

Phlox drummondii, Phlox

ated with warm or cool colors, or a combination of both.

1. Monochromatic: one color only, including its *shades* (darker than the true color) and *tints* (lighter than the true color). The monochromatic scheme can have great impact, but it demands skill in arranging shades and tints.

2. Analogous: it's tough to go wrong with this scheme. Three colors, as well as their shades and tints, that fall side by side on the color wheel (such as, yellow/yellow-orange/orange). This scheme is used most often.

3. Contrasting: two opposite colors, like blue and orange, but not in equal amounts. The minority color intensifies the other. Compare dots of blue in a field of orange, to flecks of orange in a stand of blue.

4. Kaleidoscopic: a multi-colored blend that must be properly balanced so no single hue appears to dominate. Wildflower meadow plantings are a common example.

Position and arrangement

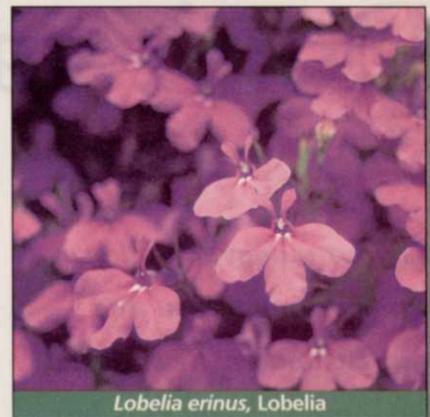
Efforts toward good color design go unseen without equally good placement through the landscape.

Placement means two things: designating the position of the entire color planting and arranging the plants within it. Flowers need to be placed where intense attention is called for, at focal points such as front doorways, water features, entry signs, monument walls, statuary or the view from a picture window. Color power lies in massing blooms in groups of the same cultivar, rather than strings or alternating, one-plant dots.

Scattering annuals below and between evergreen shrubs disrupts the textural pattern created by the foliage and shatters the impact of the color.

Use the shrubs as a backdrop and stage a color planting in front. Build bands of color, in different shades or tints, that "step" down from the back to the front of a foundation planting. □

Leah Rotke is an irrigation/horticulture consultant based in San Diego, Calif. Watch for Part II of this 'color' series in the April LM.



Lobelia erinus, Lobelia

Beyond pansies: proven performers

Spring color ought to mean more than a carpet of pansies from coast to coast. Monocultures beckon devastation and breed boredom. The few plants mentioned below are proven spring performers anywhere, but offer a regional interest when used in plantings close to home. Natives are denoted with an asterisk.

NORTHEAST

***Consolida ambigua*, Larkspur:** get the delphinium look with an easier, longer blooming plant, two- to four-inches.

***Nemesia strumosa*, Nemesia:** warm-colored edger, half-hardy, summer bloom in cool climates.

SOUTH

***Matthiola incana*, Stock:** fragrance adds interest. Single and double flower forms.

***Heliotropium arborescens*, Heliotrope:** tender perennial grown as annual, dark purple fragrant bloom heads, carried above foliage.

MIDWEST

****Phlox drummondii*, Phlox:** widely hybridized, colors range from red to watercolor pastels; six- to 20-inches tall, six-inches on center.

****Linum perenne lewisii*, Blue Flax:** sky blue, 1½-inch flowers; stems go to

two-feet; leafless below blooms, tendency to self-sow.

***Linaria maroccana*, Toadflax:** mixed colors available; eight- to 12-inches tall; good edger with taller snaps.

PACIFIC NORTHWEST

****Clarkia hybrids*, Godetia:** cup-shaped flowers, one- to three-inches wide, massed atop plants 18- to 24-inches tall. pastels and bicolors available.

***Convulvus tricolor*, Bush Morning Glory:** same flower but not a vining plant; 12-inches tall, 12-inches on center; blue, purple, pink and bicolors with yellow accent.

***Lobelia erinus*, Lobelia:** everybody's edger; blue, light blue or white, four- to eight-inches tall.

SOUTHWEST

****Eschscholzia californica*, California Poppy:** grown the world over, hybrids in yellow and other pastels, best from seed and will self-sow.

****Nemophila menziesii*, Baby Blue Eyes:** widely-grown native; six- to 12-inches tall, six-inches on center.

****Phacelia campanularia*, Desert Bluebells:** hybrids even deeper blue; six- to 18-inches tall; blooms on stems carried above foliage.

L.R.

Don't gamble with product choices

It's your money, and those plants belong to you and your customers. Be satisfied that a product you may buy will work as it should.

by BILL KNOOP, PH.D.,
Technical Editor

Nearly every day as a landscape or turf manager, you are faced with the responsibility of buying products. There are many to choose from, and lots of people want your money.

Most buying choices are made from experience. We either rely on our own experience or we may rely on the experience and advice of others. There is no question

true? When a very new product comes on the market all these questions become very important.

They're your plants!

One of the problems is that many new products may not have been extensively tested before they are marketed. The manufacturer is asking you to use the product on your plants, and the product will do one of three things: it may kill the plant; it may make it grow better; or it may do nothing.

Whatever happens, it happens to your plants.

Product claims are expensive to prove. That's one reason why pesticides are so costly to develop. The formulator must prove the products will do what the formulator says they will do, and also prove that the products are safe for the environment.

The Environmental Protection Agency has established some tough requirements. Other non-pesticide products do not necessarily have to prove the claims they make to any great degree. Some can only offer their own limited testing as evidence of their claims. Others give us trial samples and hope some trial users will be willing to make some positive comments about their products.

To be sure, some very good products find their way onto the market each year, and the manufacturers or formulators may not have had the money to do the type of testing that could truly demonstrate the value of those products.

Climate considerations

The hard line position taken by many managers is that any product should be able to back up any claim by irrefutable, third-party research. This simply means



Don't be bashful about asking to test or use a piece of equipment prior to buying it.

that experience is the best teacher but from time to time, new products are introduced, with which we have no experience at all.

With each new product usually come a variety of claims. The bottom line with any product is: will it do what the manufacturer claims it will do? Is it worth the money? Can it do any harm? Can you believe the claims that the manufacturer makes about the product? What real evidence is there that any of the claims are

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that a claim should be tested by someone that does not gain in any way from the sale of that product.

There are many examples that demonstrate the need to make sure that the product claims have been adequately tested. We've had many instances of turfgrass varieties and other plants performing well in one part of the country, and not so well in other parts, even though they were both planted in the same zone. It's a fact that some plants only perform well in a very specific environment and if they were not tested in several different environments, the buyer may not have any knowledge of the plant's limits. This is one reason why the National Turfgrass Evaluation Program (NTEP) is so valuable. In this program, new turfgrass varieties are tested in a wide variety of environments over several years.

It is very possible for all kinds of products, such as fertilizers, soil amendments and other chemicals to do very well when tested by their developer and not do well for you.

Just like the example of plants performing well only in a very narrow environment, other products may present the same kind of problem. A product producer should have adequately tested his product to back up every claim, including the claim that it will work under your conditions. If the producer of the product can't present independent evidence that it has been tested under your conditions, you should beware.

This is not meant to give producers a hard time, but they should be responsible for the product claims that they make. As it has been said many times, if a product claim seems too good to be true, it may mean that it's not true.

Turn to universities for help

All states have at least one land grant university. These universities are charged to conduct agricultural research. That may include both ornamental plant and turf-

When faced with a questionable new product claim, ask for a copy of an independent research study that can verify that claim.

grass research. Your tax money pays for these activities. For years, many professionals just like you have depended on these studies to provide information such as the best plants to use, what fertilizers are best and when to apply them, all pesticide application details and so on.

Field days at your local land grant university should be a must. This is a great

Research studies must be carefully designed and the results analyzed mathematically. All this to make sure the results are really different and not due to random occurrence.

Most universities have and are going through fairly severe budget cuts and many of the research studies that we have grown to rely on are in jeopardy.

We may be close to losing our one, best source of independent product research. As the state research money decreases, many researchers have been forced to turn to the product producers for support. This could mean that these once independent research programs that we've relied on, may be driven by commercial interest.

Researchers must conduct research projects to get promotions and in the end keep their jobs. If the university can't fund the research, the researcher may have to turn to

the outside for support. Research may stop reflecting local needs but become more allied with commercial interests. I think we all lose when that happens.

When faced with a new product claim that you question, just ask for a copy of an independent research study that can verify that claim. The more a product or any kind is subjected to good, third party research over many different environmental conditions, the better the chance that it will do what it says on the label for you. **LM**



Research must be carefully designed and results analyzed mathematically to make sure results are meaningful, accurate. Photo courtesy DowEanco

time to review all the research work for yourself.

Many new product producers provide grant money so that their products are included in the research program. The university then publishes research results, regardless of the outcome.

All research studies have a very simple goal. That goal is to look at what a product does and determine if that it does is a random occurrence or if it is real. For example, if a fertilizer is applied to a plant and it begins to grow, research can tell us if the new growth was indeed due to the fertilizer or was a result of a change in temperature, or a change in moisture or caused by any other factor.

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Week 3



Week 7



Week 8



Week 9

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Week 5



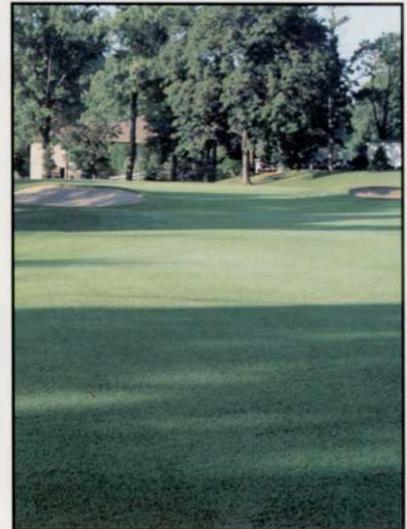
Week 6



Week 10



Week 11



Week 12

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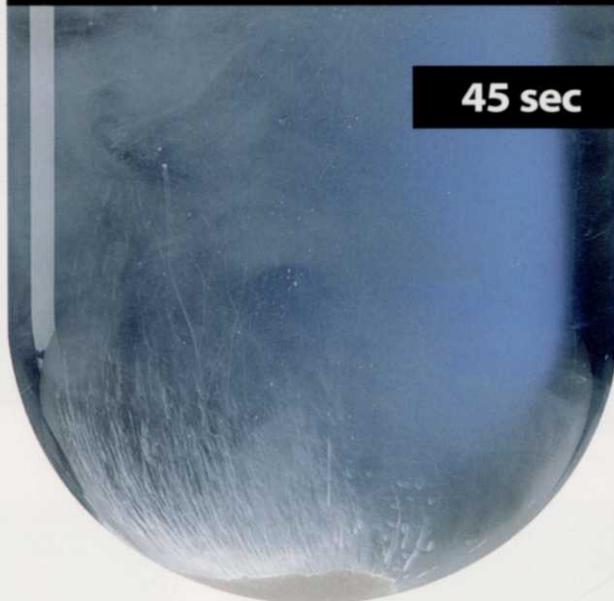
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GOLF

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Harborside's great, green grow-in

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Compost trials on greens, fairways

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Alpine restoration at Telluride

PAGE 246 ▶

Two-man teams work at Arcola

We at Lincolnshire Fields Country Club began an irrigation system replacement project in 1992. It was completed in three phases over the course of three years.

In the first year, we installed a deep well, which feeds Lake Lincolnshire, our fourteen acre irrigation lake. During the fall of 1993 and into the spring of 1994, we replaced the wet well, pump station, pumphouse, and installed all new main line piping on the golf course. In the fall of 1994 and spring of 1995, we completed the installation of secondary piping, sprinklers and controllers.

The first step in such a project is to evaluate what you currently have. Consider the age and condition of the system; determine if water supplies are adequate; and evaluate the efficiency and effectiveness of your present system.

What will you need in the future? What type of coverage will you be using, on what kind of turf? If you remodel the

course later, will the system be compatible with the redesign?

In the planning phase, involve your employer, greens committee, or whomever pays the bills. You will need their support for what you are proposing.

Consider the strength of your local distributor, consultant availability in your area, project complexity and bid requirements when choosing which way to go.

Consider the budget early in the planning process to avoid wasted time considering things that you can't possibly afford.

As you develop equipment and installation specifications, use any and all sources of information. Talk to colleagues in other areas of the country, such as the desert southwest, where

most irrigation equipment is initially tested. Consider timing, the window of opportunity for completing the project, and the exact responsibilities of the installer. You can save a lot of added expense, and a lot of confusion during the project if things are very well spelled out.

