, the GCSAA recommended individual courses adopt a policy that best served their respective operations. However, an ad hoc committee has started to examine a position based on stronger evidence that the alternative spikes do, indeed, reduce wear on golf greens.

"There is an obvious trend towards a conversion from metal to alternative spikes," says outgoing GCSAA President, Bruce R. Williams, CGCS.

"However, we owe the membership a policy decision that is based on complete and accurate information."

Williams says the Association's policy is to: present complete, relevant and useful information; suggest that course management consult with the superintendent when establishing a policy; stay in touch with research on the subject; and encourage golf facilities to examine the merits of using GCSAA resources to examine their current position.

A white paper will be presented to the board this spring. Information packets should be available for distribution June 1.

The United States Golf Association Green Section reports that alternative spikes are "here to stay in the southeast," and that more than 1500 golf courses have mandated "spikeless" shoes.

During a day of golf, a green sustains more than 12,000 holes from golf spikes. Spikeless shoes, reports the USGA Green Section's *Clippings*, result in better putting quality, improved turf health and less damage to high-traffic areas. □

## Met Golf Assoc. starts member help committee

The Metropolitan Golf Course Superintendents Association, Elmsford, N.Y., reports it has formed a Club Relations Committee, to offer a variety of services to golf clubs and member superintendents.

"The committee is prepared to help with just about any problem that could exist in the business, whether it's turf-related, political or even personal," says John Carlone of The Meadow Brook Club, who serves as committee chairman.

"If there's an issue that goes beyond the scope of our committee's expertise, we could certainly find someone in the association with the necessary knowledge and experience to help," adds Carlone.

The MetGCSA draws its membership from New York, Connecticut and New Jersey. Superintendents in those states who would like more information on the Association may call (914) 347-4653. □

## OPEI adds golf products to program

The Outdoor Power Equipment Institute has added golf equipment to its Shipments Program, a new program to enhance the industry's efforts at obtaining information on member products.

Data from members and distribution of final reports is to be included in ADSTAR, the OPEI's computerized tracking system.

Current products included in the program are:

walking/riding greens mowers; triplex trim mowers; riding fairway mowers; tow-behind gang reel mowers; greens aerators; powered fairway aerators; ground drive fairway aerators; utility vehicles; and sand trap rakes.

OPEI members with question on the program may call Michael Sherman at Association Research, Inc., at (301) 948-1262. □

## Williams loves L.A., moves West to LACC

Bruce Williams, immediate past president of the GCSAA, has been named superintendent of the Los Angeles Country Club.

For the past 20 years, Williams was superintendent at Bob O' Link Golf Club, Highland Park, Ill. Williams' dad, Bob, preceded Bruce at Bob O' Link.

"There are mixed emotions when you leave a place after 20 years, especially when you have the honor of succeeding your father," says Williams. "But this move presents a tremendous professional opportunity. The Los Angeles Country Club is perennially ranked among the top 30 courses in the nation. Who

knows, perhaps we will start a 'new' Williams tradition in Los Angeles."

Williams will first oversee a renovation of the 18 greens on the club's South Course, to USGA specs. South Course green side bunkers will also be renovated. □



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Sugar Land, how 'sweet' it is!

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Smallwood's recruiting smarts

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Old fashioned selling still works

PAGE 12L ▶

McClure: industry image improved

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Multi-use equipment makes sense

# Sports turf managers: 'Do the field no harm.'



*Ron Hall*

RON HALL  
Senior Editor

**L**ike a medical doctor, the sports turf "doctor" doesn't want to damage or kill a the patient while trying to cure a simple ailment.

Or, as Tim Anderson puts it: "Do the field no harm."

Anderson spoke at a recent conference conducted by the Keystone Athletic Field Managers Organization (KAFMO). He is a district sales manager for Beachley-Hardy Seed Company. Because of his job he's on the road and looking at lots of sports fields.

Talk about real-life examples of "dumb and dumber" sports field screwups, Anderson has seen and photographed a few. At the conference he whisked through a tray of slides he took in the course of his travels in several of our eastern states.

Some were so outlandish that they raised chuckles from the 100 or so turf pros and field managers attending his presentation in the auditorium of Allegheny College,

Meadville, Pa.

So, you've got to wonder about the school official that couldn't understand why his new sports field failed even after it was sodded. . . over an asphalt parking lot.

Or the people responsible for laying sod over actively growing turfgrass in several other locations Andersen has visited. Or, in one instance, laying fresh sod over a cinder track.

How about the field manager who drives a huge bucket loader onto a wet field to more easily topdress areas that he says are— you've guessed it—suffering from wear and compaction.

These problems aren't typical of those that most of you, as sports turf managers encounter. Anderson says most sports turfgrass problems are almost always caused by:

▶ Overuse, the number one cause of wear and compaction. Some sports field are literally pounded to death.

▶ Mowing the turfgrass too short. Most high school and park fields should be mowed at 2½ to 3 inches, certainly no lower than 1½ inches.

▶ Poor surface drainage.

▶ Incorrect fertilizing and liming.

▶ Playing on a field when you shouldn't, like when it's drought or heat stressed, or too wet, or before it's had a chance to recuperate.

▶ Poor water management.

If your sports field is struggling, start with these possible causes first. Investigate. Poke around the field a little bit. Get down on your knees. Look.

If you're still stumped, look for something almost too obvious. How about that patch of dead turf that looks like a fungal disease, but isn't? Uhm, isn't the base of that nearby trash receptacle exactly the same shape and size of that dead patch? **LM**

Questions? Comments? Phone Ron at 216/891-2636; fax him at 216/891-2683 or e-mail him at [lscap@en.com](mailto:lscap@en.com).





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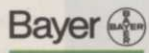


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# Sugar land, how 'sweet' it is

*The Spencer Company's award-winning landscape services make the New Territory development just outside Houston a special place to live.*

by RON HALL/ Managing Editor

**L**

arry Anderson, who grew up there, remembers when Sugar Land, Texas, only had about 2,000 people. Now, he's landscape supervisor for a master planned community within that onetime tiny Houston suburb that, by itself, has 3,500 homes, with more to be built. Sugar Land may have 80,000 people, and one of its landscape showcases is also Anderson's employer—the New Territory development, 3,100 acres of beautiful new homes, parks and landscapes.

Specifically, Anderson works for Markborough Development Co., the developer of New Territory. In that capacity he works closely with The Spencer Company, a 38-year-old company specializing in corporate horticultural services. The Spencer Company is based in nearby Houston.

The relationship has been mutually beneficial. For New Territory, the benefits of high-quality landscape services are obvious, says Anderson. Besides

adding to residents' quality of life, the landscaping improves New Territory's marketing.

The Spencer Company, for its part, has been honored each of the past four years with environmental improvement awards for its work at the exclusive community.

"There is landscaping everywhere in the development," says Lupe Gallardo, The Spencer Company's project manager at New Territory. "Everything here is done first class. Standards are very high."

Gallardo oversees the landscape management operations at the development. He works independently but cooperatively with the developer's representative Anderson. Their chief concern is quality control.

The Spencer Company operates from a satellite facility at New Territory. From there Gallardo organizes the daily schedule for about 24 employees. He relies on Juan Salazar to head maintenance crews, Julian Gamino to spearhead detail work, and John Endres to maintain the community's irrigation system. The work is year-round, although seasonal to some extent.

"In the winter we do a lot of mulching, and we prune the crepe myrtles," says Gallardo. There are over 1600 crepe myrtles. The Spencer Company also installs the outdoor holiday decorations for New Territory, a service it's been providing Houston-area businesses since 1984, says President Gre-



**Gregory Spencer, as a kid, started working at the company his dad began in 1959. As its president the past 17 years he's guided it through Houston's boom and bust economy.**

**The Spencer Company adds to the color of New Territory by providing residents with flowers.**





gory Spencer.

