

Ed Gajewski joins **American Cyanamid** as business director, marketing services for the Specialty Products Department. Kit Rowe is territory manager in the midwestern U.S. for the company's Turf and Ornamental Products Group and Pest Control Products Group. His territory includes Indiana, Ohio, Michigan, western Pennsylvania and Kentucky.

Cargill, Inc. Fertilizer Products Division of Elk River, Minn., selected Grigg Brothers Bio Turf Gro Products, Naples, Fla. as sales agents for Cargill "Synergy" for turf and ornamental products in the U.S. (excluding Fla., Ga., S.C.) "Synergy is an energy-based fertilizer product developed and patented for use in turf, ornamentals and agriculture," says Bob Hess, worldwide product manager.

Superintendent Gary T. Grigg, CGCS at Royal Poinciana Golf Club, Naples, Fla., is vice president of Grigg Brothers.

The **John Deere** Worldwide Commercial & Consumer Equipment Division received the 1997 Bronze International Design Excellence Award for the design of the Gator Diesel utility vehicle. presented by the International Design Society of America and sponsored by Business Week magazine. The 6x4 Gator has a new design that features a diesel engine and a Continuously Variable Transmission.

Encore Manufacturing Co. named Doug Tegtmeier national sales manager. He will oversee distribution and dealer networks that carry both the residential and commercial mower lines.

Howard Johnson's Enterprises named Tom Skinner a regional account manager in the Midwest. He previously served Vicksburg Chemical as Midwest sales manager.

Husqvarna Forest & Garden Co. redefined its sales force as customer business development managers. David Zerfoss, president, says a feature is "Collaborative Selling," a specialized comprehensive educational program Husqvarna provides for its customer business development managers. The company now surveys its power retailers each month to assess their satisfaction and success with the customer business development managers and overall company service.

International Seeds, Inc. celebrates its 25th anniversary as

a turfgrass/forage seed producer. Events held to mark the milestone included a banquet/golf outing at Creekside Golf Course in Salem, Ore. "We were particularly pleased to see the number of guests that came from other parts of the country and even Europe to be present during this milestone event," says President Rich Underwood.

Kenneth J. Kossin, Jr. is the new controller at **Lesco**, and Susan F. Novak is the Cleveland-based company's manager of investor communications. Kossin has been with the turf product maker since 1989. Novak joined in August of last year, with experience in venture capital.

The Toro Company will open a new training facility this fall at which seminars and courses on technical and product training; engineering; customer service; and new products will be held. Participants will include Toro commercial market customers, distributors, service technicians, technical sales personnel and Toro employees from across the globe. The 5,800-sq.-ft. facility, comprised of two classrooms, four service bays with lifts, tool storage, and the latest in video-conferencing and audio-visual capabilities, is located at the company's headquarters in Bloomington, MN. For more information on the Toro Training Center, courses and availability, contact Rich Smith, service training manager at The Toro Company, 612/887-8116. **LM**