As you award contracts, check references thoroughly. Interview finalists to establish a comfort level, and consider installer/distributor relationships. Most importantly, consider cost as one of many factors. The low bid is often not the best bid!

As a golf course superintendent or professional turf manager, your most important responsibility during the installation process is communication. You will have to inform adjacent land owners of possible inconvenience to them; protect your existing facilities and features; and prepare the golfing community for course downtime or other conflicts.

After installation, involve your key staff members with hands-on training.

To sum up, when it comes to a new irrigation system, I advise you to: evaluate and plan carefully; choose your contractor and distributor cautiously; supervise thoroughly and use the system fully. **LM**

Guest columnist Scott Werner, CGCS, leads the crew at Lincolnshire Fields Country Club, a private facility in Champaign, Ill.

Be complete when planning new irrigation system



Scott Werner

SCOTT WERNER
Guest columnist

Great, green grow-in

Superintendent Clay Putnam didn't spare the water, fertilizer or topdressing in preparing the greens at Harborside International, one of Chicago's newest public golf jewels.

By RON HALL/ Managing Editor

The grow-in of putting greens often doesn't go as smoothly as a superintendent would like. But Clay Putnam says he'd use pretty much the same script he followed at a new public golf course just southeast of Chicago.

"We were happy with the way the greens on the golf course grew in," says Putnam. He credits a well-planned schedule of fertilization, watering and topdressing for the greens' favorable start.

Putnam works for Serviscape which manages the upscale, new public Harborside International course. (The owner and president of Serviscape, Michigan City, IN, is Pete Sinnott, former superintendent at Firestone in Akron, Ohio.) Harborside International is a two-year-old, 36-hole course bordering Lake Calumet. In fact, it's built on what was once part of Lake Calumet. For many years, until 1972, the site served as a landfill for sanitary wastes and concrete rubble. The Illinois International Port District owns property.

The Port District is self sufficient and does not receive public funds and couldn't afford to let the land sit idle. There was some discussion about using the land as a site for Chicago's third major airport. Then somebody proposed America's largest shopping center there. The Port Authority opted for a public golf course. But not just any course; it wanted one to compete with Chicago's other top public courses.

The work begins

Dick Nugent got the contract to design the course and Ryan, Inc., Janesville, WI, built it. Ryan started the course in June 1993 by adding two feet of impermeable clay to cap the sludge at the site. Then workmen shaped the course in the "links" tradition, using mostly, material already on site.

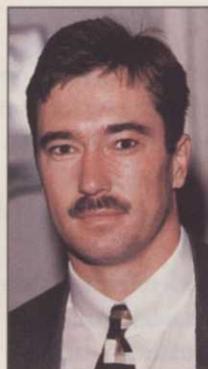
The site of a landfill until 1972, this new links-style golf course on Lake Calumet just southeast of Chicago now generates revenue for the Illinois International Port District.

Ryan built the greens to USGA specifications but without the "choker" layer. This was mainly to save money. It spread a four-inch layer of pea gravel over the drainage, then a 14-inch layer of 80/20 mix. The top mix had to meet exacting particle size specifications, says Putnam.

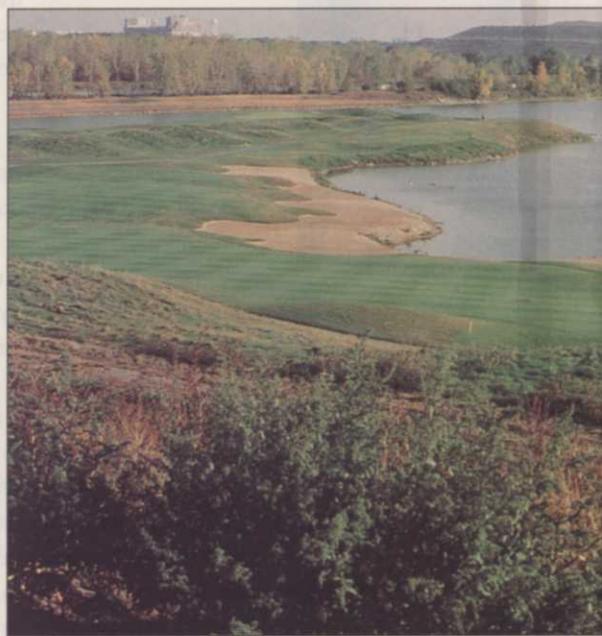
The contractor then raked in the pre-seeding fertilizer—25 lbs. per 1000 sq. ft. of 18-46-0 super phosphate, 25 lbs. of 0-0-50, and 45 lbs. of Milorganite—and seeded each green with 1 ½ lbs. per 1000 sq. ft. of Pennlinks creeping bentgrass. It seeded in two passes at half rates going in different directions for better coverage.

"Once each green was dimpled in, Ryan handed it over to us and we immediately turned on the water," says Putnam. "It took us a while to figure out what our water cycles were going to be. We did our best not to flood the greens."

Seeding began the first week of September in 1994 which turned out to be unusually warm. The



Putnam works to make Harborside International one of Chicago's finer public golf courses.





Once the greens had a good stand, Putnam switched to deeper but less frequent irrigation, one 15-to-20 minute watering late each morning with additional syringing as needed.

Harborside crew achieved germination in three to five days by running four-minute irrigation cycles every two hours in the morning and hourly cycles in the hot afternoons. Once the greens had a good stand, Putnam switched to deeper but less frequent irrigation, one 15-to-20 minute watering late each morning with additional syringing as conditions required.

The infant greens' first taste of additional nitrogen came from one lb. of Sustane 10-2-10 which Putnam selected be-

cause it wouldn't burn the plants. Then, through mid October, the greens received a weekly application of one lb. of 18-4-10 greens-grade material with a final application of two lbs. of Milorganite in December carrying the greens through winter.

Mowing four weeks later

Putnam began mowing the greens and tees at Harborside about four weeks after germination. Workers used Toro GM 100 walking mowers at a ¼-inch cutting height. When his crew resumed mowing in April 1995, Putnam started at this height. He began lowering the height and increasing mowing frequency eight weeks before the course's scheduled opening on July 1, 1995. By two weeks prior to opening the greens were down to $1\frac{3}{1000}$ ths, where they remained throughout the '95 season.

"Pennlinks did quite well at that height," says Putnam. "We were able to maintain our green speed at 9 and 9 ½ throughout the golf course."

Putnam started topdressing the greens shortly after their first mowing. He started with a weekly topdressing of ½th inch

Construction on Harborside International began in June 1993 and in September 1994 Putnam began seeding the greens. The course opened July 1, 1995 to good reviews.

with the final pass before winter applying ⅜th inch. When the grass began growing again in mid April 1995, he began topdressing again.

"We topdressed pretty heavily until the greens were down to 135th. We did it for three reasons, to make the greens smoother, to help keep thatch in check, and to protect the turfgrass plants as we lowered the height of cut," explains Clay Putnam.

The Harborside crew dragged the greens very carefully, back and forth and not in the conventional circle pattern. Workers then hand-brushed the excess sand from the edges of the greens. "Lightly is the key word," says Putnam.

Even with the best-laid plans, not everything goes perfectly, recognizes Putnam.

Seed early rather than late

Greens seeded in September grew in better than those seeded later in the season. Also, a few broken O-rings on sprinkler heads, and the activities of "quite a few dogs" necessitated the use of some washed sod.

Favorable weather in the fall of 1994 and an application of Subdue fungicide soon after seeding forestalled any initial disease problems. Before putting Evergreen covers over the greens for the winter, Putnam's crew applied Chipco and Daconil. Even so, periodic checks under the covers discovered some grey snow mold in February 1995, prompting an application of Scotts Fungicide IX

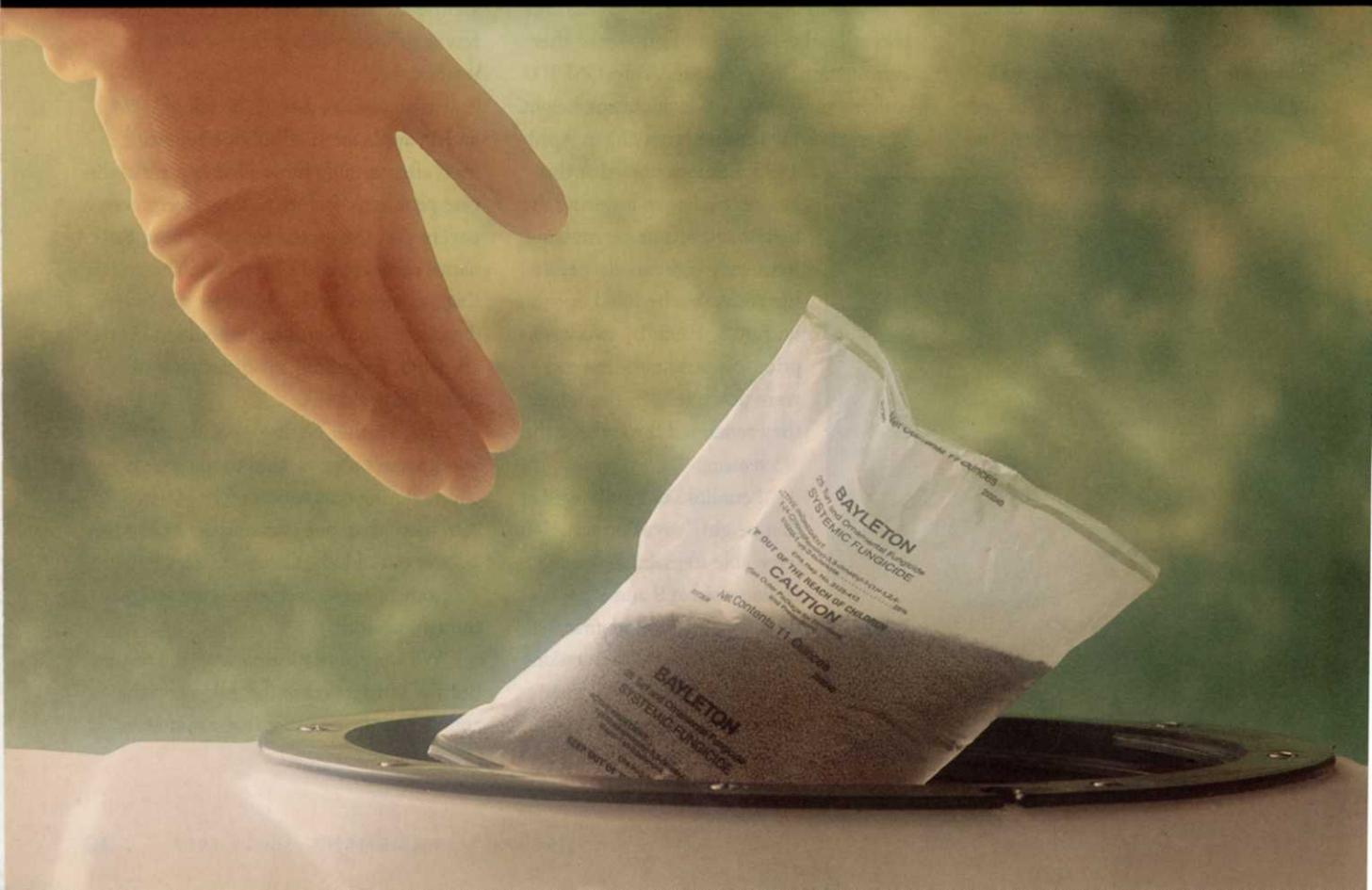
Also, Mother Nature, specifically the wind, wasn't always kind to the greens covers during that winter of 1994/1995. "On more than one occasion we had to fish a cover out of Lake Calumet," says Putnam.

None of these problems were serious though, he adds.

"We were very pleased with the results. But the satisfaction of the golfers on the course was the test that really mattered." □



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Circle No. 105 on Reader Inquiry Card

Compost on trial in green, fairway tests

Enterprising golf course superintendents begin their own research to determine the value of compost as a disease fighter and waste reducer.

After hearing for many years about compost experiments at universities, two innovative golf course superintendents are launching their own research to see if the recycled soil supplement lives up to its claims in the real world.

The courses, one in Connecticut and the other in Illinois, are working with GreenCycle, Inc., a green waste recycler, to demonstrate whether the agronomic benefits seen in lab tests of compost can be realized on their courses.

University laboratory and field tests typically show compost helps improve nutrient levels, water retention and thatch in many soils.