Gregory's father started The Spencer Company in 1959, and Gregory became sole owner in 1982. Recently he took on two employees as partners. Brad Wander serves as vice president of Spencer Outdoor and Diana Rolke as vice president of Spencer Florabunda.

Specializing in landscape management in the 1960s, The Spencer Company expanded its services during Houston's office-building boom in the 1970s. In addition to exterior landscape, it developed a tropical plant business along with what became Houston's largest interiorscape service which Gregory sold to Rentokil in 1993.

But, Houston's boom times, because they're tied so closely to oil, sometimes give way to Houston bust times. Gregory Spencer says he's been through the cycle several times. That's why he wants to keep his company nimble.

"The focus of our company will be dictated somewhat by the market itself," he explains, "but also by what we as a company do well, have fun and make money at." And that, through the 1990s, has included a lot of landscape management for high-end commercial properties.

The New Territory contract includes fertilizing and pest control for 252 acres of manicured turf, most of it bermudagrass but over 30 acres of buffalograss too. Gallardo says his crews mow with John Deere riding and walk-behind units, and they use Echo hand-held



power tools for trimming and blowing. Included are 50 acres of lakes, 10 acres of athletic fields, three recreation centers and more than 30 acres of parks. Serious mowing begins in March and doesn't slow until the bermudagrass starts going dormant again in the fall.

Add 10 acres of shrubs and ground-cover beds, more than 8,000 trees and 53 miles of edging (curbs and sidewalks) and Gallardo himself wonders how his crews can get it all done, and still provide such a high level of service, particularly this past winter and early spring.

"The biggest challenge has been the weather we've had here in this part of Texas," says Larry Anderson. "For the past year and a half, until about Christmas, we'd had nothing but drought. But since Christmas we've had nothing but rain."

**Over 50 acres of lakes make New Territory a special place to live, but they're a real challenge to maintain.**

While The Spencer Company provides services typical of many landscape management companies, it provides some that aren't. For instance, it maintains a "utility crew" onsite that provides a range of services from storm water pollution control to street cleaning.

Also, twice each year it offers New Territory residents the opportunity to purchase annual color plants, fertilizer and mulch at wholesale prices.

Says Project Supervisor Gallardo, "as this projects keeps developing and getting larger, our work grows too." □



As the New Territory planned community continues to grow, The Spencer Company's landscape management responsibilities expand.



JOHN

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# Recruiting smarts

*Prestigious Naples, Fla., firm attracts top talent by giving college students an opportunity to show their stuff.*

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Jo Ann Smallwood describes it as a win-win situation. A well-run program benefits the participating landscape company, the student, and the student's university.

"At Smallwood we have found that one of the best ways to assure our recruiting needs is through the cooperative work experience or internship program," says Jo Ann. "We gain motivated, skilled, quality-oriented, committed employees, and colleges gain the opportunity for interns to develop their skills in real-life applications. Interns gain experience they wouldn't otherwise have in college."



Jo Ann Smallwood, at the ALCA Conference, told colleagues of some of the benefits of a college recruiting program.

Smallwood's first experience with interns was with the University of Florida Department of Landscape Architecture.

Over the years the company built a rapport with both the department and its head, Harry Smith, who retired in 1996. It's now developing a relationship with his successor Terry Schnadelbach.

#### **'Real world' experience**

While landscape design/construction is just one facet of a budding landscape architect's professional training, Schnadelbach says students appreciate the chance to apply in the real world what they've learned in the classroom or laboratory.

"The intern program gives students first-hand experience in construction, and particularly how design interfaces with on-site conditions," he says.

There are about 100 students (undergraduate and graduate) in Florida's landscape architecture program. There are similar programs (and those for landscape construction and horticulture, too) in other universities and community colleges in the United States. Many partner with industry in structured programs.

Smallwood Design/Smallwood Landscape, in fact, recruits at a number of educational institutions, including Lake City Community College (FL), SUNY Cobleskill (NY), University of Georgia, Mississippi State, Ohio State, Penn State, and Louisiana State Universities.

But, it's not a simple matter of showing up and announcing that you've got openings and rounding up the best and the brightest prospects. Not by a longshot.


Smallwood Landscape, for instance, donates to the U. of Fla. student scholarship program ("This is our way of saying 'thank you' and showing appreciation," says Jo Ann.), and it also visits the campus and presents the students with a project to complete. After they complete the task, several people from the landscape company return to the campus to offer a critique and also to share their insights with students. This represents a four-day commitment for the landscape firm.

The Naples company values its interns and, realizing that many are a long way from home, tries to make their experience with the company as comfortable as possible, including furnishing them with employee housing, including special amenities, close to its office, and subsidizing part of the cost.

"The internship program is designed to provide a variety of working and learning experiences for students. Students become potential employees," says Jo Ann Smallwood. "These future employees make better employment decisions, and industry gains a recruiting edge as well as an opportunity to view a potential employee in action.

"At Smallwood we found that our most important asset is our employees." □





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Circle No. 144 on Reader Inquiry Card



# 'Old fashioned' selling still in style



by LARRY IORII

**Y**our current customers—and potential customers—want responsible companies that are attentive to their needs.

Most good clients want dependability and technical knowledge when they hire a service company. So how does this relate to “old fashioned selling?”

It is simple and amazing that most established companies fail when it comes to the fundamentals of sound selling.

## **Company portfolio**

This sales tool should contain a cover letter from your company that explains your mission statement and accomplishments. List your residential and commercial accounts. It is wise to show a spread of various geographic areas, plus all levels of socioeconomic categories. If you list only the high-end accounts and the exclusive neighborhoods, potential customers may feel intimidated.

Your lower income accounts pay first, while the wealthy pay later in an effort to

earn interest on their accounts payables as long as possible.

Your portfolio should contain pertinent information, such as:

- pesticide license number
- insurance company, and name of sales agent
- business license number.

The information makes the sales prospect feel very secure in today's business climate of broken promises and irresponsible businesses.

Furthermore, it usually gives the edge over a competitive bid, or justifies why you may be 10 or 15 percent higher. It shows that you are being a professional in your presentation.

## **Response time, attitude**

The number one complaint from new sales calls is the lax attitude of returning phone calls. Make it a policy to state when your calls will be returned.

What is your attitude and response time to a complaint? Always hear them out and listen carefully. Do not confront

Show prospective clients examples of your work, and invite them to visit the property.

the client. Most of the time, a cool head will defuse the situation and make an angry customer a happy one.

Handle problems quickly. It is much easier to retain a good account than to find a new one.

Do you write notes to customers? Do you know what makes a customer smile? This informal touch creates a bond with the customer. We should never discount the human element as part of the intangible rewards of business.

When was the last time you or an employee called or stopped by a client's home to see how they liked your work? Sincerity, enthusiasm and dedication are qualities not readily found in today's service businesses.

## **No charge service**

Once in a while, it is good to provide a minimal service at no charge to the customer. Examples would be removing a small tree limb that is laying on the lawn from a storm, or removing deadwood out of a shrub next to the entranceway.

For a few minutes of work, a thoughtful deed goes a long way to furthering a business relationship.

This does not mean you regularly provide services at no charge beyond the contract. However, it is smart to make customers feel that we are not trying to squeeze every dollar out of their pocket or budget.