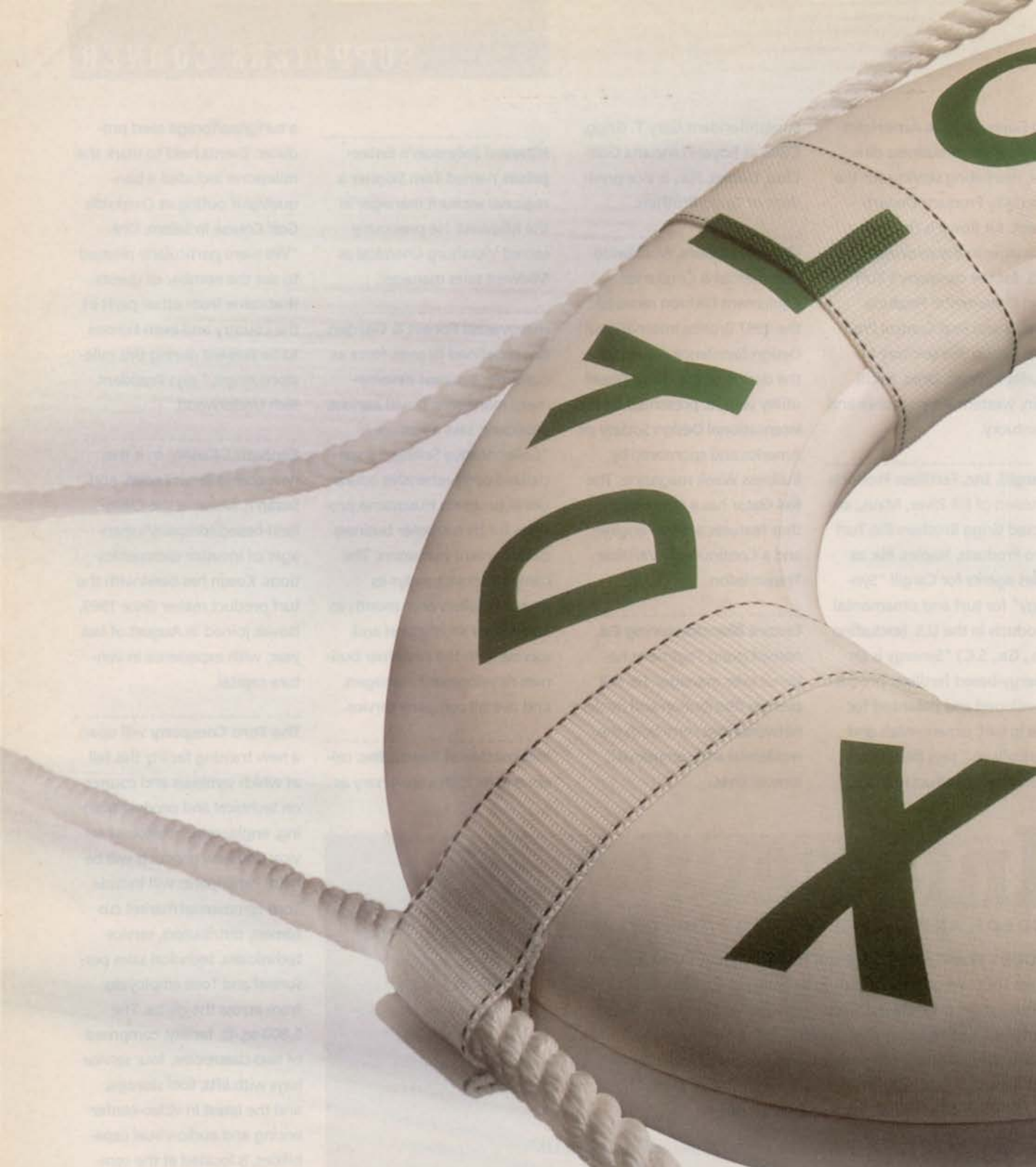
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VIDEOS AND LITERATURE FOR THE GREEN INDUSTRY

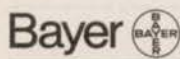
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MASSACHUSETTS GREEN INDUSTRY PROS... Take advantage of UMass Extension's "Landscape Message" 24 hours a day, seven days a week. The message is a 4-to-7 minute message recorded weekly and compiled from information gathered by extension and volunteer scouts monitoring landscape sites statewide. Be in touch with local pest activity 24 hours a day. To be used solely by green industry professionals in Massachusetts: 800/226-4476.

1997 NEW ENGLAND GUIDE ... Recommendation Guide for Insects, Diseases, and Weeds of Shade Trees and Woody Ornamentals is now available for \$15 per copy (make checks payable to University of Massachusetts). Send to: Bulletin Center, Draper Hall, Box 32010, University of Massachusetts, Amherst, MA 01003-2010.



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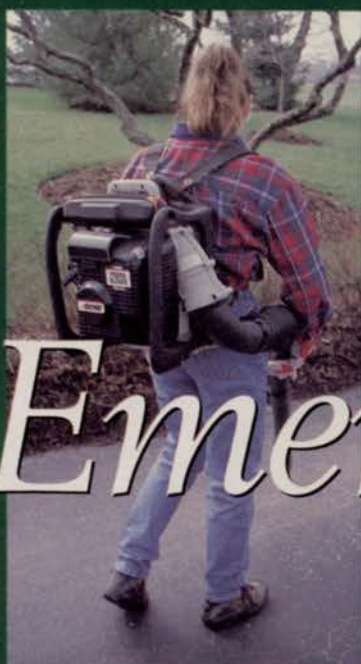


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Circle No. 107 on Reader Inquiry Card



1997 Emerald

Clockwise from top left: Kubota B-Series compact tractor 'runs and runs,' says contest winner; Echo PB46LN for 'low noise' leaf blower work; Ford trucks repeat as a favorite work-horse vehicle; Stihl chain saws a favorite; Toro walk-behind mowers win big; DowElanco's Team/Team Pro; Echo SRM 3100 trimmer; Ryan aerator a run-away winner.