Evidence in recent years indicates that compost helps fight turfgrass disease by creating conditions that support high populations of beneficial microorganisms; these organisms may crowd out or directly attack

harmful fungal strains that can weaken or kill grass.

Fungal disease are especially critical in the game of golf because the grass is under severe stress. The grass, especially on putting greens, is mowed frequently, and kept very short. Further stress comes from golfers' spikes, clubs and golf carts, as well as maintenance machinery like mowers. Fungicides for prevention or cure of diseases, represent one of the largest single-budget items for golf courses.

Scientists are still trying to understand the mechanisms of natural disease suppression. A handful of biological fungicides have been labeled for the green industry, but the amount of knowledge still to be learned far exceeds today's knowledge.

"I've always looked to research to guide operations, so it's natural to take the opportunity to run our own research," says John Napier, superintendent at the 27-hole Stan-

Compost is applied to North Shore fairway with this sizable broadcast spreader.



Sod nursery germinates quickly

The Stanley course had a 500 sq. ft. sod nursery built in the traditional manner, with a sand/peat mixture. The research began with the initial plan of adding another 500 sq. ft. and using compost rather than peat for the organic element of the root zone mix.

"Instead of adding 500 feet, we're adding on about 6,000 square feet and trying a wide variety of different materials to see what works best," says Superintendent John Napier.

"It's well worth the effort if we find a better way to produce a green at lower overall cost, while recycling organic wastes. It will pay off in years to come, for this course and everyone in and out of the golf business."

Organic materials are added to sand-based greens soil systems to "kick start" the natural process that is seen in a mature green. On a mature green, old roots die off and slowly break down into gasses that pass out of the soil, and leave behind some organic materials.

Napier began to install a bentgrass nursery at Stanley on October 11. He seeded with Providence bent on November 7 and covered it with a geotextile.



The nursery was seeded at a rate of 1½ pounds of seed/1000 sq. ft



Napier roto-tilled the nursery with the tiller set at a depth of eight inches.

"By early December, we saw some germination," says Napier.

Napier says he has used this method of seeding in the past and wanted to know if the compost will give off enough heat to speed up germination and establishment.

Maturation of the new turf in the different soils is another issue. Also, will composts might produce something harmful to young plants?

"Initially, we used the small backhoe/loader to haul the sand and sand/soil mixes to their proper plots. Using the trap rake and grading rake, we set the bottom layers to the correct depths."

Each test bed is 10-inches deep, 6-feet wide and 20-feet long. The experiment is to run for at least three years.

The compost and bio-solid material from GreenCycle was then brought in.

"After all the plots were finished, we roto-tilled the green with the tiller set at a depth of eight inches. We then rolled the green and smoothed the surface with the trap rake."

Napier says the nursery was seeded at a rate of 1½ pounds of seed/1000 sq. ft along with starter fertilizer at a rate of one pound N/1000 sq. ft.

"Our long term goal is to put some cups in the ground and allow golfers to putt while they wait to tee off on a par 3 located a few yards away," says Napier.

"We think this will help us test the green for wear and tear and stress." □

ley Golf Course, a municipal course in New Britain, CT, that hosts about 75,000 18-hole rounds a year—"a golf factory that gets a lot of stress," describes Napier.

Relying on research

"Anything we learn helps us in the future. If operations improvements come out of this project, that'll be great for us. It would also be great for the general waste disposal in this country," he adds.

Napier has built a putting green sod nursery that puts compost to the test as a soil amendment in new construction (see sidebar).

"The point is to see how the [compost] affects germination, without using the geotextile cover. We definitely saw some plots on the nursery were greener than others, with a better turf stand.

"It will be interesting to see what kind of increase in germination there is," says Napier.

"Looking at it in winter, it's tough to tell. We'll narrow it down in March and April.

"Obviously, this time of year we worry about snow mold. It's been brisk and cold lately, but I'm not seeing any type of disease at all."

Napier says spring—"when things get moving"—will reveal if there's any significant leaf spot or dollar spot control. We also took some bio-solid and topdressed our chipping green. That's going to be interesting, because we usually did get root pythium on that green."

Composts are mixtures of decomposing vegetation or other organic materials. They're manufactured from a variety of organic waste sources, many of which previously would have been hauled to landfills. Because they can be manufactured from different materials, they can vary significantly in quality and performance.

Like peats, their primary function is to add organic matter to soils. This organic matter "buffers" turf from environmental

cont. on page 10G

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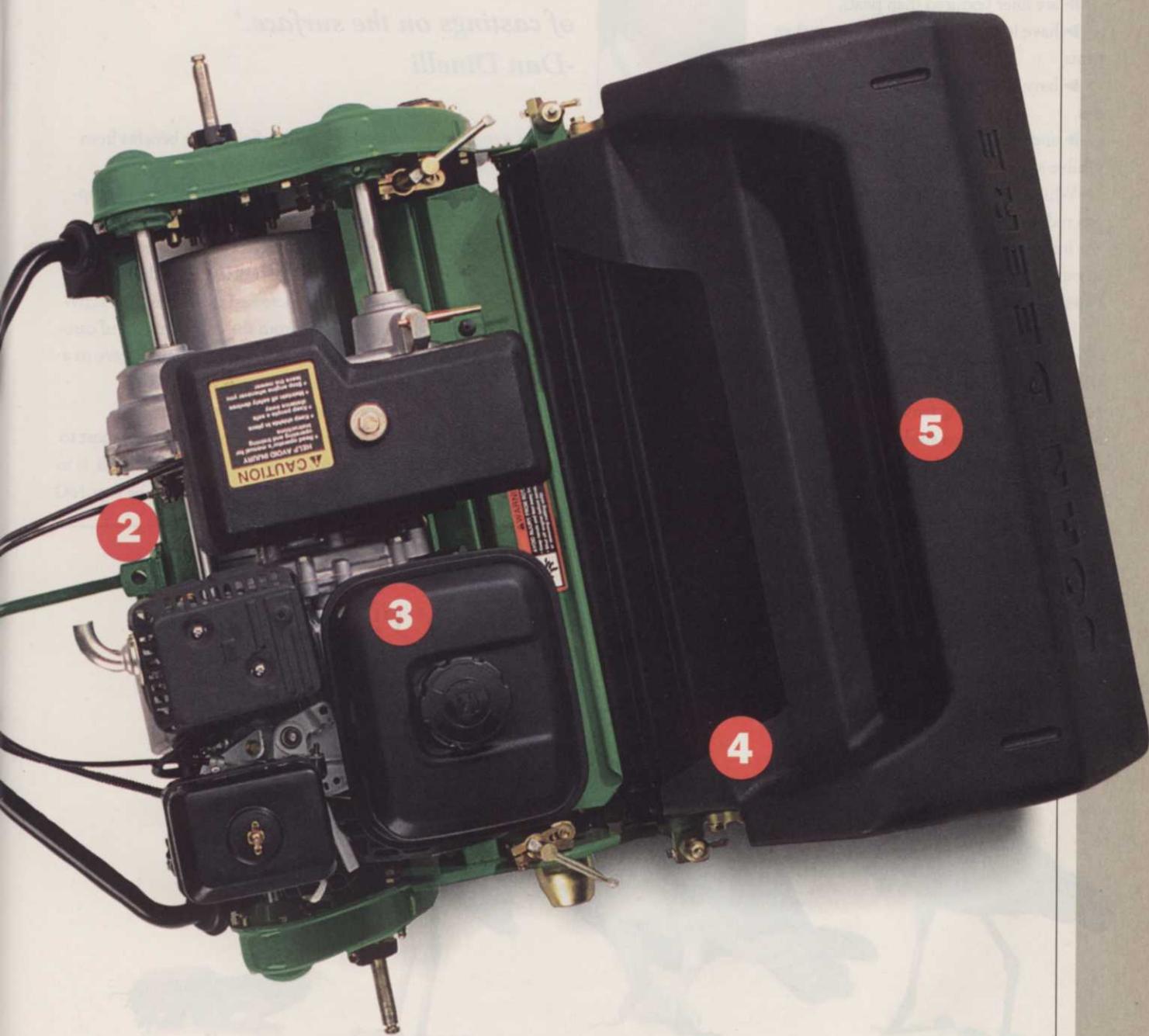
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cont. from page 7G

demands placed on it. But composts and peats are two very different substances.

Composts:

- ▶ are finer textured than peats,
- ▶ have less organic matter content than peats,
- ▶ have lower cation exchange capacities,
- ▶ and generally have higher levels of soluble salts.

While composts have shown that they can reduce soil bulk density and increase the infiltration rate of heavy soils, their use in putting greens is still being investigated.

Fairway test

Dan Dinelli of North Shore Country Club, Glenview, IL, is working on fairway tests with Green Cycle composts. His course is maintaining fairway test plots for a disease suppression study started last spring by Dr. Michael Cole, University of Illinois at Urbana-Champaign.



'The compost definitely reduced the thatch and increased the earthworm activity, judging from the concentration of castings on the surface.'

-Dan Dinelli

Dinelli is using compost as a regular part of his fairway topdressing program and is researching the machinery and techniques that will make it as efficient as possible to use compost in place of peat during those maintenance operations. GreenCycle is sponsoring Dr. Cole's research and working with Dinelli to find the best screen grade and quality of compost for his needs.

"It's still too early for results about disease suppression in Dr. Cole's study," says Dinelli. "That's a long-term project that will have to be watched for in a couple of years. But from the standpoint of my course main-

tenance, I can definitely see benefits from compost applications on the fairway."

Dinelli's crews made one compost application on the North Shore fairways, with some sections left untreated as a test.

"The compost definitely reduced the thatch and increased the earthworm activity, judging from the concentration of castings on the surface. The compost gave us a denser, greener stand of turf."

Compost fights layering

One of his goals in applying compost to the North Shore fairways, says Dinelli, is to

cont. on page 16G

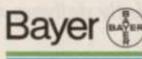
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John Napier, right, examines germination samples with Jamie Repenning, from compost supplier GreenCycle, center, and Greg Bugbee of the Connecticut Agricultural Experiment Station.

cont. from page 10G

avoid developing a troublesome layer at the surface.

Here's the procedure he used:

- ▶ He added the compost as one more step to standard aeration procedures.

- ▶ The fairway was core-aerated, and the cores pulverized with a vertical mower. Then, the compost was spread with a broadcast spreader.

- ▶ The soil-compost layer is then dragged with a section of chain link fence, which pulls the mix into the aeration holes and also helps gather up debris, such as thatch.

- ▶ After dragging, the fairway is cleaned with an air blower to move remaining debris into the rough, where it is cleaned up with rotary mowers with bagging attachments.

"We only added one step, the compost application, says Dinelli, "so we didn't need to make the composting a whole separate project."

Dinelli says disease suppression on the compost-treated fairways was hard to see. Disease pressure varies from year to year at many courses, and the summer of 1996 was a mild season.

"I don't think you can fairly evaluate a

From left, Jamie Repenning, John Napier and Greg Bugbee at the Stanley Golf Course nursery site.

product you apply just once during the growing season. I can't think of any product—fertilizer, pesticide, whatever—that you apply just once. I'd like to do the compost once a month and see what happens over the long term.

"But given those qualifications, with mild weather, and just one application, we spent just 38 percent of our typical fungicide

expenditure this year," Dinelli says.

Dinelli wants to limit synthetic products and increase the natural course conditions.

He has applied the Nature Safe organic fertilizer to the fairways in 1996, and uses a BioJect system to let the course irrigation water distribute two known anti-fungal biologicals—*Trichoderma harzianum*, marketed as Bio-Trek 22G, an EPA-registered biological fungicide—and the known antagonist bacteria *Pseudomonas aureofaciens*, used for disease suppression in farming.

"We're trying to bring these entities to-

gether to create a healthier environment for the turf, in the hopes that it can withstand all the stresses, one of which is disease," says Dinelli. "There's very little known about beneficial biological agents when it comes to turf; and we're trying to expand on that knowledge."

'If operations improvements come out of this project, that'll be great for us. It would also be great for the general waste disposal in this country.'