If a counterman tosses you a spool of line trimmer string and says, “It's on the house,” how would you feel? Case in point. □

*The author is founder and president of Down to Earth, Inc., Wilmington, Del.*



Getting lots of really good new customers is a pain in the you-know-what, but...

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Dayton, Ohio- Are you frustrated by advertising that never makes the phone ring? By being beat out of good jobs by cheap bidders? Feeling like you're starting your business all over again every season? Stuck at a certain level?

A million dollar per year "entrepreneur of the year" says that most of his peers' and competitors' marketing is anemic, me-too-istic, dull, full of costly waste, and ineffective. Arrogant? Egotistical? Marty Grunder says: "React to me any way you like—but one thing is for sure, if you are in the landscaping business or maintenance business, whether you are small or large, my marketing methods can easily double or triple your business in just one year, provide better customers, help you target and get exactly the kind of business you want, increase profitability and stability, and absolutely mystify and trump your competitors."

Big talk? Yes, it is, but this Grunder wisacre has been showing off—and blowing sceptics away—his entire life. As a freckle-faced, red headed Dennis-the-Menace type kid, he started his business with nothing more than a "push" lawn mower and chutzpah. That little business went to 75 regular customers almost overnight. As a full-time student at the University of Dayton, while his buddies drove to school in old "beater" cars and flipped burgers for pocket money, Marty arrived in his Grunder Landscaping Company truck and, at age 21, did over \$300,000.00 in business. Last year he was named Young Entrepreneur of the Year by the Small Business Administration's Midwest Region, in the 1 to 25 employees category. Currently, Marty oversees a staff of 30, 18 trucks, a backhoe, an assortment of other equipment, and a diversified business doing everything from basic residential lawn maintenance to complicated commercial landscaping projects—and, this year, breaking \$1.5 million in annual sales. He's also investing in land, lecturing from time to time, and working with other landscapers as their "marketing coach."

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Grunder DOES have "secrets" for building these types of businesses, too. Here are just a few examples:

1. How to **spark referrals**... how to turn "small accounts" into big business.
2. How to **increase Val-Pak Coupon, direct-mail and Yellow Pages advertising results by 10% to 30%**...make your advertising much more productive and be able to accurately measure its value.

3. The 5 biggest mistakes 95% of the people in this business make when advertising and how to avoid them.
4. **How to stop the "price shopper" in his tracks. How to get good business without being the lowest bidder or offering cheapest price.**



Here's the smart-aleck kid standing next to his first truck. Who'd have guessed he'd quickly create the biggest and best company in southern Ohio, confound established, entrenched competitors, and exceed \$1.5 million in annual sales? Betcha he has a marketing secret or two in his pocket that you'd love to steal, if you could!

5. How to avoid the **fatal mistake** of confusing "marketing" with "selling".
6. **Forget wasteful "name recognition" or "getting your name out there"**—learn to "target," create and deliver a "market-matched" message, and **attract exactly the type and size of clients you really want.**
7. Why your "service" should never be the #1 focus of your marketing.
8. Powerful but simple letters and things to say to existent customers to **cause demand for a variety of additional, highly profitable services.**
9. **The "secret" borrowed from the fad-diet business that sells high-priced, high-profit landscaping work like crazy.**
10. How to get people working for you and with you to really contribute like a championship team!
11. How to use "**automated, autopilot marketing**" to bring in new business without you or anyone else even talking with prospects on the phone!
12. Even "poor boy" **dirt cheap marketing** strategies, like what to write on a simple postcard to bring in a flood of new customers.

13. The "4-Page" marketing tool used 6 to 10x a year that is **guaranteed to increase your business by at least 30% year after year...automatically!**
14. How to position yourself as a "famous expert" in your area, get a ton of free advertising and "**fry**" the competition.

And there's a whole lot more. At the urging of a big-time, nationally respected direct marketing consultant and professional speaker who discovered and was "blown away" by everything Marty was doing, Marty prepared an easy-to-read but very complete, provocative Special Report—"How To Re-Invent Your Lawn-Garden/Landscaping Business With Million Dollar Marketing Secrets"—and you may be able to obtain a copy at absolutely no cost whatsoever.

### Who Should Get Marty Grunder's Special Report?

Marty asks that you call for his free Report ONLY if: (1) you own your own business or are the President, CEO, manager or marketing manager for the business; (2) you make the decisions about advertising, marketing, and customer service investments; (3) you are currently unhappy with some aspect(s) of your business; (4) you recognize that in today's competitive environment, just "doing a great job" isn't enough to sustain a business; and (5) you are willing to make progressive innovative changes in your business if convinced, even reasonably assured that doing so will dramatically improve sales, profits, customer satisfaction, referrals, growth, and community prominence. (Please do NOT waste your time or Marty's money getting this Special Report if you are close-minded, change resistance, fully satisfied with your income, or just a curiosity-seeker without sincere interest in changing your business for the better.)

### How To Get Your Free Report:

Simply write "Report" on your business card or a sheet of your letterhead and FAX it to 937-847-8067 or, for even more information and to get your Report, call 1-800-399-7135, listen to a brief free recorded message, then leave your name, company name, and address as instructed. You can FAX or call anytime, 24 hours a day, 7 days a week. If you prefer having your report sent confidentially to your home address, just let us know. Incidentally, requesting your free Report does not obligate you in any way; no salesperson will call to follow-up, nothing of the sort. However, this is a limited free offer, so please take care of it right now, while it's fresh in your mind.

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# Lawn care image better in '90s

*Outgoing PLCAA executive director Ann McClure reflects on green industry changes over the past six years.*



*This month, Ann McClure leaves her post as executive director of the Professional Lawn Care Association (PLCAA) to become executive director of the International Gas Turbine Institute, headquartered in Atlanta.*

*LANDSCAPE MANAGEMENT spoke with McClure recently about her six-year tenure with the association.—ed.*

**LM:** Your PLCAA responsibilities began with testimony to a Senate Subcommittee hearing on Toxic Substances. That was quite a start.

**AM:** "I had the help of some of the major players in the industry as well as media consultants. The PLCAA staff knew the government affairs situation at the time, and the PLCAA committee members helped me understand what was going on in the industry, and what the industry's response needed to be in order to position the industry appropriately. Jumping right in like that and representing the industry on a national level was a good start."

**LM:** You certainly worked with a fine team at PLCAA. What do you feel are your major accomplishments?

**AM:** "I wanted to make sure the association had continued respect from the industry; government agencies; and the public.

"We've made such inroads in public perception. PLCAA is used several times a week as a resource for information, whether it's from national publica-

tions, universities, government agencies or state groups. That was my hope and continued to be. I think we've succeeded in establishing a reputation of respect among those constituencies for being knowledgeable, responsible and active on behalf of the green industry.

"The other was to insure that from the inside we had a stable fiscal position, and that the staff was knowledgeable about our financial process, so that each one could see to their individual responsibility comfortably, knowing what they could do and should do, in order to remain [fiscally responsible].

"We have an excellent group of professionals here right now.

"We have grown to a point of featuring and serving the concept that all of our members are 'ambassadors' for the industry, and we're trying to give them the tools they can use to tell their communi-

*"I think [PLCAA] has succeeded in establishing a reputation of respect among constituencies for being knowledgeable, responsible and active on behalf of the green industry."*

*—Ann McClure*


ties that they are environmental stewards, and to tell their communities the many benefits of turf. This has been our focus the last couple of years.

"Our members are confirming to us that they want to give back. [The services donated to] Arlington Cemetery recently was a good example of that. I think it's reflected in the PLCAA awards program, which is centered around community service and environmental improvement. This is the message we're helping our member 'ambassadors' carry to their communities."





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**LM:** How do you see the green industry's growth in the days ahead?