Awards



Big wins by Echo, Ryan, Toro and Kubota, as LM contestants tell us the products they like best!

The 1997 Emerald Awards—our contest in which participating LM subscribers write in to tell us which products are their favorites—showed strong interest in some of the leading brands of mowers, aerators, trimmers, leaf blowers and control products.

Do these products likely require more of a dollar investment? Probably; which tells you that cutting corners with equipment is not a strategy of green industry professionals.

Team, a preemergent weed control product from DowElanco, scored first in that category,

“What people like best about Team and Team Pro is that both offer the most proven, effective, preemergent control of grassy weeds including crabgrass, goosegrass and annual bluegrass (*poa annua*),” says Gary Denhart, DowElanco business manager for Turf, Ornamental and Technical Products.

“Team has been on the market for more than 12 years and remains the best value in comparison to competitive products. It is the only widely used crabgrass preventer with two active ingredients—which leads to its consistent performance—but it is the combination of efficacy and value that repeatedly earns customer loyalty.”

Echo took top votes in two categories; line trimmers and leaf blowers. In the leaf blower market, the company’s PB-46LN is state-of-the-art, designed to generate only 65 decibels at full throttle at 50 feet.

“This new blower promised to give professional users across the country what they’ve been waiting for,” says Bill Peel, Echo director of marketing.

The company’s new trimmer/brushcutter for the professional market is the SRM3100, which features a Pro-Fire Electronic Ignition for easy starts, and a trimmer head for 50 feet of line.

“It’s a great honor whenever any of the trade magazines recognize the manufacturer,” says Brian Masterson, marketing manager for Toro’s landscape contractor group.

“It’s great when it comes from a landscape contractor, because our whole organization is really designed to address the needs of the landscape contractor.”

Kubota won in the compact tractor category.

“Kubota products’ reputation for high quality, durability and value are key elements in the popularity of Kubota among landscapers and golf course superintendents,” says Paul Williams, product manager for tractors and implements. Dan Kilgas, of the residential and commercial mowing products line, says the tractors, “are user-friendly and offer exceptional versatility by allowing the use of a wide variety of performance-matched implements.” □

Grand prize winner knows value of hard work

First prize in our Emerald Awards drawing goes to **Levi Martinez**, owner of Levi's Landscapes & Spas, Los Alamos, N.M.



He receives a check for \$500.

Martinez has been in the business for 21 years. Levi's services include landscaping, lawn maintenance (mowing, thatching, aerating) and some landscape design. Annual sales are around \$300,000, but Martinez, 61, says he would like to sell the business sometime soon and enjoy retirement.

His accounts include the grounds around the Los Alamos National Laboratory; local grocery stores and banks; the Bectel Company; and many residential customers.

"I'm still working hard," he says. "I get in there right alongside my men."

The secret to Martinez' success is no secret at all: "Ensure that the customer is getting a good deal," he says.

Levi's equipment choices: **Kubota** B7200 compact tractor. "It's excellent. It runs and runs, like the Energizer bunny. You can't hurt it!"

Dodge crew cab pick-ups; **Dodge** dump truck; **Ford** diesel truck.

McCullough; Stihl; Husqvarna chain saws
Encore Pro36 walk-behind mower. "It's small enough to get through gates in yards, and it turns on a dime."

Second prize of \$300 goes to **Stefan Miller**, Visual Lawn, Montague, Mass.

Miller's small company em-



loys two full-time and six seasonal workers. Services include mowing, mulching, tree removal and residential and commercial snow plowing.

"I enjoy being able to run my own business," says Miller. The rewards of seeing something done right. Stepping back and

seeing the finished product...seeing yourself do it. I've tried working for other people here and there, and it's not the same."

Miller's equipment choices: **Scag** and **Toro** mowers; **John Deere** compact tractors; **Dodge** trucks; **Shindaiwa** trimmers.

Third place and \$200 goes to Doug Markovitz, 30, owner of The Landscapers, Palmyra, NJ. Markovitz has been in business for three years.

Doug's clientele is residential and commercial accounts. Services performed include mowing, maintenance and landscape installation.