—John Napier

While he's learning on the job, Dinelli says there's a need for compost producers to continue refining their manufacturing processes to achieve greater physical and chemical/biological consistency in compost. **LM**



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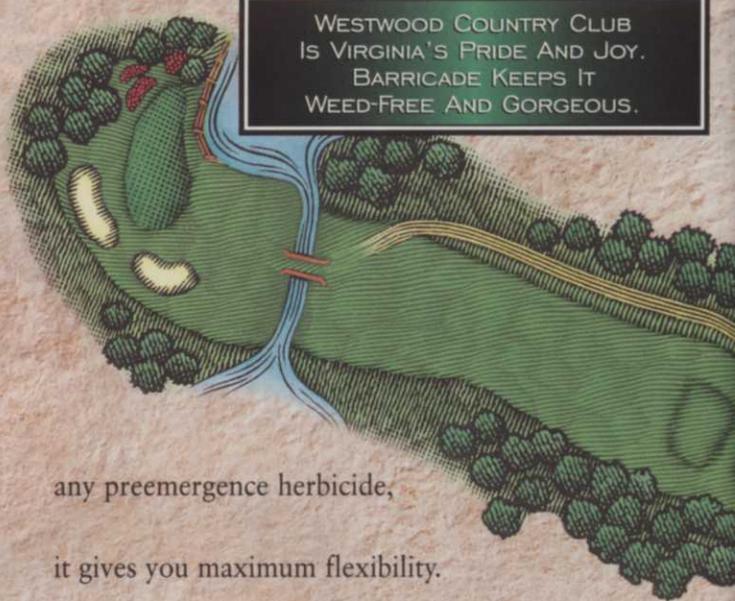
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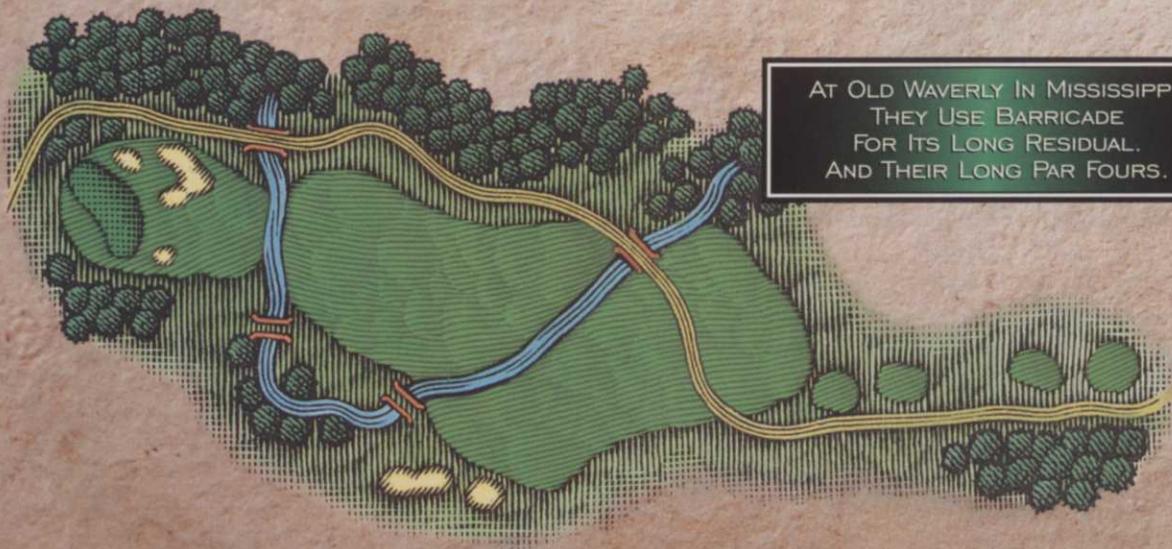
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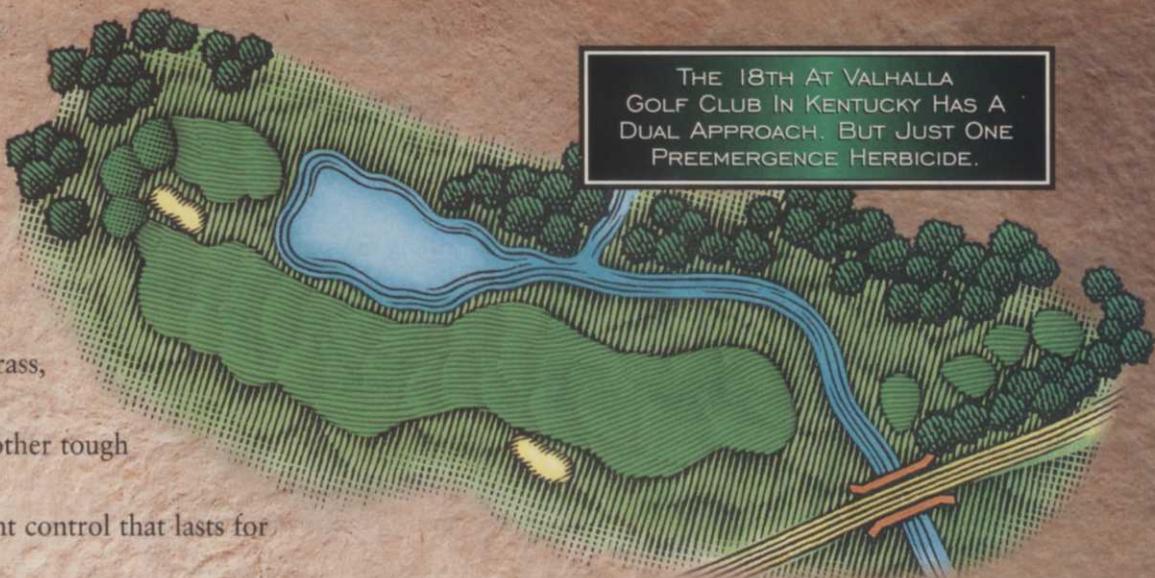
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Announcing: the second annual LANDSCAPE MANAGEMENT "Emerald Awards". LANDSCAPE MANAGEMENT magazine is offering a \$500 first prize to the winner of a random drawing to be held on July 1, 1997.

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 March-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.



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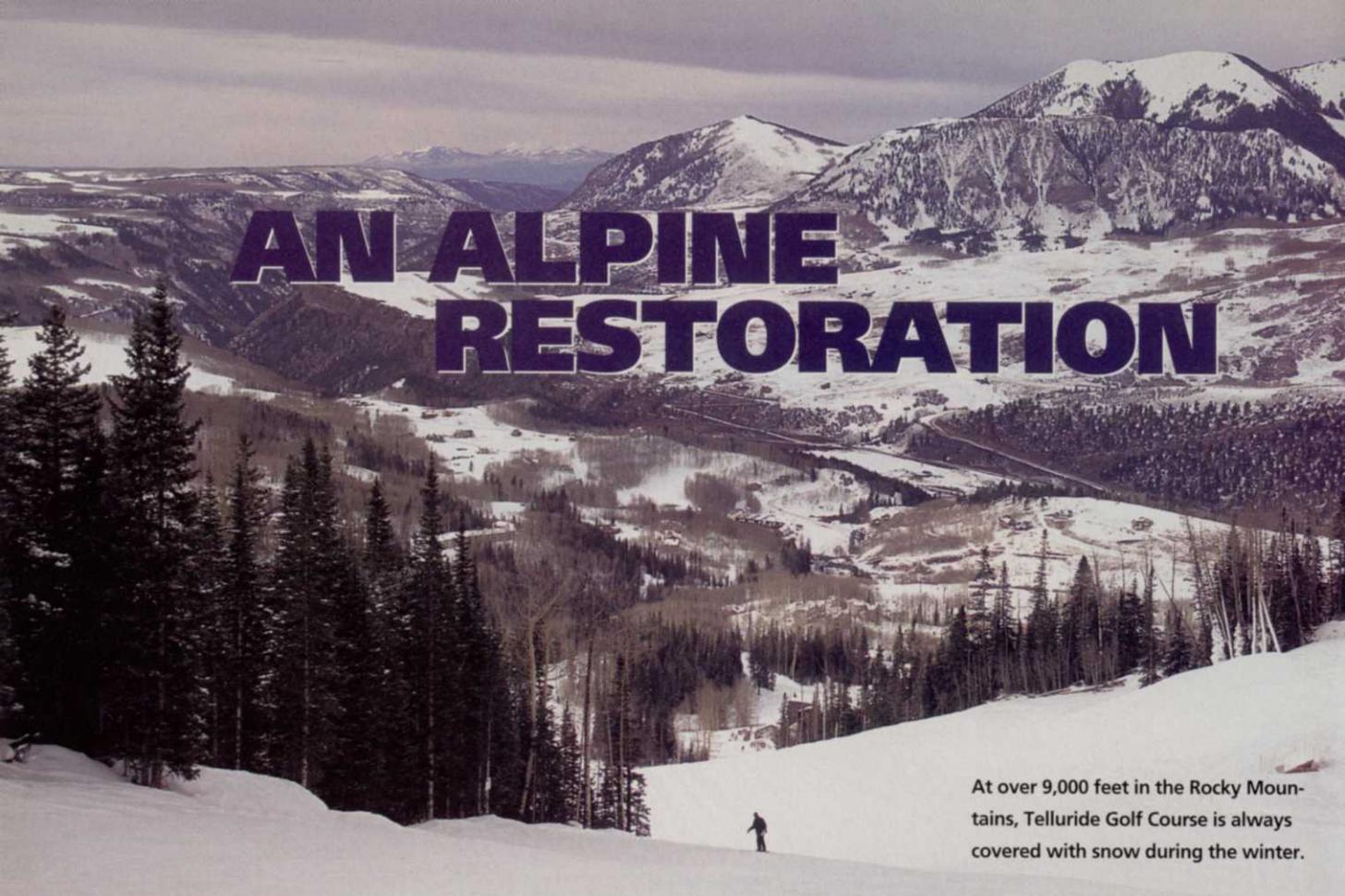
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AN ALPINE RESTORATION

At over 9,000 feet in the Rocky Mountains, Telluride Golf Course is always covered with snow during the winter.

Staff at Telluride Golf Course prepares for the challenge of returning some of its two-mile high golf course to wetlands.

by LESLEE JAQUETTE

Telluride Golf Course, located in the ski resort of Telluride, CO, must virtually start over on some of its golf course. It must rebuild fairways, greens, and tees.

Superintendent Kevin Cahalane and Assistant Superintendent Joe Distefano will oversee \$2.4 million in wetlands restoration over the next three years. At least 11 acres will be affected, including 10 holes and the driving range.

"It's very interesting for us but painful for the developers," says Distefano. "It's made us a

lot more aware of science and hydrology."

The 18-hole, 6,739-yard-long course is owned and operated by the Telluride Ski & Golf Company. It lies on a mesa at 9,300 feet and snakes through wetlands. Four holes are on the ski hill.

Developers in 1989 when they started construction, failed to heed EPA standards requiring mitigations for wetland disturbance on projects larger than one acre. That year the EPA began investigations. While a final decision is expected before summer, Cahalane and Distefano believe that

11 acres of the course (17 if you include the ski hill) will have to be restored. The company has been fined \$1.1 million and will spend five to 20 years monitoring restorations.

Starting in April or May, golf course staff will restore most of the fairways, including plugging or removing up to 25 culverts, and returning acres of fairway to creeks and flood plains. Workers at the course will also have to build 12 bridges so that golfers can get over these wetlands. Holes 12 and 13, in particular, will need a lot of work.

When these changes have been made, much of the area will be regreened with indigenous plants. The seed has already been collected, and plants are being grown in hot-houses in Denver. Sod and

large plants will be used to speed up projects. Most of this work, says Distefano, will be accomplished before play starts in late May.

However, another reconstruction project, which necessitates taking out three acres of fairway on the 11th hole, will most likely disrupt play and be quite costly. To establish a flood plain, this project entails removing part of the fairway and building a berm in a different area. It will also include changing a cart path, building a bridge and planting materials.

"In essence, we're going back to construction phase on this hole," says Distefano.

Other projects include removing five tee boxes on hole number 15. These boxes disturbed the area and will now be rebuilt five to six feet above wetlands. Retaining walls and

plant material will anchor the boxes. This could postpone opening says Distefano due to the number of heavy machines on the project. The largest restoration will re-establish Prospect Creek. It seems the creek was dredged and made into a 1.5-acre pond. As part of the mitigations, crew will re-establish the pond as a creek and riparian area.

Despite the magnitude of the projects, Distefano is not discouraged. "It's hard work but exciting. It's new for us to discover the importance of filtration of alpine areas and the ramifications of damage to alpine and sub-alpine areas," he says.