**AM:** "Our impression has been that there are a lot of small companies coming up in the industry. They're the hardest ones to find, unless they call on the PLCAA for resource help when they're getting started.

"As a general observation, I think a lot of companies are forming every year. In any business, there's always some who make it, and some who don't.

"The ones we're in contact with are so excited

about what they're doing. They're pleased with the fact that they can get the business started, and they're excited about the potential. So if they run their businesses right and are judicious about their business investments as they grow the company, there's an awful lot of opportunity for them.

**LM:** ChemLawn/TruGreen/Barefoot—good for the industry, or not?

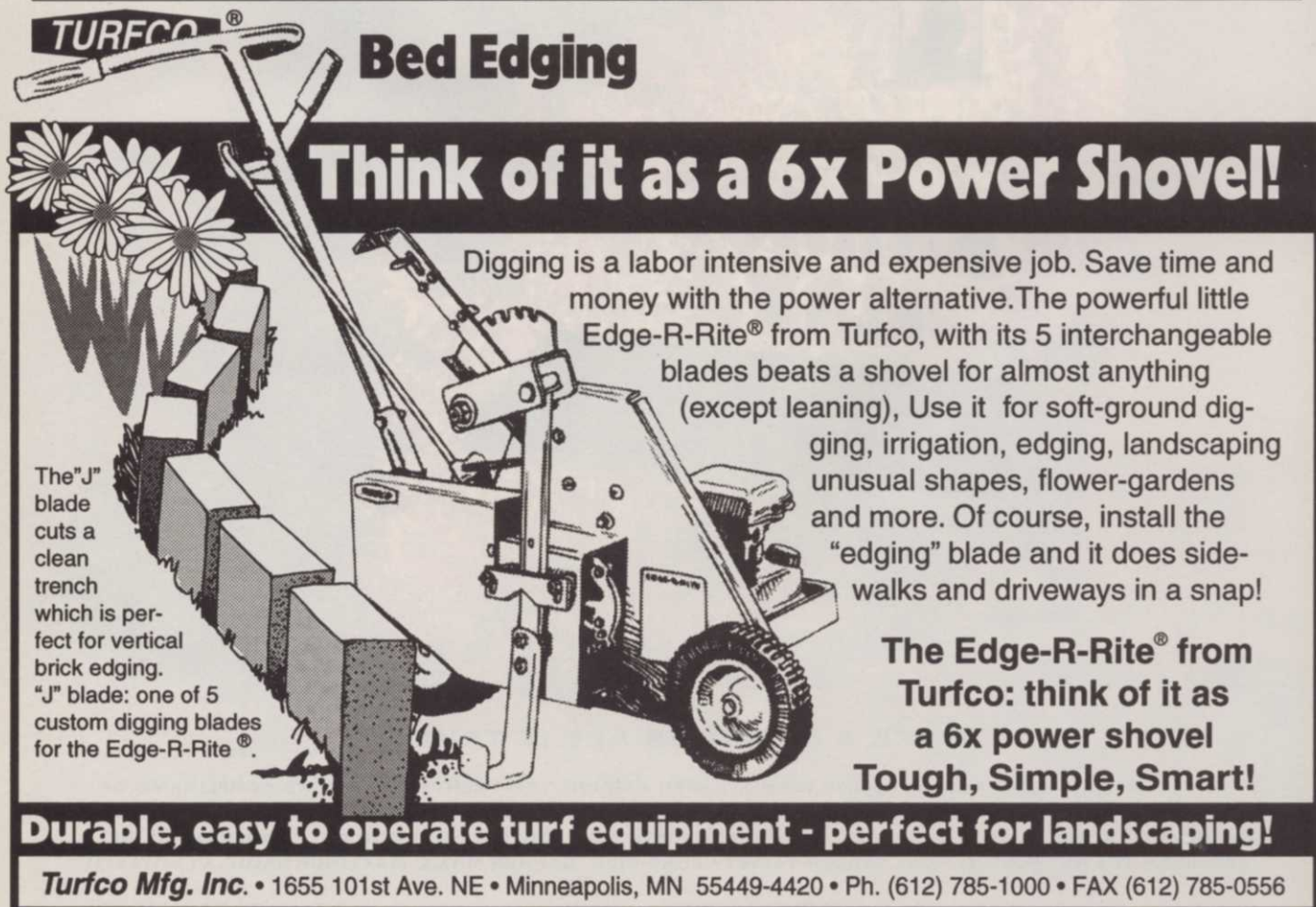
**AM:** "At this point, the latest [CL/TG/BF] big purchase impacts the industry in that everyone is waiting to see what happens!

"By the same token, what it left us with is a giant in the industry and a lot of small to medium size companies.

"From a management point of view, it's left two major arenas for the customer to choose from: they can choose the giant that works in its way, or they can choose the smaller company that can take advantage of whatever the larger ones can't do.

"Each group has an advantage; how they deal with those advantages is up to any one company.

*'We're trying to give our member 'ambassadors' the tools they can use to tell their communities that they are environmental stewards, to tell their communities the many benefits of turf.'*



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"The very huge company can work on the basis of gaining from its economy of scale. Whatever advantages they have in doing things in a very big way are obvious. You've still got the smaller companies that can take advantage of the lack of flexibility that large companies often have. And some of the smaller companies grew up in the community rather than coming in from outside.

"Whether you're the big company or the small or the medium-size one, your job is to sit down and identify the advantages you have over the other, and then make sure you take advantage of it.

"It's going to be a lot of fun watching the companies involved work those advantages. It will be interesting to see how it impacts the entire industry. Anyone who says how it will impact is overstepping any point of knowledge he's got. None of us can really say how the chips will fall in the end."

**L.M.:** What's up with the Green Industry Expo? Will we see any new partners at the next GIE show?

**AM.:** "There are a number of different industries—and associations representing them—who could potentially have an interest in partnering in some way, or participating in some way in and around the Green Industry Expo.

"With that in mind, the GIE set up a task force to receive any proposals and to see whether there are any groups that might be overlooked.

"Naturally, some folks have said they're interested, some have said they're not; none of it has come to anything specific at all.

"To the best of our knowledge, as a result of the last board meeting, (March 2) it looks as if there will be no obvious change in the 1997 show. For the time being people are just sort of brainstorming on it." □

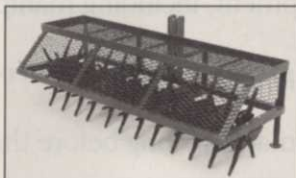
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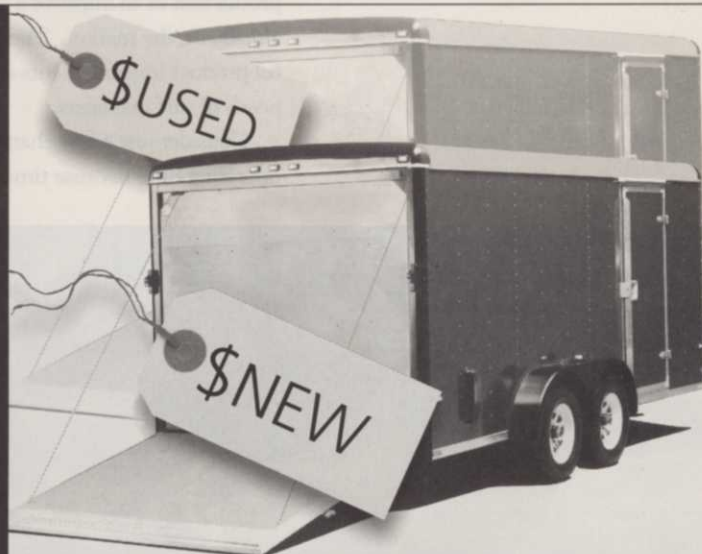
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Circle 140



# Multi-use equipment

by STEVE AND SUZ TRUSTY

**M**anufacturers design equipment to do a specific task better than any other piece of equipment. Extensive research and development, including manipulation of detailed drawings and computer-generated graphics, project the possible uses of a machine long before the first prototype hits the field for intensive hands-on testing.