Equipment: **Snapper** walk-behind mowers; **Scotts** fertilizer, insecticide, herbicide and growth regulators; **Ford** Ranger pick-up; **Echo** line trimmers. □

1997 EMERALD AWARD-WINNERS

Top scorers (only) in each category, listed as percentage of total votes

WALK-BEHIND MOWERS

Toro	24
Scag	13
John Deere	11
Jacobsen	6

RIDING MOWERS

Toro	21
John Deere	12
Walker	10
Scag	7

LINE TRIMMERS

Echo	33
Stihl	17
Shindaiwa	13
Red Max	4

LEAF BLOWERS

Echo	29
Stihl	9
Shindaiwa	6
Little Wonder	6

CHAIN SAWS

Stihl	48
Echo	12
Husqvarna	9
Poulan	6
McCullough	5

AERATORS

Ryan	50
Lesco	3
Blue Bird	3
Don't use	18

PICK-UP TRUCKS

Ford	35
Chevrolet	31
Dodge	12
GMC	7

COMPACT TRACTORS

Kubota	26
John Deere	19
Ford	13
Massey-Ferguson	2
Don't use	30

FERTILIZERS

Lesco	24
Scotts	20
Vigoro	5
Lebanon	4
Andersons	3
Milorganite	2

PRE-EMERGENCE HERB.

Pendimethalin	9
Team	9
Pre-M	9
Barricade	8
Team	6
Surflan	7

POST-EMERGENCE HERB

Trimec	23
Roundup	18
Lesco 3-way	7
Acclaim	7
Confront	6

INSECTICIDES

Dursban	27
Merit	20
Diazinon	8
Ortho	7
Scotts	4

FUNGICIDES

Daconil 2787	19
Chipco 26019	10
Bayleton	7
Scotts	4
Lesco	4
Heritage	3

PLANT GROWTH REGS.

Primo	23
Embarc	19
Atrimmec	4
Scotts TGR	3
Don't use	58

BLUEGRASSES

Lesco	4
Touchdown	4
Midnight	3
Lofts	3
Park	2

RYEGRASSES

Manhattan (& II)	8
Palmer (& II)	5
Lesco	7
Lofts	5
Palmer (& II)	4

TALL FESCUES

Rebel*	7
Lesco	3
K-31	3
Lofts	3
*Rebel includes original Rebel, Rebel Jr., Rebel 3-D, Rebel II	



Line up fine fescue early

Book your fine fescue turfseed order now. "There will be shortages due to reduced acreage and increased demand," says Bill Dunn, **Zajac Performance Seeds**.

"A large reduction in acres over the past several years and lack of seed available to import from Europe make supplies extremely short and prices high," reports **Turf Merchants, Inc.**

Fine fescue acres in Oregon have been decreasing since 1994, adds Tom Stanley, marketing manager of **Turf-Seed Inc.**, who advises to "book your fine fescues early; the quantities

"Acreage has been getting in line with demand this year. The last couple of years, acres were down, seed supplies tight and prices fairly strong."

—Tom Stanley, Turf-Seed, Inc.

just aren't going to be there." "The situation is confusing," says Dr. Jerry Pepin of **Pickseed West**. "I can't figure out exactly what went wrong. Rain during pollination, heat at the wrong time, some little thing went wrong enough to cause this stuff to come in light."

Adds Scott R. Harer, Ad-

vanta Seeds West, Inc.: "new acres were difficult to place due to alternative crops. Supplies will be very tight for the next year or two."

Other varieties of turfseed should be in either adequate-to-good supplies.

Bill Young of **Oregon State University** reported that in 1996 Oregon farmers increased turfseed production by 4,721 acres. More acres were devoted to perennial ryegrass seed production than any other, about 135,300 acres, with 125,800 acres producing annual ryegrass seed. Oregon farmers produced 85,710 acres of tall fescue.

After that, acreage falls off for other Oregon-grown varieties.

While yields for this year's turf-type tall fescue crop are being described as "average," acreage is up about 10 percent.

"Acreage has been getting in line with demand this year," says Turf-Seed's Tom Stanley. "The last couple of years, acres were down, seed supplies tight and prices fairly strong."

Advanta's Scott Harer predicts "stable" prices for turf-type tall fescue seed as the industry continues to increase production to meet demand. He sees some decrease in price but inventories will continue to remain short.

Zenon Lis of **Burlingham Seeds** says there is no carryover of turf-type tall fescue seed, and

KEY (AVAILABILITY):

A=expected surplus; B=adequate supply; C=limited supply.