He adds that the restoration calls for a disciplined approach combining landscape architecture, hydrology, integrated pest management and irrigation. First of all, the plan calls for development of buffer zones and limited use of fertilizers and pesticides. The staff moved to

organic fertilizers on greens several years ago (products manufactured by Ringer, Milorganite and Nature Safe), and is learning to spot treat to deal with pests.

Distefano's staff will also develop a topographical plan to improve irrigation. The course now uses a Toro VT-II system that Distefano says will be upgraded to a computerized system.

Elevation made germination of the Kentucky bluegrass/perennial ryegrass fairways difficult. The staff reseeded after the initial seeding. The irrigation water is so cold and the ground temperature so low (night temperatures can plummet to the 30s even in July) that it took five years for the turf to become acceptable.

Distefano says that people thought the winters would be too cold for the ryegrass, but the snow insulates it, and it does well at elevation. Still, even under the best conditions it takes a summer to grow-in a tee box, he says. And that's using germination blankets and straw mulch.

The golf staff includes a dedicated landscape crew of three. One person works solely on the course's 10,000 square

Assistant Superintendent Joe Distefano expects a busy season once the snow melts in April, maybe May, perhaps June.

feet of flower beds, planted mostly with perennials like lupin, columbine, sweet Woodruff, Maltese cross, baby's breath, and Icelandic poppies. Also, the tree landscaper planted 450 trees including aspen and narrow-leaf cottonwood, the only two deciduous trees that grow at this elevation. Blue spruce and Engelman spruce block fairways from houses.

for the ski hill during the winter, giving them benefits and a month to six weeks vacation.

"This excellent rate of return makes things easier on the equipment, saves money and gives the superintendents more time on projects," says Cahalane, who works as a ski patroller in the winter.

Managers keep morale high by planning the annual mid-summer "Mow & Blow" golf



Distefano describes the course as very spread out, with each hole self-contained with many roughs. It takes a large crew and lots of equipment to manage the long-play corridors. The most important and unique piece of equipment on the Telluride Golf Course is the turbo-equipped Jacobsen LF-128 snow blower. Distefano calls it a life-saver, particularly in April and May.

As for labor, Telluride is the kind of place where folks love to live. As a result, the golf course staff remains stable. Most of the employees work

Aspen is one of the few deciduous trees that grow at Telluride's elevation of 9,000 feet. In late summer and early fall, they turn a beautiful yellow.

tournament and barbecue. Also, staff plays after 3:30 p.m. every day and everyone gets 2½ days off every week, with only a skeleton crew working on weekends.

"We're real flexible with crew time off because we like to travel too," says Distefano. □

—The author is based in Edmonds, Wa. Photos by Leslee Jaquette.



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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.

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Rich Hardebeck
Eagle Lake Golf Club
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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.



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

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

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T-O-160

2/97

Circle No. 133 on Reader Inquiry Card

Two at a time for Arcola

Superintendent Mike Mongon says that golfers' rising expectations have caused him and his staff to 'double team' this popular Paramus, NJ, golf course.

Mike Mongon follows the "Noah's Ark" Theory of Golf Course Maintenance. Mike is superintendent of the Arcola Country Club, Paramus, NJ, and he always uses two of everything.

Arcola CC features several "runway" tees such as #12 which is 82 yards long. That's the Robert Trent Jones touch from a 1957 redesign project caused by the Parkway.

He starts each project at the beginning of the front nine and at the beginning of the back nine so that both nines finish at the same time.

"In other words, I'll have two people raking sand

traps, two people cutting tees, or two people operating Turf Tracks at the same time," says Mongon, in his ninth season at Arcola. "Theoretically, they all finish at the same time and the golf course looks even throughout. Golfers don't encounter inconsistencies such as short and high roughs on the same day. I came up with this theory in answer to the escalated level of maintenance golfers have come to expect within the past 10 years."

Big Apple golfers

As a destination course for both Manhattanites and New Jersey suburbanites, Arcola lies within shouting distance of the Garden State Parkway and only 20 minutes from Wall Street.

Built in 1909, the course underwent a redesign by Robert Trent Jones when Parkway construction rerouted six holes in 1957.

Continuing improvements

During the past three years, Mongon supervised a facelift by the Robert Jones Company, redoing several holes each year. The last seven holes were completed in the spring of 1996.

"We wanted to get the bunkers more into play in accordance with today's golf game," notes Mongon, who attended the Rutgers University Turf Program. "Jones' touches are large greens and long, runway tees—some of them 80 yards long.

"We built some new tees and reworked other areas, restoring ponds and bringing grass bunker faces down. I learned that bunkers have ears, noses, knobs, bays and capes as well as faces."

Lend a hand

Bunker maintenance now requires a combination of intensive hand work and an intricate system of specialized equipment,

including Turf Tracks for bunker edges and "Fly Mows" which ride on cushion or air to cut all the noses, ears and knobs. Mongon's crew includes a full-time staff of eight, most of whom have been at Arcola for at least nine years, a seasonal staff of seven and five summer employees. With first tee-off at 7:45 a.m. each day, the crew completes much of its work between 6 a.m. - 9 a.m.





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Circle No. 151 on Reader Inquiry Card



Originally all bentgrass greens, tees and fairways, Arcola began experiencing *Poa annua* encroachment back in the 1950s. Since Mongon began managing the turf to encourage bentgrass development, populations of the desirable grass species have increased to 70 percent throughout the course.

Prescription fertilization

He precision-times fertilizer applications, using 2 ½ lbs. of N per year on fairways divided into three treatments: lightly in spring, one pound in August, and heavier yet in October. He also removes clippings. As a maintenance measure, he applies Prograss herbicide in the fall, 10 days after fertilizing.

"In the spring we can see where the *Poa* was and how effectively Prograss controlled it," says Mongon. "We've been able to really increase our bentgrass populations with this program and we don't have a big problem with seedhead formation in the summer."

A different approach

Mongon uses different management techniques on the lower and upper nines at Arcola. That's because the upper nine has a well-drained, sandy-loam soil which remains relatively dry all year, the lower nine has heavier soils and restricted air circulation. He and his crew have removed and pruned a lot of trees in the lower nine to improve air circulation. Also, they have renovated ponds to lower the water table by a foot and a half, and resloped existing spillways to facilitate drainage.

"Disease is usually worse on the lower nine holes," says Mongon. "Our strategy is to keep the turf plants healthy enough to ward off diseases. We use proper irrigation



Mike Mongon, superintendent at Arcola Country Club, Paramus, NJ, tailors his management practices to serve the precision conditions on each hole.

and mowing techniques, and spoon-feed the turf to avoid growth surges. But pythium pressure is always there when conditions are hot and humid." He follows a rotation of products, include Fore, Alliette and Banol fungicides throughout the summer months.

While pythium prevails on Arcola's lower nine, the upper nine has more bentgrass. "And brown patch just loves bentgrass," says Mongon. "It's very predictable, brown patch always appears the first or second week of August at

Arcola. Each year I evaluate the environmental factors, and they usually indicate spraying the last week of July. So I spray just prior to when symptoms appear, treating whole fairways that are habitual offenders."

Though Mongon rotates his fungicide products throughout the summer season,

'My main goal is to provide consistency on the course so that a golfer can use the same stroke on the same hole whenever he or she comes to play,'

—Mike Mongon

he uses ProStar fungicide for brown patch control. "It allows us to eliminate some of our redundant sprays because ProStar lasts so much longer," he adds. "It's a very good material. When timed properly, an application of ProStar will last 21 to 28 days, which is usually long enough to get us through any brown patch pressure."

Manage, manage, manage

Intensive cultural practices also keep

disease, weeds and insects under control. Mongon aerifies the entire course once or twice a year, using a Hydroject on greens every three weeks. He also lightly top-dresses greens every three weeks and verticuts greens, tees and fairways twice each year. He monitors conditions constantly and follows different maintenance practices for different areas of the course.

For several years, Canada geese created severe problems for Mongon and his crew. Since five of the holes border water the geese adopted the golf course as their home. He tried balloons, grape juice, scare cartridges and cords around the ponds, but nothing worked. Last year he bought a trained border collie named McKenna to live on the course.

"The dog stalks the geese, rounds them up, and in general makes them very uncomfortable. The geese finally decided to leave after they realized that McKenna was not going to go away."

What a great staff

As government relations liaison for the New Jersey Turf Association, Mongon actively works toward better conditions for turf managers. He served on a drought task force in 1995, devising a water conservation plan for golf courses. He also publishes a newsletter for Arcola's 265 members. He regularly explains maintenance procedures.

"I have the best staff around and a really nice membership to work with. My main goal is to provide consistency on the course so that a golfer can use the same stroke on the same hole whenever he or she comes to play," says Mongon.

"It all goes back to the Noah's Ark Theory. It seems to be working here so I think I'll continue using it." **LM**

31 supers awarded for environmental work

Thirty-one golf course superintendents gained distinction in the 1996-97 Environmental Steward Award program.

The Environmental Steward Award recognizes superintendents for overall course management excellence, outstanding programs to maximize pesticide and fertilizer efficacy, and irrigation and equipment efficiency, as well as wildlife preservation and enhancement.

All entries are reviewed by an independent panel of judges selected for their expertise in environmental issues and turfgrass management.

In conjunction with the program, Novartis (formerly Ciba Turf & Ornamental Products and Sandoz), Rain Bird's Golf Division, Jacobsen Division of Textron Inc., and Pursell Industries will donate more than \$23,000 to the GCSAA Foundation, which supports educational opportunities for future golf course superintendents and scientific advancements in golf course management.

The 1996-97 Environmental Steward Award winners were named in three categories: private, public and resort golf courses. The national winners are:

Private: Kerry Satterwhite, CGCS, Rock River Country Club, Rock Falls, IL, and Glenn Smickley, CGCS, Robert Trent Jones Golf Club, Gainesville, VA.

Public: Timothy Kelly, Village Links of Glen Ellyn, Gen Ellyn, IL.

Resort: Ron Hill, CGCS, Amelia Island Plantation, Amelia Island, FL.

Kelly earned national honors for the third consecutive year. This year he was recognized for outstanding promotion of his conservation programs and his community partnership. Satterwhite and Smickley, who tied in the private course category, and Hill are first-time national winners.

In addition to the national winners, 21 regional winners and six merit winners were selected from throughout North America.

Winners were honored Feb. 9 at the GCSAA Conference and Show in Las Vegas.

Florida Region winners. Private Course, Robert K. Ellis, Indian River Club, Vero Beach, FL; Public Course, Richard C. Wise, CGCS, PGA Golf Club, Port St. Lucie, FL.

Mid-Atlantic Region. Private Course, Scott A. Schukraft, Huntsville Golf Club, Shavertown, PA.

Mid-Continent Region. Private Course, Peter V. Leuzinger, CGCS, Ivanhoe Club, Ivanhoe, IL; Public Course, R. Brian Green, CGCS, Highland Park, IL, and Resort Course, Dale Miller, Barton Creek Resort, Austin, TX.

North Central Region. Private Course, Donald F. Ewoldt, Jr., CGCS, Sand Creek Country Club, Chesterton, IN.; Public Course, Fred E. Soller, Jr., Old Works Golf Course, Anaconda, MT; Resort Course, Steve Schumacher, Izatys Golf & Yacht Club, Onamia, MN.

Northeast Region. Private Course, Karl E. Olson, CGCS, National Golf Links of America, Southampton, NY; Public Course, James M. Perez, East Mountain Country Club, Westfield, MA; Resort Course, John A. Boyer, CGCS, Marriott Seaview Resort, Absecon, NJ.

Southeast Region. Private Course, Henry D. Kerfoot, IL, Carmel Country Club, Charlotte, NC; Public Course, Wendell T. Nealon, CGCS, The Legacy, Springfield, TN.

Western Region. Private Course, Bill Schilling, Wing Point Golf & Country Club, Bainbridge Island, WA.; Public Course (tie) Tom Janning, Rosewood Lakes Golf Course, Reno, NV, and Daryl D. Dinkel, River Valley Ranch, Carbondale, CO; Resort Course, Kent Nishijima, Kapalua Golf Courses, Lahaina, HI. □

Patrick Lucas earns MetGCSA honors

Patrick Alan Lucas of Innis Arden Golf Club, Old Greenwich, CT, earned the Sherwood A. Moore (SAM) Award for 1996 from the MetGCSA.

Westchester Country Club Superintendent Joe Alonzi, immediate past president of the MetGCSA, in making the announcement said: "There is no more deserving honoree. Pat has added a new dimension to the word devotion, both in his veteran career and life in general. No one is more dedicated to the cause, welfare, and benefit of the golf course superintendent than Pat."