Once field testing begins, engineers consult with products users and sales and marketing personnel to fine-tune components that will enable the unit to operate successfully under a broad range of actual working conditions to deliver the desired results.

The input provided can be incorporated to make a prototype machine worthy of production or to improve a good machine already on the market. The most successful product improvements answer the needs of turf managers.

Consider just a few changes that cut operating time because time is money in

today's demanding marketplace. Manufacturers have developed wider-deck and multiple-deck mowing units that are capable of following ground contours to deliver a clean cut without scalping yet allow one person to cut more grass in a shorter time. Manufacturers have developed systems for fast and easy attachment and detachment of the various working units of tractors and other multi-use equipment. Other improvements have made turf management easier and more efficient. But innovation doesn't stop there. New options by an equipment manufacturer means more opportunities for turf managers.

New equipment buys are based on how closely the performance capabilities of a specific machine match the jobs that it must tackle. The more hours a unit is "on the job," the more quickly it pays for itself. Ease of operation, machine quality, durability and serviceability are factored into those decisions as well.

The best turf managers are continuously rethinking each step of their daily operations, looking for methods to do the job better, quicker, and easier in a more cost-effective manner. Making the most of their equipment is a key part of this process.

Gary Vandenberg, Director of Grounds, and David Mellor, Assistant Director of Grounds, for the Milwaukee Brewers Baseball Club not only oversee a professional athletic team's facility at Milwaukee County Stadium, they're also pros when it comes to innovation. Mellor's response to the question, "What additional uses have you found to get the most from a specific piece of equipment?" follows.

## Tiller distributes clay around infield

"Because so much of the game is played on the skinned area of a baseball field, we



The scarifier located under the middle of this motorized field rake does a good job of working up the skin portion of a baseball infield, particularly the area around home plate.



A blade attached to the front of this field rake makes snow removal a lot easier. The unit's wide tires have a light footprint on fine turf, and even on stadium field tarp.

put a lot of work into getting it just right. We mix two different clay products together at a 1/2 to 3/4 ratio to achieve the consistency we want. Rather than devoting labor hours to hand-mixing, we build a pile of clay in the desired proportions, mount the tiller on the back of our front-end loader, lightly mist the clay pile with a hand-held hose, and use the tiller to mix the two clays uniformly.

#### Versatile sprayer

"Our spray unit has booms for rapid application of materials over the field," explains Mellor. "It also has a hose adapter unit that we use for spot treatment of problem areas. We've found that this same spray rig, filled with water, and with the hose adapter unit attached, provides a quick method of irrigating the flower beds around the stadium."

#### Two mowers

"We mow the infield turf with a walk-behind reel mower," says the Milwaukee field manager, "and the outfield turf with a triplex reel mower to get a precision cut and develop the distinctive 'patterns' that add aesthetic appeal to the field. With both units, we'll mow as usual, then disengage the blades and cover specific areas, using the rollers only, to 'etch in' the lines and to make certain areas 'jump out' for the fans in the stands and viewing on TV."

#### Field rake an MVP

"Our most versatile machine is the field rake with the 'ballpark package.' We use the pointed, scarifying blades, located at the middle of the machine, right under the seat, to work the skinned surface of the homeplate area. Because we don't want to leave 'tracks' on this surface, we use the light-tread tires during this procedure. This same blade can be used to prepare sections of the field for seeding.



PHOTO COURTESY DAVID MELLOR, MILWAUKEE BREWERS.

#### Mat attachment breaks up cores

"The machine's mat attachment, equipped with controllable hydraulic pressure, is designed for dragging the skinned area," says Mellor. "We'll use the mat, with full down pressure, to break up the cores following aeration. The same mat, with a lighter degree of down pressure, does a good job of 'slightly bending' the grass blades to enhance or 'sharpen' one of our field patterns.

#### Sod positioning with blade

"The standard method of positioning 48-inch wide-cut sod, in sections or in 'big' rolls, is to have multiple crew members use rake teeth or forks to grip the sod and push it tightly against the row previously put in place. The process can be handled with fewer people by using the front blade on the field rake, evenly lined up with the outer edge of the sod, to 'push' the sod into position.

"Because the field rake is the same machine used on golf courses as a bunker rake, it's designed with a light 'footprint' for little or no compaction and with great traction. We switch over to the 'knobby,' high traction tires and put on the front aluminum blade for 'on-the-field' snow removal. The

aluminum blade is slightly curved on the bottom so it moves the snow without tearing up the turf or the tarp."

Mellor even suggests multiple uses for the hand tool, the action or stirrup hoe.

"We use the action hoe to repair uneven spots on the mound. By gently moving it back and forth, it cuts through clay like a hot knife through butter. We also use it to cut along the edge of the baseline to slice away a high spot that might develop into a 'lip' where the turf and skinned area meet. And, we use it to 'scuff off' paint from a line that we want to repaint or reposition.

Putting equipment to work on multiple tasks does require thinking "out of the box." Once the concept catches on, however, everyone brings their own unique perspective to problem solving and brainstorming innovations. That's how improvements are made. □

*The authors are partners in Trusty & Associates, a consulting firm located in Council Bluffs, Iowa. Steve Trusty is Executive Director of the Sports Turf Managers Association.*



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REWARD LS is available in a convenient 1-quart, squeeze-and-pour container—exactly the right size for most lawn and landscape jobs.

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# Database a bank of useful info

*Databases allow you to segment, customize and manipulate data to your needs.*

by JUDITH GUIDO & MARLENE EICHHOLZ

**A** database is a collection of data related to a purpose or topic.

Databases don't have to be computerized, but they are most often associated with computer software applications. Today, people need in-

formation quickly. The quicker they can find information, the better equipped they'll be to win over the competition. Computers are the fastest and cheapest way to do this.

Before you begin to organize your information in a database, answer these questions:

1) **Who** will build, maintain and clean (update for accuracy) the company database, and who will use the information you collect? Talk to all employees who will be using the system to get their input. A good database should be used by everyone in the company, from the secretary who looks for

phone numbers and addresses, to the bookkeeper who bills customers, to sales people who want to attract potential business, to the crew foremen who review site contracts.

2) **Where** do you go for help? Look in trade magazines; contact professional organizations; visit computer stores; local community college; computer consulting companies; other landscapers.

Some common databases are MicroSoft Access, ACT and TeleMagic.

3) **What** types of information do you collect? We collect addresses/fax/phone numbers of clients, suppliers, employees (past, present and future); site directions; contract dates; equipment and plant lists; maintenance schedules; material costs, and more.

4) **Why** do you need this information? We need it to better serve our internal and external customers. We can better understand their needs, schedules, expectations.

We generate and qualify leads, sell our products and services and maintain customer relationships through newsletter mailings, surveys, sending special occasion cards, company invitations and announcements.

5) **How** is data collected? Prospective client lists can be bought or expanded through networking. Present client information is collected from contracts. Industry contact lists are created from collected business cards. Suppliers are gath-


ered from trade magazines, trade shows and phone books.