KEY (PRICE):

H=higher prices than last season; S=stable prices, generally the same as last season; L=lower prices than last season.

CULTIVAR	MARKETER	AVAILABILITY	PRICE
<i>Kentucky Bluegrass</i>			
1757	Lofts Great West. Seed	B	H
Abbey	The Scotts Co.	C	S
Adelphi	Advanta/Ampac	B	S
Alpine	Pickseed West	B	S
America	Pickseed West	B	S
Ascot	The Scotts Co.	C	S
Award	Jacklin	B	S
Banjo	International Seed	C	L
Barcelona	Barenbrug USA	B	S
Bartitia	Barenbrug USA	B	S
Blacksburg	Turf-Seed	B	S
Bluechip	Medialist America	B	S
Buckingham	The Scotts Co.	B	S
Caliber	Peterson	C	S
Cannon	Advanta	B	L
Chateau	Fine Lawn Research	C	L
Classic	Peterson	C	S
Dawn	Lesco	B	S
Dragon	Zajac Performance	C	L
Eagleton	Lofts	B	S
Fortuna	International Seeds	C	S
Geronimo	Advanta	A	L
Gnome	Turf Merchants	A	L
Haga	Burlingham	B	S
Liberty	Zajac Performance	B	S
Limousine	Roberts	B	S
Midnight	Turf-Seed	B	S
NuGlade	Jacklin/Medalist America	B	S
Opal	Burlingham	B	S
P105	Lofts	B	S
Quantum Leap	Roberts	B	S
Rugby	Roberts	B	S
Rugby II	Medalist America	B	S
Shamrock	Lesco	B	S
SR 2000	Seed Research	C	S
SR 2100	Seed Research	B	S
SR 2109	Seed Research	C	S
Touchdown	Pickseed West	C	H
Unique	Turf-Seed	B	S
Wildwood	Lesco	B	S
<i>Perennial Ryegrass</i>			
Accent	Medalist America	B	S

CULTIVAR	MARKETER	AVAILABILITY	PRICE
Achiever	The Scotts Co.	B	S
Advantage	Lesco	B	S
Advent	Jacklin	B	S
All*Star	Advanta	C	L
APM	Medalist America	B	S
Blazer II	Pickseed West	C	S
Brightstar	Turf-Seed	B	H
Calypso II	Roberts	B	S
Catalina	Turf-Seed	B	H
Cutter	Pickseed West	B	S
Delaware Dwarf	Ampac	B	L
Derby Supreme	International Seeds	B	L
Dimension	Advanta	C	L
Divine	The Scotts Co.	B	S
Edge	Pickseed West	B	S
Excel	Burlingham	B	S
Fiesta II	Pickseed West	B	S
Gator	International Seeds	B	L
Greenland	Barenbrug USA	B	L
Headstart	Roberts	B	S
Legacy	Lesco	B	S
Line Drive	Lesco	B	S
Majesty	The Scotts Co.	B	S
Nobility	Ampac	B	L
Palmer II	Lofts	B	H
Palmer III	Lofts	C	H
Pennant II	Burlingham	B	S
Prelude	Lofts	C	H
Pinnacle	Barenbrug USA	B	L
Precision	Advanta	C	L
Premier II	Barenbrug USA	B	L
Prizm	Zajac Performance	B	L
Riviera II	Roberts	C	S
SR 4010	Seed Research	B	H
SR 4100	Seed Research	B	H
SR 4200	Seed Research	B	H
Stallion Select	Fine Lawn Research	B	S
Stallion Supreme	Fine Lawn Research	A	H
Target	Medalist America	B	S
Wizard	Burlingham	B	S

Turf-Type Tall Fescue

Adobe	The Scotts Co	B	S
Amigo	Medalist America	B	S
Apache II	Turf-Seed	B	S
Arid	Medalist America	B	S
Aztec	The Scotts Co.	B	S
Bartexas	Barenbrug USA	B	L
Bravo	Lesco	B	S
Chieftain II	Roberts	C	S
Coyote	Zajac Performance	B	L
Cochise	Ampac	C	L
Cortez	Ampac	C	L
Crossfire II	Pickseed West	B	L
Falcon II	Burlingham	B	L
Finelawn Petite	Fine Lawn Research	A	L