Patrick Lucas has been at Innis Arden since 1977. □

NGF event focused on online services

Late in 1996, the National Golf Foundation hosted a three-day conference in Boston focusing on the "information superhighway" and its potential as a means for helping those in the golf industry grow.

The proceedings of the conference are available in the form of session audio tapes and a compilation of the papers that were submitted by those who were featured speakers.

There were 13 sessions in all including: developing a strategic plan for putting your organization online;

what to expect from your online provider;

building customers in cyberspace;

using an Intra-Net to improve communications and productivity.

NGF members can get the printed info for \$75, audio for \$145 or both for \$195. The cost to non members is \$125 for print, \$195 for audio and \$275 for both.

Contact NGF (800) 733-6006 or fax at (561) 744-9085. □

These questions came straight from the customers of lawn care operators, pest control operators and other professional pesticide applicators across the country—and probably reflect the concerns of your customers. The more your customers know about the products you use, how you use them and how much is used, the more confident they will be in you and your service.

Communicate With Your Customers

Your customers expect you and your employees to be credible and knowledgeable sources of information about your products. Take time to talk with them about your safe and responsible use of pesticides.

Studies show that most people don't know that pesticide products are among the most highly tested products sold. The U.S. Environmental Protection Agency (EPA) registers only those uses of pesticide products that pose minimal risks.

- Emphasize that pesticide products must undergo stringent government-monitored testing before they can be sold. It is a long and costly process. For example:

- It takes a chemical manufacturer eight to 10 years to test and register a product, at an average cost of \$30 million to \$50 million.
- As many as 120 tests or more are performed, many specific to health, safety and the environment.
- Only one potential pesticide in 20,000 makes it from the research lab to the market.

- Explain Integrated Pest Management (IPM) to your customers. Most do not fully understand the concept. Point out that a successful IPM program stresses prevention, pest identification and selection of the best method of pest control, which may require the use of pesticides. Tell how you incorporate IPM into your pest management practices.

- Identify the specific pesticides you use and the pests they control.

- Indicate that professionals use an array of products, many the same as those used by homeowners.

- Assure customers of the benefits pesticides provide for turf, trees and ornamentals, and in the home. For example:

- Termites cause over \$1 billion in structural damage each year.

"Are the pesticides you use safe?"

"Are the pesticides that professionals use stronger and more toxic?"

"When is it safe for my children and pets to return to an area after a pesticide application?"



- One large, pest- and disease-free tree has the same cooling effect as 15 room-size air conditioners.

- A well-maintained lawn and landscape adds as much as 15 percent to a home's value.

- Discuss your safe and responsible use of pesticides as a professional applicator. Note the many steps you take to ensure that the pesticides you use are used properly.
- Advise your customers that you closely follow label instructions. The label contains instructions for only those uses approved by EPA.
- Outline the extensive training that is mandatory for professional applicators in order to apply specialty pesticides. Applicators are required by law to undergo training, certification and licensing, as well as to keep records of each job performed.

- Explain what happens to pesticide containers once a job has been completed. Note that containers are disposed of properly.

What Else Can You Do?

Provide your customers with materials such as newsletters, brochures, fact sheets and bill stuffers that communicate these messages. Be sure that someone at your company, who has a basic knowledge of the products and application methods your company uses, is available to answer questions.

RISE Is A Resource

RISE is the voice for the specialty pesticide industry. Its members include manufacturers, formulators, distributors and other industry leaders.

RISE works in cooperation with your national, state and local user/applicator associations and is an additional source of information regarding issues facing pesticide users. We can help you in your role as a knowledgeable and credible information source to customers and to the public. A brochure on communicating about pesticides with your customers is available. Contact RISE to receive your copy.

We urge you to take an active part in your state and national association(s). We work together to support your business.



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For more information, contact RISE, 1156 15th St., NW, Suite 400, Washington, DC 20005, or call 202/872-3860. Our Internet address: <http://www.acpa.org/rise>.

Circle No. 130 on Reader Inquiry Card

Make present employees your first line of recruiters



Ron Hall

RON HALL
Managing Editor

Looking for entry-level employees? Start by letting your present employees know. They might be able to help you find some more good workers, says Dale Feinauer.

Feinauer is an instructor with the College of Business Administration, University of Wisconsin, Oshkosh. He specializes in employment issues. Recently he spent a day with about 60 lawn and landscape pros at the PLCAA Management Conference.

His comments drew several discussions. In fact, few lawn pros skipped out to play golf during his session which is saying a lot inasmuch as it took place on a cloudless, 70 F. day in Tempe, Ariz., in mid January. (Not that I noticed the weather or anything.)

Feinauer says your present employees can become good recruiters.

1) **They know your company culture**, and the type of employees that fit into it best.

2) **They will be honest** when they tell their friends or acquaintances about your company, and the job(s) that they will be expected to do.

3) **They won't recommend** a friend or acquaintance to you unless they think that the prospect has a good chance of working out. After all, their reputation is on the line and they want to stay in your good graces.

But, how do you motivate employees to bring you some more good candidates?

Some of the business owners and managers at the Conference say they give cash bonuses to anybody bringing in an employee that stays with the company, say, 90 days.

"We have the employee stand up and we hand him a \$20 bill every month for five months running for every new employee that stays with us.

[[LAWN/LANDSCAPE]]

PAGE 6 L ▶

LCOs beautify Arlington Cemetery

PAGE 10 L ▶

Ideas about creative selling

PAGE 16 L ▶

Expanded services suite clients

PAGE 20 L ▶

Share field costs with a partner

PAGE 22 L ▶

Mainscape is commercially focused

We hand out the money right in front of everybody else" says one business owner.

Another says he puts a large paper pie on the wall of his company's training room, and everytime an employee brings in a new hire, he pulls off another piece of the pie. When all six are off, he says the employees get a free pizza party.

"I know it sounds hokey, but it works," claims the owner.

While your present employees can help you get recruits for those entry-level jobs, don't forget them when you need someone to fill other, more responsible, openings in your company.

Don't let the fact that you know some negative things about a qualified present employee color your decision too much. This person, warts and all, may work out better than a new employee. After all, your employee has already shown a measure of loyalty.

While we're on the subject, turn this page and read columnist and LCO Bob Andrews' seven valuable interviewing tips. **LM**

Questions? Comments? Phone Ron at 216/891-2636, fax him at 216/891-2683 or e-mail him at lscap@en.com

Before lawn care, I worked as the employment manager at an automotive body plant in eastern Indiana for four years. One of my responsibilities was to hire a large number of seasonal workers for the busy summer months.

This experience taught me one valuable lesson: the most important interview you, as an employer, will ever conduct is the one you have with a prospective employee. Why? Because learning as much about the person before you hire them may save you a great deal of headaches.

Here are some practical hints on properly conducting an employment interview.

(1) Know what you are hiring for. Sounds silly, but do you actually have a written job description for the job in question? Having one, with specific duties and requirements listed, makes the interview fair to both you and the candidate. Here is what this job entails. How do your qualifications match the job? After reviewing the job requirements, do you still feel this is something you would like to do?

Having a written job description may save both of you a great deal of hassle later on because it clearly states what the perspective employee will be expected to do.

(2) Review the application or resume thoroughly before conducting the interview. Understand certain things about them that can help you make a better decision about the prospect.

Are there unexplained gaps in the employee's work history? Pay particular attention to times when the individual was self employed. What were they doing? Does the resume show a string of short-term jobs? Why? Don't rely on a resume alone. Require the applicant to complete an application and have them do so on your premises.

(3) Give the candidate the full attention he or she deserves during the interview process. Conduct it in private and do not allow yourself to be

interrupted during the interview. Give the candidate your full and undivided attention.

(4) Make every effort to learn as much about them as possible. Get them to talk. One of the biggest mistakes an employer can make is to spend the entire interview talking to the candidate instead of listening to the candidate.

Ask questions like: What did you like best about your last job? What are your hobbies or outside interests? What attracted you to our company? Do you enjoy working with customers? What are your career objectives?

(5) Be up front about conditions of employment. Make sure the candidate knows if an offer for employment is subject to such things as reference checks, drug screening, passing certification, and signing a non-compete agreement.

(6) After the interview, make notes at once. This is vital if you are interviewing several candidates one right after the other. Perhaps a check list would be helpful where you could rate the candidate on appearance, verbal skills, attitude, or other factors which you found distinguishing. Attach such a list to the application for later review.

(7) Avoid on-the-spot hiring. Panic hiring is almost always a disaster. Review the application, resume and interview notes. If applicable, discuss the results with others in your company who may supervise or otherwise deal with the new employee. They may see things that you have missed. Check any and all references or job information legally permissible. Even if it's just a day or two, take your time. Remember, a new employee may end up staying with you for several years.

Typically, the easiest vacancy to fill is at the entry level, but keep Personnel Management Rule #1 in mind: promote from within and employ from without. □

7 tips for better hiring



BOB ANDREWS
Contributing Editor

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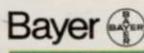
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A thank you

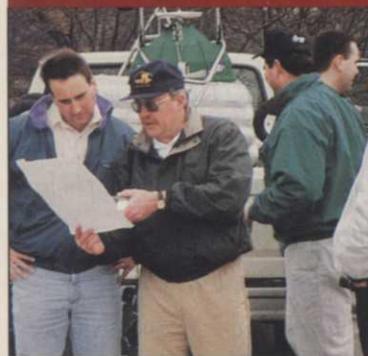
"'Renewal and Remembrance' is a chance for us to do with our actions what is impossible to put into words; to say 'thank you' to the veterans of every war and armed conflict that has befallen this great nation, to the nearly 250,000 men and women who lie here under the shadow of the Capitol, in honored glory under this blessed sod.

"It's been said that we honor our dead by fighting our battles as they fought the battles of their day. We honor our heroes today by doing what we do as a profession: quality lawn care. It is our green blazon of thanks!"

—Phil Fogarty



PLCAA remembers





More than 100 members of the Professional Lawn Care Association of America tend the grounds at Arlington National Cemetery in remembrance of those who fought our nation's wars.

by TERRY McIVER / Editor-in-chief

Some of the 'Renewal and Remembrance' volunteers. Opposite page, clockwise, from top left: Gene Pool of Emerald Green and others from the Ohio team tend the grounds around the Kennedy Memorial; Phil Fogarty speaks by radio to a worker, with Tom Delaney, PLCAA government affairs director; a Joint Color Guard presents the flags of the United States and its military branches; Carl Petelle, Leisure Lawn. Across center of page: Tim Doppel, right, with Todd Schray and Paul Johnson; PLCAA President Terry Kurth and daughter Krista; Mike Dietrich, center, and the Lesco team check their bearings; the team of, l to r, Sean and Mike Kravitsy, Grasshopper Lawns; Mike Bolton and Larry Ellmaker, Moyer Lawn Care; Ken Fick, Green Giant Lawn Care. At bottom, the entire team of volunteers prior to getting started.

More than 100 lawn care professionals from across the U.S. volunteered manpower and equipment in the morning and afternoon hours of February 3, to enhance the beauty and vigor of the grounds of Arlington National Cemetery, Arlington, Va.

The "Renewal and Remembrance" environmental enhancement project was complete with its own

souvenir hats, a Joint Color Guard, and much time and effort by people who certainly could have spent their day doing something else.

It was all Phil Fogarty's idea, but he'd much rather point to the 100 volunteers who helped make it happen.

Fogarty, owner of Crowley's Lawn, Tree and Shrub Service of Cleveland, thought the event would be a great way to kick off the PLCAA legislative weekend on Capitol Hill, and would certainly be a fine gesture of thanks.

"This was our chance to show our appreciation to veterans everywhere," said Fogarty. "This shows the kind of commitment you have to our industry, our environment and this country.

"We're very proud of the work done today, and hope that our efforts will make a lasting impression on the beauty and environment of our national cemetery grounds," said Fogarty.

"We plan to continue to support this project at Arlington in the future."

From one veteran to another

"This project means a lot to me," said Vietnam veteran, Don Tannahill of Hort-Ventures, Olathe, Kan.

"I often visit Arlington, and what we're doing here today contributes to the beauty of a very reverent place."

"It was a lot easier than I thought it was going to be," said Tim Doppel, president of Atwood Lawn Care, Sterling Hts., Mich.