Databases allow you to segment, customize and manipulate data to your needs. For example, you can differentiate your types of clients by economic status or geographic areas and then target them accordingly. This saves time and money. □

*Judith Guido is president of Grass Roots Marketing and director of business development and marketing, Laflamme Landscaping Services, Bridgeport, Ct.*

*Writer Marlene Eichholz is Laflamme's MIS Coordinator.*

## Bully Proof



Built vandal-resistant tough, the R-50 is one powerful rotor. Full- or part-circle capability in one unit for a radius of 21 to 50 feet. Water lubricated, non-strippable drive for heavy-duty performance and longer life. Non-reversing rapid-reset Memory-Arc™ for fast and automatic return of nozzle stream to set arc after tampering. Rain Curtain™ nozzles for superior water distribution and greener grass.

All Rain Bird products come with our Maximum Value Package: top-notch customer service, expert technical support and a worry-free warranty.

The R-50 rotor. Another quality product from the irrigation solution provider.

Call 800-247-3782 for information on all our products.

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970 West Sierra Madre Avenue  
Azusa, CA 91702

Circle 128

## To meet your information needs

Databases come in various stages and prices. Some are sold in a fixed format, which gives the user or installer little control over what information is stored, while others allow you to tailor the setup.

▶ Make sure it's compatible with your hardware and software systems, computer memory and processing speed and budget.

▶ Investigate the ease of installation, use and design (is it user friendly?)

▶ Is training provided?

▶ Keep your budget and staff qualifications in mind.

▶ Weigh the benefits of outsourcing against the benefits of training or hiring staff.

J.G/M.E.



# A NEW DAY IS DAWNING AT EXPO 97

Saturday, July 26-Monday, July 28, 1997.  
Kentucky Exposition Center, Louisville, KY USA.



## LAWN AND LANDSCAPE PROFESSIONALS: MARK YOUR CALENDARS!

Be in Louisville next July as EXPO dawns on a brand new day: Saturday. America's largest new products showcase offers over 600 indoor exhibits – outdoor power, non-power, and leisure products – attracting over 30,000 visitors from around the country and around the world!

## PLAN AN ENTIRE WEEKEND AROUND EXPO

Exciting Friday and Saturday night dining and entertainment. Unique attractions including a Riverboat Casino Tour. And the city of Louisville itself.

## DON'T FORGET EXPO'S OUTDOOR DEMO AREA

Over 20 acres of commercial and retail products waiting to be put to the toughest test – yours.

## GET THE COMPETITIVE EDGE

You'll be an expert on the latest trends and merchandising programs in the industry after an EXPO visit.

## ENERGIZE YOUR BUSINESS

Dynamic seminars that can help you and your business are now absolutely free. *Yes, free!*

## EXPO 97 IS THE MUST ATTEND EVENT IN 1997

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INTERNATIONAL  
LAWN, GARDEN &  
POWER EQUIPMENT

**EXPO 97**



# Show off your best field!

*If you manage more than one playing field, make one of them into your 'showcase' field, that really shows what you can do.*

by DAVID D. MINNER, PH.D.

**Y**our reputation as a field manager will be built on the quality of your best field, with less attention to resources or number of fields under your care.

Be sure to allocate enough resources to at least one field so that you can show your ability to produce a high quality sports

field. Sacrifice resources used on other fields that are not producing a noticeable improvement. Document additional resources needed to produce a quality field and use the information when requesting future resources to improve inadequate fields. You should be able to define minimal inputs required for a desired level of field quality.



**A photographic record of the work that your ground crew does—and, of course, the finished product—develops a sense of pride in a job well done. It also documents the importance of your efforts.**

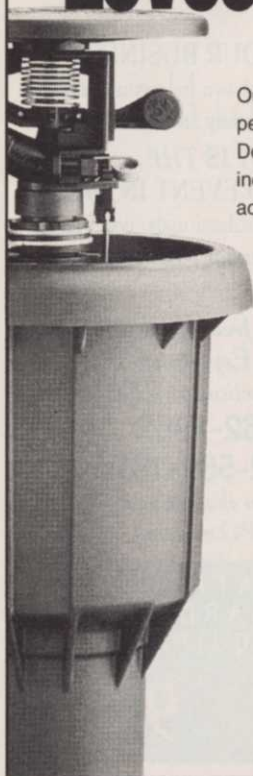
## Pick a moderate-use field

Select a field with moderate to light traffic to "showcase". Additional resources may not produce a better field if excessive traffic is the major problem. Buy and use a camera. It's the best way to show the changes that occurred on the facility under your direction. Pictures of construction projects are also a valuable record of what is buried under the facility. Underground irrigation,

drainage, and utilities may need to be accessed and photos are often more accurate than drawings. A photographic record of the grounds crew and their activities can also develop a sense of pride in a job well done. **LM**

*David D. Minner is an associate professor in the Department of Horticulture at Iowa State University. Photo by David Minner.*

## Loves Dirty Work



Our Maxi-Paw heavy-duty impact rotor performs to perfection, even in dirty water. Double-weighted arm for slower rotation and increased distance of throw. Powerful reverse action. Non-reversing full-circle or adjustable arc in one unit for a radius of 22 to 45 feet. Available with standard and low angle nozzles. A proven impact rotor!

All Rain Bird products come with our Maximum Value Package: top-notch customer service, expert technical support and a worry-free warranty.

The Maxi-Paw rotor. Another quality product from the irrigation solution provider.

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## Why a safety checklist

Develop a one- or two-page safety checklist that is reviewed each year and approved by your boss. include field areas such as bases, mound, and irrigation heads among other areas. Also list non-field areas such as bleachers, fences, dugouts, warning signs, etc. List the priority of each item and indicate those that are dangerous and need immediate attention. Make a column on the checklist for "proposed work completed." Sign and date each item that has been completed and approved. A checklist will document your awareness of problems and that you are taking measures to improve safety of the facility. At first, funding may be directed towards non-field-related items, but eventually resources will be required for field maintenance as indicated by the safety checklist.

D.M.

Circle 129



# WIN \$500!

**Announcing:** the second annual LANDSCAPE MANAGEMENT "Emerald Awards". LANDSCAPE MANAGEMENT magazine is offering a \$500 first prize to the winner of a random drawing to be held on July 1, 1997.

Second prize is \$300 and third prize is \$200 in cash. To be eligible for the drawing, simply fill out the questionnaire at right and return it to LM's editorial offices.

Answers to the questions will determine our "1997 Emerald Awards" winners, to be revealed—along with the contest winner—in our August issue.



**CONTEST REQUIREMENTS:** Contestants must be owners or employees of landscape maintenance companies or lawn care companies; or maintenance employees of a golf course or country club, including superintendents and assistant superintendents; or an athletic field manager or member of an athletic field maintenance crew; or manager or member of a facility landscape management crew. Employees of Advanstar Communications and their families are not eligible.

All questions on this entry form must be completed, and all blanks filled. One entry per person. No more

than five entries from any one employer will be allowed. Entry forms will appear in the February-June, 1997 issues of LANDSCAPE MANAGEMENT.

Completed questionnaires should be mailed to: Emerald Awards, LANDSCAPE MANAGEMENT, 7500 Old Oak Blvd., Cleveland, OH 44130. They must be received by noon, July 1, 1997.

A random drawing of all eligible entry forms will be held the afternoon of July 1, 1997. Winners will be notified within 24 hours.



## OFFICIAL ENTRY FORM

### QUESTION:

What is your favorite brand name of...