CULTIVAR	MARKETER	AVAILABILITY	PRICE
Finelawn 88	Fine Lawn Research	B	L
Finelawn 5GL	Fine Lawn Research	B	L
Gazelle	Zajac Performance	C	H
Guardian	Roberts	B	S
Jaguar 3	Zajac Performance	B	L
Hounddog 5	International Seeds	B	L
Lancer	Lesco	B	S
Leprechaun	Roberts	B	S
Mirage	The Scotts Co.	B	S
Mustang II	Pickseed West	B	L
Ninja	Ampac	C	L
Phoenix	Barenbrug USA	B	L
Pleasure	Ampac	B	L
Pixie E	Medalist America	B	S
Pride	International Seeds	B	L
Rebel III	Lofts	B	L
Rebel Jr.	Lofts	B	L
Rebel 3D	Lofts	B	L
Regiment	Advanta	C	L
Renegade II	Burlingham	B	L
Safari	Turf-Seed	B	S
Shortstop II	Pickseed West	B	L
SR 8200	Seed Research	B	S
SR 8210	Seed Research	B	S
SR 8300	Seed Research	B	S
Stetson	Lesco	B	S
Tomahawk	Turf-Seed	B	S
Top Hat	International Seeds	C	L
Tulsa	Advanta	C	L
Vegas	Barenbrug USA	B	L

Fine Fescues

Aruba creeping red	Medalist America	B	S
Bardur hard	Barenbrug USA	C	H
Barok sheep	Barenbrug USA	C	S
Bridgeport chew'gs	Barenbrug USA	C	S
Brigade hard	The Scotts Co.	C	S
Brittany chewings	Lesco	B	S
Capitol chewings	Ampac	C	S
Cindy red	International Seeds	B	L
Claudia creeping	Ampac	C	S
Dawson	Advanta	C	H
Defiance hard	Lesco	B	S
Discovery hard	Turf-Seed	C	H
Enjoy chewings	International Seeds	C	S
Eureka hard	Fine Lawn Research	C	H
Flyer creeping red	Fine Lawn Research	B	H
Jasper creeping red	Pickseed West	B	H
Jamestown II	Lofts	C	S
K-2 chewings	Burlingham	C	H
Longfellow chewings	International Seeds	B	S
Molinda chewings	The Scotts Co.	C	S
MX-86 sheeps	Jacklin	C	S
Nordic hard	Zajac Performance/Ampac	C	H/S
Raymond	Advanta	B	H
Reliant II hard	Lofts	C	H



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PERFECTING TURFGRASS PERFORMANCE



Product Focus:

TMI sources from private breeding programs the latest in improved turfgrass seeds. Our major focus is on improved turfgrasses for the professional markets of golf, landscaping and landscape architecture. These include creeping bentgrasses, turf-type tall fescues, perennial ryegrasses, and Kentucky bluegrasses. TMI also offers domestically-produced warm-season grasses such as bermudagrass and zoysiagrass. From its own conventional breeding program, to university sources such as Rutgers University and Texas A&M, TMI is looking forward to offering the latest technologically advanced varieties available anywhere.

Manufacturing Facilities:

Turf Merchants, Inc. is located in the heart of Oregon: southern Willamette Valley, where over 65 percent of the world's supply of grass seed is grown.

Natural rainfall and expertise in production make the quality of Oregon grass seed the best in the world. TMI operates from three satellite warehouses located strategically around the valley with points north, south and west. This makes customer response an industry standard, with promptness and accuracy in shipments that are unparalleled. TMI has the ability to blend, process and ship simultaneously from any of these locations where over 30 million pounds of seed are processed each year.

Tech Support / Training:

TMI has a variety of technical support through extensive trial systems, product literature and data bases. Results from turf trials in dozens of locations make the process of selling a simplified matter when comparative data is essential. Color slides of the production process and research add an additional dimension to the support available.

Major Product Lines:

Turf-type perennial ryegrasses including Affinity, Manhattan 3, Rodeo II, Allaire II, Patriot II, Evening Shade, Nomad (spreading type), Pennfine II, and VIP II.

Turf-type tall fescues include Bonsai 3, Twilight II, Taurus, Turf Gem II, Adventure II, Micro, Earthsave, Avanti II.

Kentucky bluegrasses are Gnome, Cobalt, Sodnet, Rugby, Viva and Trueblue.

Creeping bentgrasses are Backspin and Trueline.

Zen zoysiagrass and Del Sol bermudagrass round out the warm-season lines.

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