"It was incredibly well-organized," said Doppel "My hat's off to Phil Fogarty. It was a pleasure and an honor. You saw [while working on the grounds] the grave of a colonel, next to the grave of a major, next to the grave of a general. This was my small tribute to them. When you realize the sacrifice they made, pushing a spreader around didn't seem like a hard day at all."

Colors and commendations

The day began with a dedication ceremony near the Tomb of the Unknown Soldier, complete with the presenting of the colors by the Joint Color Guard.

Arlington Superintendent Jack Metzler and industry professionals, including Fogarty; PLCAA President Terry Kurth of Lawn Care of Wisconsin, Middleton, Wisc., spoke to the crowd of more than 100 workers.

"Our theme, 'Renewal and Remembrance,' captures in words what we are here to achieve: renewing the cemetery lawn in remembrance of those who gave so much to this country," said Kurth.

"While most people look around at such well-cared for places like Arlington and appreciate the beauty of a healthy lawn, especially during spring and summer, many people don't think of the benefits a healthy lawn brings to our environment."

Pallets of supplies

Not only was time given freely here; materials were brought in by the pallet-full. Here's what they put down:

- ▶ 40 tons of dolomitic pelletized limestone;
- ▶ 10 tons of dolomitic pelletized lime;
- ▶ 100 gallons of N-Sure;
- ▶ 2000 pounds of Falcon II turf-type tall fescue.

"Renewal and Remembrance" was co-sponsored by:

FMC Turf & Ornamentals; Bayer, Inc.; DowElanco; and Novartis Turf & Ornamental Products.

Contributors were: The Andersons; Zeneca Professional Products; American Cyanamid; Riverdale Chemical Co.; Lesco, Inc. and PBI Gordon. □

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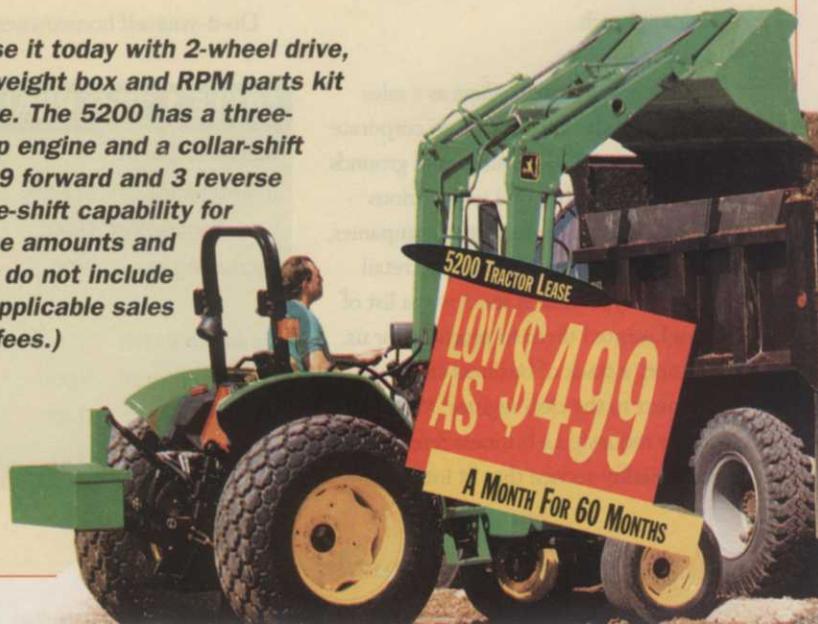
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5200 Tractor. Lease it today with 2-wheel drive, loader, turf tires, weight box and RPM parts kit at a great low price. The 5200 has a three-cylinder, 40-PTO-hp engine and a collar-shift transmission with 9 forward and 3 reverse speeds. Plus in-line-shift capability for loader work. (Lease amounts and monthly payments do not include insurance or any applicable sales or rental taxes or fees.)



Be creative in selling your firm's services

Innovative ways to set your company apart. Build reciprocal deals with competitors. Increase community visibility. Tout your fine employees.

by LARRY IORII/Down to Earth, Inc.

After 23 years in the landscape business, a large amount of practical experience adds up, with successes and failures. I strongly feel, however, that the following formula will provide a solid foundation to insure your survival.

There must be a two-pronged attack that consists of:

1. Innovative and unorthodox ideas, with
2. Old-fashioned selling principles.

This sounds like opposites, and you're right! But success is built on the diversity of your approach.

'Referral centers'

Let's think of our suppliers as a sales force. Back in the late 80s, when corporate America began to "downsize," and grounds care felt the crunch, I met with various suppliers—garden centers, seed companies, equipment dealers—who handled retail trade. On a typewritten sheet was a list of services I wanted them to promote for us. In addition, a stack of business cards was placed next to the cash register. When a customer requested a business reference to provide quality service that fit into our



Iorri: consulting service opens doors.



marketing, the sales lead came into play.

Our key referral centers are updated annually on the services we prefer to perform. In return, our suppliers, who provide our company with a steady flow of business receive:

- ▶ continued purchases of products;
- ▶ advance payment or "net 30" for products purchased;
- ▶ referrals to them from our consulting business.

Do-it-yourself homeowners receive 10

Excellent employees are an excellent sell. Emphasize their dedication to the company.

percent off their purchases if they mention Down to Earth, Inc. (See Table 1)

New sales from competitors

Down to Earth sells directly to its competition.

During the winter months, I select companies—members of a professional association—and meet with them to discuss the possibilities of reciprocal referrals. The

object is to seek companies that excel in specialized services. Also, the type of equipment these companies have is another factor to consider. If they have expensive machinery that is used periodically, why invest in such costly equipment.

TABLE 1 'REFERRAL CENTER' TRADE-OFFS

Down to Earth		Garden Valley Nurseries	
Maintenance	\$12,000	Mulch purchases	\$3800
Lawn renovation	\$6000	Shrubbery purchases	\$2400
Consulting	\$400		
Down to Earth		Sweeney Seed Co.	
Lawn renovation	\$6000	Purchases	\$12,000
Core aeration	\$1400	Referrals	\$4000
Consulting	\$600		



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TABLE 2 'COMPETITOR REFERRALS' WORK

Down to Earth, Inc.		Absolute Lawn Care	
Equipment rentals	\$840	Mowing subcontracting	\$27,000
Sales referrals	\$1680	Leaf removal	\$300
Landscape services	\$1500	Clean-up services	\$5000
Lawn renovation	\$2000		
Sale of used equipment	\$2200		
Clean-up services	\$3000		
Down to Earth, Inc.		Grass Roots, Inc.	
Core aeration	\$2800	Mowing subcontracting	\$55,000
Equipment rentals	\$640	Leaf removal subcontracting	\$6000
Grading work	\$1500	Mulching subcontracting	\$7000

Work out the details. Jobs will be referred to that company with that specific piece of equipment. Table 2 shows actual real-life breakdowns.

Consultations work

Did you ever consider being a consultant? A natural way to entertain this idea would be to capitalize on your field of expertise. Consulting has propelled our business into a new era. The category of consultant sets your business apart from the competition, and clients respect your opinion more readily. Naturally, when you are the consultant for the job prospect, your company will usually secure the work.

Consulting services have opened the door for multiple sales with existing clients. Also, consulting is a nice part-time job when you retire. If you are patient and excel in a specific area, this golden opportunity will be a winner for you.

Speak up!

Speaking engagements allow a business owner an avenue for excellent sales leads. When you are the guest speaker, it is safe to assume that your company is an authority on the topic. Some in the audience may want to hire you for their work. From practical experience, here are some establishments that regularly need speakers, and most will pay a fee:

- ▶ garden centers
- ▶ university extension programs
- ▶ horticultural clubs
- ▶ professional landscape associations
- ▶ suppliers
- ▶ retail stores

Employee advantage

Your employees are an excellent sell in today's marketplace. If you have superb employees, use this during your sales call. Here are the fine points about our employees we highlight during the conversation with potential customers:

- ▶ our average employee has more than 10 years experience;
- ▶ 35 is the average age of our employees;

- ▶ the average level of education is three years of college;
- ▶ absenteeism is negligible;
- ▶ they are technically adept, courteous and willing to please;
- ▶ the same employees are always assigned to the customer's property.

Three year contracts

When proposing commercial contracts, write the contract for three years. The first two years should offer services at the same prices each year. In the third year, there should be a large increase. This selling approach has worked well in securing contracts over a large number of uninterrupted years of service.

Generally, when the committee or purchasing agent looks over the proposal, they like the idea that the price will not go up from the previous year's contracts for two years.

Most importantly, this method protects landscape management companies from new, over-ambitious board members who want to change the world.

The three-year period tends to weather all changes in personnel, and provides a good backbone for your business. □

—The author is founding owner of Down to Earth, Inc., Wilmington, Del., and a member of the LANDSCAPE MANAGEMENT editorial advisory panel. Look for Part II of this 'Selling' series in April's LM.

Two crews from two different companies combine efforts to get sod down before a rain storm.



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

NAME: _____

EMPLOYER: _____

CITY/STATE: _____

PHONE NUMBER: _____

(AC) _____



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MORE APPLICATION FLEXIBILITY PUTS YOU IN CONTROL.



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VIRGINIA FIRM WINS

with expanded service



Nansemond Lawn & Garden is switching from open trailers to enclosed trailers for transporting equipment. "It provides better weather protection, as well as promoting our company appearance and serving as a mobile billboard," says owner Wayne Mansfield.

Wayne Mansfield's company mows 5 million square feet of turf every week, but his Nansemond Lawn & Garden offers customers much more.

by GARY F. BURCHFIELD

Wayne Mansfield started his lawn care business with a 10-hp John Deere riding mower and one employee, himself. That was in 1983. Today, Nansemond Lawn & Garden has 20 full-time employees and does better than \$1 million in business annually. And, Mansfield is looking for more growth next season.

Nansemond Lawn & Garden has customers all over Suffolk, from Virginia Beach to Chesapeake. (The company takes its name from a former Indian tribe that lived in the area.) Nansemond L&G offers landscape design and installation, seeding, lawn renovation, fertilizer and pesticide application and aeration, along with mowing. It has seven crews working every day, three of which do nothing but cut grass.

"We cut about 5 million square feet of turf every week," says Mansfield. That fig-

ures out to about 120 acres. "The key is that we handle complete landscape maintenance on half that area, or 2 1/2 million square feet."

Next year, the company plans to expand into irrigation system maintenance and eventually into installation.

"We continue to expand our services, both to keep ahead of the competition and because our customers ask us to do more," says Mansfield. "We'll plant annual beds in the spring, clean up leaves in the fall and clear snow in the winter."

Going commercial route

Mansfield says when he started his lawn service business, the industry was still relatively new in this area of Virginia.

"Now a lot of part-timers are getting into lawn mowing for a second income. That has increased the competition for mowing, especially in residential," he says. "So, we're focused more on commercial

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◀ Increasingly, Nansemond Lawn & Garden has been moving into fine manicured mowing, but efficiency is still vital to the Virginia company.

work because most accounts want full landscape maintenance service and are large enough to make our labor and equipment time more efficient." The company's business is about 70 percent commercial and 30 percent residential.

Nansemond employees always wear company shirts on the job, and their equipment is kept clean and well maintained. Each crew is responsible for its own preventive maintenance and equipment cleaning each week.

"When we look professional, customers perceive they are getting professional service," Mansfield says.

He also requires that each full-time employee earn the required technical license for pesticide application, even cutting crews. Explains Mansfield, "even the mowing crews generally have to apply some Roundup to beds or driveways, and we want to make sure our people are properly certified."

The quality of work done by Nansemond crews and their on-time performance leads to frequent business referrals. As a result, Mansfield says he seldom advertises the company's services. "I place ads in our local newspaper three or four times a year, just as reminders, but it's our quality and dependability that bring us new business."

Speedy service

One advantage Nansemond Lawn & Garden offers over many competitors is its response time. "When we get a call from a

customer, especially if he has some kind of landscape problem, we aim to respond immediately or as quickly as possible," Mansfield says. "Plus, our crews have weekly routes they cover and our goal is always to have the work done on time."

As his business grows, Mansfield says he's more selective in taking on new accounts. "We take on only what we're comfortable doing, and when we can be sure of delivering the quality of work that enhances our company reputation."

When it comes to bidding for a new account, Mansfield doesn't low-ball his rates. "We're certainly not the cheapest bid, but generally we fall somewhere in the mid-range. We base our bids on time and materials. Occasionally we'll bid a job with the hope of adding future work, such as landscape construction or renovation.

"We used to bid on some contracts for local government. But it seemed it was always the low bid that got the job, so we just don't go after that work."