CHECK HERE  
IF YOU  
DO NOT USE

- |                             |                          |
|-----------------------------|--------------------------|
| riding mower?               | <input type="checkbox"/> |
| walk-behind mower?          | <input type="checkbox"/> |
| turf fertilizer?            | <input type="checkbox"/> |
| pre-emergence herbicide?    | <input type="checkbox"/> |
| post-emergence herbicide?   | <input type="checkbox"/> |
| turf insecticide?           | <input type="checkbox"/> |
| turf fungicide?             | <input type="checkbox"/> |
| plant growth regulator?     | <input type="checkbox"/> |
| compact tractor?            | <input type="checkbox"/> |
| turf aerator?               | <input type="checkbox"/> |
| pick-up truck?              | <input type="checkbox"/> |
| leaf blower?                | <input type="checkbox"/> |
| line trimmer?               | <input type="checkbox"/> |
| chain saw?                  | <input type="checkbox"/> |
| Kentucky bluegrass?         | <input type="checkbox"/> |
| perennial ryegrass?         | <input type="checkbox"/> |
| turf-type tall fescue?      | <input type="checkbox"/> |
| turfgrass mix or blend?     | <input type="checkbox"/> |
| biological control product? | <input type="checkbox"/> |

NAME: \_\_\_\_\_

EMPLOYER: \_\_\_\_\_

CITY/STATE: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

(AC ) \_\_\_\_\_



## Firm helps peers set 'benchmarks'

ALCA members Karen Corcoran and David Luse are taking a "peer group" approach to professionalism. They're partners in "The Benchmark Group," a firm designed to provide growth and profitability with executives in the design and landscape contract services industry. Corcoran is a former vice president with Rentokil Environmental Services. Luse is chief executive officer of Arteka Corporation, Minneapolis.

A key part of The Benchmark Group service is the "CEO Forum," a two-day re-

present to give fellow entrepreneurs an opportunity to explore specific current business issues.

"The CEO Forum allows eight to 10 entrepreneurs to get together and help each other establish standards of excellence for each others' businesses, both financially and on management issues," explains Corcoran.

Issues are selected by the group prior to each Forum and include topics such as 'open book' management, employee development and marketing sophistication.

"We were looking at linking similar-sized businesses in different geographic locations so that there's not a conflict of interest," says Corcoran.

"The key was to select Forum members who have similar interests, and are not competitive, and keep that information confidential, whether it's a financial or a management issue.

"We're working through owners, to come up with a game plan and the goals and objectives to make it happen."

Corcoran adds that many entrepreneurs are "out on their own," when faced with the challenges of business, and that's where The Benchmark Group comes in.

"A larger business would have a corporate environment, but a medium-sized company doesn't have those resources."

"CEOs or presidents of com-

panies of any size know it's lonely and cold on top," suggests Luse, "and the dynamics of that make it difficult to really have peers they can get together and benchmark with. We're bringing those folks together."

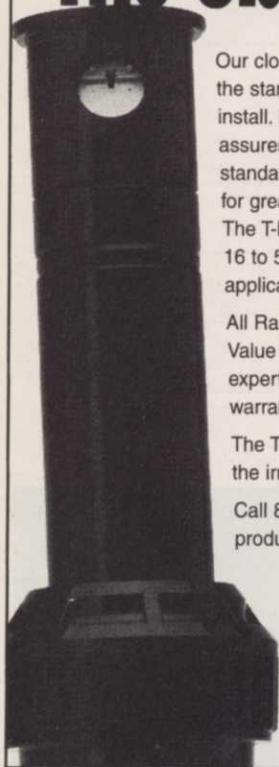
Luse recently hosted a Forum in his home city of Minneapolis, and a tour of the Toro headquarters was included.

Forums are held in member home cities, "to become more in tune with the marketplace that person is in," explains Corcoran.

"The way you market in Atlanta, with the growth and diversity of that culture, is much different, for example, than the market in New York or New Jersey."

To learn more about The Benchmark Group, contact Karen Corcoran at (201) 543-0552; fax: (201) 543-5995. □

## The Classic T-Bird



Our closed-case, gear-driven T-Bird rotor line is the standard for versatility and reliability. Easy to install. Heavy-duty stainless steel retract spring assures positive pop-down. Only rotor with 11 standard and 12 pressure compensating nozzles for greater design flexibility and greener grass. The T-Bird is the classic choice for hard-to-reach 16 to 50 foot residential and light commercial applications. Backed by a five-year warranty.

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Circle 130

## MD/DC/VA show a hit

The Landscape Contractors Association of MD/DC/VA reported success for its winter workshop. More than 450 attended.

"This is a terrific opportunity for landscape professionals to get the information they need to stay competitive, said Sherri Mara, director of administration for the Association.

The LCA of MD/DC/VA is headquartered at 15245 Shady Grove Rd., Suite 130, Rockville, MD 20850. □

## PLCAA wants resumés

The Professional Lawn Care Association of America is accepting resumés from qualified association management professionals as it seeks to replace outgoing director, Ann McClure.

Forward resumés by April 15 to: Larry Messina, Lawn Care of Southern Indiana, Inc., P.O. Box 1295, 1611 Spring St., Jeffersonville, IN 47131. □



Receive **FREE** information on products and services advertised in this issue.

**LANDSCAPE**  
management

**April 1997**

This card is void after June 15, 1997

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Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**1. My primary business at this location is: (check ONE only)**

- 01 **250 GOLF COURSES**
- CONTRACTORS/SERVICE COMPANIES**
- 02  255 Landscape Contractors (installation and maintenance)  06  275 Landscape Architects
- 03  260 Lawn Care Service Companies  07  280 Land Reclamation and Erosion Control
- 04  265 Custom Chemical Applicators (ground and air)  08  285 Irrigation Contractors
- 05  270 Tree Service Companies/Arborists  Other (please specify) \_\_\_\_\_
- INSTITUTIONAL FACILITIES**
- 09  290 Sports Complexes  16  325 Condos/Apartments/Housing Developments/Hotels/Resorts
- 10  295 Parks  17  330 Cemeteries/Memorial Gardens
- 11  300 Right-of-Way Maintenance for Highways, Railroads or Utilities  18  335 Hospitals/Health Care Institutions
- 12  305 Schools, Colleges, Universities  19  340 Military Installations or Prisons
- 13  310 Industrial or Office Parks/Plants  20  345 Airports
- 14  315 Shopping Centers, Plazas or Malls  21  350 Multiple Government Municipal Facilities
- 15  320 Private/Public Estates or Museums  Other (please specify) \_\_\_\_\_

**SUPPLIERS & CONSULTANTS**

- 22  355 Extension Agents/Consultants for Horticulture  25  370 Manufacturers
- 23  360 Sod Growers/Turf Seed Growers/Nurseries  26  Other (please specify) \_\_\_\_\_
- 24  365 Dealers/Distributors/Formulators/Brokers

**2. Which of the following best describes your title? (check ONE only)**

- 27  10 **Executive/Administrator**- President, Owner, Partner, Director, General Manager, Chairman of the Board, Purchasing Agent, Director of Physical Plant
- 28  20 **Manager/Superintendent**- Arborist, Architect, Landscape/Grounds Manager, Superintendent, Foreman, Supervisor
- 29  30 **Government Official**- Government Commissioner, Agent, Other Government Official
- 30  40 **Specialist**- Forester, Consultant, Agronomist, Pilot, Instructor, Researcher, Horticulturist, Certified Specialist
- 31  Other Titled and Non-Titled personnel (please specify) \_\_\_\_\_

**3. SERVICES PERFORMED (Check ALL that apply)**

- 31  A Mowing  36  F Turf Fertilization  41  K Paving, Deck & Patio Installation
- 32  B Turf Insect Control  37  G Turf Disease Control  42  L Pond/Lake Care
- 33  C Tree Care  38  H Ornamental Care  43  M Landscape Installation
- 34  D Turf Aeration  39  I Landscape/Golf Design  44  N Snow Removal
- 35  E Irrigation Services  40  J Turf Weed Control  45  O Other (please specify) \_\_\_\_\_

**4a. Do you specify, purchase or influence the selection of landscape products?**  Yes  No

**4b. If yes, check which products you buy or specify: (check ALL that apply)**

- 46  1 Aerators  56  11 Mowers (reel/rotary)
- 47  2 Blowers  57  12 Snow Removal Equipment
- 48  3 Chain Saws  58  13 Sprayers
- 49  4 Chipper-Shredders  59  14 Spreaders
- 50  5 De-icers  60  15 Sweepers
- 51  6 Fertilizers  61  16 Tractors
- 52  7 Fungicides  62  17 Truck Trailers/Attachments
- 53  8 Herbicides  63  18 Trucks
- 54  9 Insecticides  64  19 Turfseed
- 55  10 Line Trimmers  65  20 Utility Vehicles

**5. Do you have a modem?**  Yes  No

**6. Do you subscribe to an on-line service?**  Yes  No

**7. Is CD-ROM available in your workplace?**  Yes  No

101	119	137	155	173	191	209	227	245	263	281	299
102	120	138	156	174	192	210	228	246	264	282	300
103	121	139	157	175	193	211	229	247	265	283	301
104	122	140	158	176	194	212	230	248	266	284	302
105	123	141	159	177	195	213	231	249	267	285	303
106	124	142	160	178	196	214	232	250	268	286	304
107	125	143	161	179	197	215	233	251	269	287	305
108	126	144	162	180	198	216	234	252	270	288	306
109	127	145	163	181	199	217	235	253	271	289	307
110	128	146	164	182	200	218	236	254	272	290	308
111	129	147	165	183	201	219	237	255	273	291	309
112	130	148	166	184	202	220	238	256	274	292	310
113	131	149	167	185	203	221	239	257	275	293	311
114	132	150	168	186	204	222	240	258	276	294	312
115	133	151	169	187	205	223	241	259	277	295	313
116	134	152	170	188	206	224	242	260	278	296	314
117	135	153	171	189	207	225	243	261	279	297	315
118	136	154	172	190	208	226	244	262	280	298	316



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118	136	154	172	190	208	226	244	262	280	298	316



L

andscape managers demand power and hauling capacity in their pickup trucks. They say so and so do the truck makers. And when they reach the job site, landscapers demand the same rugged qualities in utility vehicles, most often used to move earth and haul equipment.

Richard Raymond, foreman

says Raymond. Only the largest pickup chassis are capable of hauling a 12,000 pound trailer. However, most three-quarter-ton pickups can handle an 8,000 pound trailer, if properly equipped.

American Design and Landscape in Parker, Colo., specializing in new construction, also relies on heavy-duty pickups. The firm has 45 dual-wheel pickups, all made by Chevrolet, Dodge or Ford, according to Oscar Guardado, supervisor in the landscape division. The heavy-duty vehicles often pull the company's gooseneck trailers, loaded with materials and equipment.

In fact, truck manufacturers say the most popular pickups for landscapers are the larger ¾-ton pickups including the Dodge Ram 2500, Chevrolet C/K 2500 and Ford F-250. A ¾-ton pickup typically can carry payloads over 3,000 pounds.

The largest pickups, including the Chevrolet C/K 3500, Dodge Ram 3500 and Ford Super-Duty pickups are best for landscapers who typically carry topsoil, stone or other heavy loads. Payloads of more than 5,000 pounds are available.

#### Full-sized pickups

Here is what is new for 1997 in the full-sized pickup

# LANDSCAPE VEHICLES

## a must-have for efficiency

*Green industry professionals have a great variety of trucks and utility vehicles available to them for 1997.*

*Attachments and extras, too.*

by ARTHUR FLAX

at A.J.'s Landscaping and Design, Inc., a "high-end residential landscaper" in Houston, says the company owns three pickups and three dual-wheel flatbeds, all Chevrolets. All but one are one-ton models, the heaviest you can buy. And what do they haul?

Rocks and soil and trailers too, up to a 12,000 pound unit,

1997 FORD F-150 SUPERCAB





## 1997 ISUZU HOMBRE SPACECAB



## Incentives available

Truck manufacturers are continuing their efforts to help dealers target small business customers.

Chevrolet is most aggressive in marketing vehicles to small commercial businesses. It has established special "Commercial Specialty Vehicle - CSV" dealers who must carry a certain level of truck inventory suited for commercial customers. These dealers are also familiar with the business needs of landscape managers and other commercial enterprises.

Chevrolet also offers free or low cost "Commercial Customer Choice" bin and shelf upfit packages for its vans and trucks. These packages are available at all Chevy dealers, but all dealers may not be aware that they are available. Landscape managers considering a Chevrolet should make it a point to ask about this program.

Dodge offers a rebate program available to landscape managers (who identify themselves as small business owners). Dodge currently offers a \$300 rebate on pickups, \$500 on van and \$600 on gas powered chassis cabs. Call 1-800-WORK-RAM for more information.

Ford does not have any rebates directed at small business, but often offers regional, as well as national rebate programs.

Japanese manufacturers traditionally offer incentives to their dealers rather than directly to the consumer. Landscape managers who know about these incentives can use that knowledge as a bargaining chip. Trade publications, such as *Automotive News*, available at larger newsstands, regularly publish retail and dealer incentives. Landscape managers should also ask dealers if they are receiving any rebates.

### PRICES

Here are some manufacturers' suggested retail prices on base models for comparison (destination charges not included): Chevrolet C2500, \$17,419; Dodge Ram 2500, \$18,770 and Ford F-250, \$16,355.

truck lines offered by Chevrolet, Dodge and Ford:

Chevrolet full-sized C/K (C models are two-wheel-drive, K's are four-wheel-drive) pickups feature improved power steering and more efficient automatic transmissions. The five speed manual transmission available

on the heavy-duty C/K2500 and 3500 models has also been improved to reduce noise and improve shifting feel.

Base engine is a 200 hp Vortec V-6 and the largest available gasoline engine is a Vortec 7400 (7.4 liters) V-8, producing a maximum of 290 horsepower (hp) and 410 pound-feet of torque. A 6.5 liter, L65 turbo-diesel producing 190 hp and 385 pound-feet of torque is also available on heavier duty models of at least 8,600 pounds Gross Vehicle Weight (GVW) capacity.

An optional passenger side "third door" is available for improved access on extended cab versions.

Dodge full-sized Ram trucks are little changed for 1997, save for appearance up-

dates. Power ranges from a 175 hp, 3.9 liter V-6 to a massive, 300 hp, 8.0 liter, V-10. A 215 hp, turbocharged, inline six cylinder Cummins turbodiesel is also available.

In the Ford F-Series full-sized pickup line, the all-new body style introduced in January 1996 on the (1997 model) F-150s, is now shared by the F-250 in GVW ratings under 8,500 pounds. The new models offer better ride, handling, comfort and fuel economy.

F-150 and F-250 SuperCabs also feature a standard third door to the cargo/rear passenger area, handy for tool boxes.

Major changes are also taking place under the hood of Ford trucks. Time was when the only vehicles carrying engines with overhead cams and eight or more cylinders had names like Ferrari, Maserati and Lamborghini.

Now, you can find a single overhead cam (SOHC) "Triton" V-8 snarling under the hood of a Ford pickup truck. Overhead engines are known for their smooth power delivery and high performance, but typically produce power at higher engine speeds than conventional pushrod engines.

## CUSHMAN TURF TRUCKSTER