Mansfield has used and evaluated a lot of turf and power equipment in his 14 years in business. Starting with that first 10-hp riding mower, his lineup evolved through walk-behind mowers and, in the past four years, back to riding mowers.

Practical experience

Mansfield comes by his equipment knowledge from his experience as a farmer. He was involved in a family farm near Suffolk that grew 2,000 acres of peanuts, soybeans and small grains. Later, he got into the retail lawn and garden business, handling mostly seed and fertilizer. He took on some consumer power equipment lines for a year, before deciding to devote his energy to the lawn service business.

"The first couple years, I was lucky to

do \$15,000 a year," says Mansfield. Nevertheless, he saw the potential and hired his first employee the next year. "He was my trim man and blower man." The following year, he bought a second mower. "I just kept going. Those first few years, the business doubled every year."

As Nansemond's business grew, Mansfield aimed for more efficiency from his equipment investment, as well as his labor costs. Four years ago, a nearby dealer, Turf & Garden in Chesapeake, Va., convinced Mansfield to try a new riding mower. He was using walk-behinds, but Scott Dodson, Turf & Garden sales manager, convinced Mansfield to try the compact riding mowers, made by Walker Manufacturing.

Mansfield ended up selling all but one of his walk-behinds. "I keep one as sort of my security blanket," he says. Nansemond's crews now have four of the riding units.

"When we switched to the riders, it cut our mowing time by at least one-third, yet we have had no noticeable increase in our maintenance costs."

Mansfield says his operators quickly became used to the riding units.

"They quickly picked up the techniques for maneuvering the mowers, with one hand controlling both steering levers. They handle them well, and they maintain them well. "After all," says Mansfield, "the riders save them a lot of walking."

Nansemond Lawn & Garden still has a variety of power equipment and mowers in its equipment lineup, including some other riding mowers for rough cutting and large open areas where they don't have to pick up clippings. But more of their mowing today is fine "manicured" cutting. For that, Mansfield has determined that the compact riding mowers are making him money and building his business. □

Gary F. Burchfield is a freelance writer, living and working in Lincoln, Neb.

Labor Saving Device

It's hard to get comfortable when you're nine months pregnant. But, Andrea Morgante, owner of Siteworks landscape services, discovered comfort is no problem with the New Holland Super Boom™ skid-steer loader.

The Super "Baby" Boom

On a snowy evening in January, 1993, Andrea was using Super Boom to plow the driveway of her Hinesburg, Vermont business. That was nothing new—Andrea had been using Super Boom since 1990, when her work crew voted to buy it after testing all the other brands. But this particular night was different.

"I was past my due date and desperately hoping to go into labor, but Super Boom was just too smooth.

The day after the storm, I finally gave birth to my son,

Morgan," she said in a letter to New Holland.

"I used Super Boom throughout my pregnancy without a problem. The seat belt even fit, right up until the day he was born."

This Baby Really Works

Siteworks, founded in 1978, does landscape design, building and planting throughout New England. In 1988, Andrea and her crew started testing skid-steer loaders to help increase productivity.

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"We tried them all — but New Holland was by far the best. The visibility is superior, and it has the best reach and lift height to dump into our trucks. No other skid-steer could do that," she said. "And it runs smoother — it's not bouncy at all."

Now, Andrea and her crew can't live without Super Boom because it saves so much time and labor. "It boosts the crew's morale because they know they'll get done quickly and efficiently," she said.

No More Labor Pains

So even if you're not pregnant, it's nice to know there's a skid-steer that can take care of all your labor pains. The New Holland Super Boom: this baby really gets the job done. See your New Holland dealer today.



Field management costs too much? Get a partner

City parks departments and local schools can use mutually beneficial 'joint power facilities' and contracted services to make management costs more affordable for both.

by DAVID D. MINNER, Ph. D. / Iowa State University

Joint power facilities occur most commonly when a city parks department and local school join in an agreement to share playing fields.

Fields that are idle are perceived to be a waste of city or school funds. Instead of building new fields, the teams from one association are permitted to use the other's facility. This will ease the field pressure on one partner and increase the traffic injury on the other partner.

► Before entering into a "joint power" agreement make sure that there is a clear understanding of the additional resources required to manage the increased level of activity.

► Define expectations of the field and exactly who will use the facility.

► Follow any transfer of funds and be sure that the field maintenance budget is actually increased to cover additional resources needed to manage increased activity.

Manageable units

Proposals to upgrade a facility or purchase new equipment may often be turned down because the total cost of the request is beyond the scope of the annual budget. If possible, find out what level of additional funding is appropriate and then divide your total project into manageable units that can be purchased over more than one year. For example, your \$15,000 proposal for an automatic irrigation system has

been turned down, even though you volunteered to install it with your grounds crew at no additional labor cost. Break the project into three phases and complete one phase each year at an increased cost of only \$5,000 per year.

Buy the pipe, wire, and valves the first year and install them. Buy and install heads in the second year and charge the system. It may not be automated, but after only two years you have water where there once was none. In the third year, purchase the controller and fully automate the irrigation system. □

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



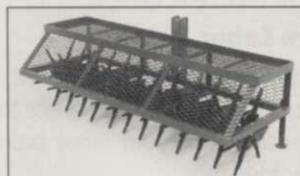
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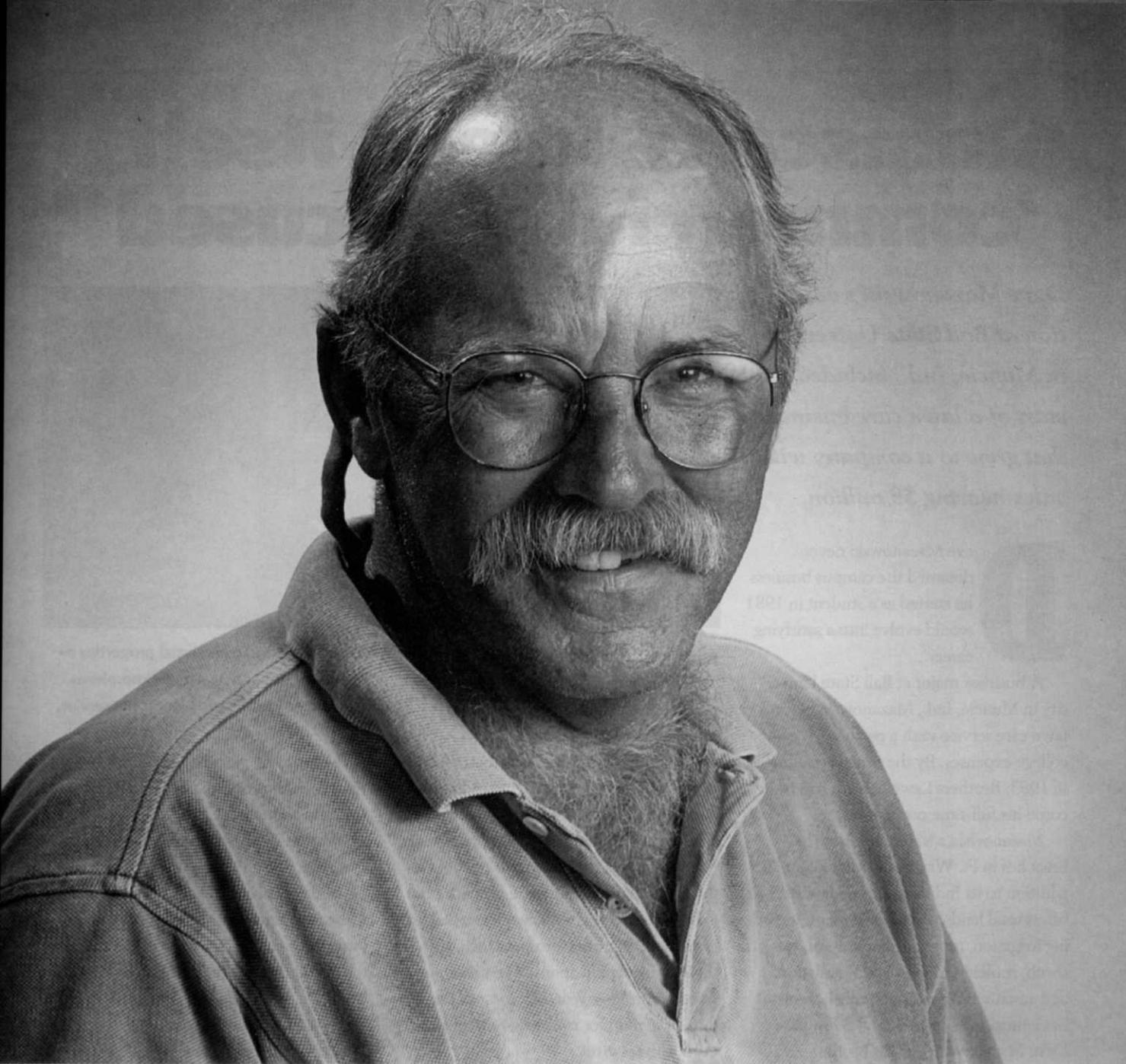
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Mainscape keeps itself 'commercially' focused

Dave Mazanowski's education at Ball State University in Muncie, Ind., included the start of a lawn care business that grew to a company with sales nearing \$9 million.

Dave Mazanowski never dreamed the campus business he started as a student in 1981 would evolve into a satisfying career.

A business major at Ball State University in Muncie, Ind., Mazanowski began a lawn care service with a partner to defray college expenses. By the time he graduated in 1983, Brothers Lawn Service had become his full-time occupation.

Mazanowski's Mainscape now has branches in Ft. Wayne and Cincinnati, in addition to its Indianapolis headquarters. It offers total landscape management, including irrigation, mowing, fertilization, tree & shrub, mulching, landscape installation, and aquatic care for commercial clients. It has annual sales of "roughly" \$9 million. Dave Mazanowski and his brother, Zyg-



mund, bought out their other partner in 1992 and recently brought their father into the business.

Emphasis on total care

"We put the emphasis on total maintenance with our customers, instead of focusing on things like mowing where we can't be as competitive," says Mazanowski. "We try to be as full service as possible to the point that we visit some properties on a daily basis, doing whatever is needed on a given day. Our basic program includes three to five applications of fertilizer and weed control per year, but most of our customers sign up for much more than that."

Curb appeal vital

With accounts such as hospitals, banks, industrial parks, schools, and apartment/condo complexes, Mainscape looks to provide "curb appeal" for its customers. Its mulch bed maintenance program is an essential component to this aspect

Dave Mazanowski, right, owner of Mainscape, a \$9 million lawn care company based in Indianapolis, and Jeff Lefton, director of marketing.



Mainscape serves commercial properties including condos and apartment complexes. The company offers total landscape service.

of the business, generally requiring weekly visits to each property.

Quick response

"In these situations, you want a product that responds quickly, preferably in a couple of days," says Mazanowski. "We had some problems a few years ago with our previous product. We'd spray and the customer would still see green a few days later. We'd get called back to spray it again and it would still be green."

Two years ago, Mazanowski tried Finale herbicide on a limited basis. He was impressed. "Finale gave us a very quick kill. We saw results within 24 hours," he says. Last year, Mainscape used Finale almost exclusively for post-emergence nonselective weed control.

In its attempt to offer more services to its customers, Mainscape has expanded into erosion control. Many of its customers have ponds with eroding banks. Mainscape offers standard rip-wrap stones for restoring pond banks, also a more natural bio-log method. The company's aquatics program, which is growing at 20 percent annually, provides weed control and fountain maintenance.

With 60 full-time employees at Main-scape headquarters and another 120 part-timers added during the season, Mazanowski faces his biggest challenge in labor management. "Development of hourly workers in addition to management level employees is one of my major concerns," he says. "Giving people responsibility and accountability is a challenge that's easier said than done. We will be focusing more and more on labor issues in the next few years."

Though his company has experienced some growing pains since the early years on campus, Mazanowski plans to expand into even more areas in the future. He recently began selling and installing play structures in city parks and private enterprises. "We hope to continue attracting more upscale customers who look to us for quality service," he adds. "Our biggest market is companies who don't have time to take care of their own properties." **LM**

ALCA Foundation up and running

The Board of Directors for the Associated Landscape Contractors of America (ALCA) approved the formation of the ALCA Educational Foundation as a 501(c)3 organization. Its purpose is to award scholarships and to fund educational programming for the landscape industry.

The board allocated an initial \$25,000 to the Foundation, and expects the amount to reach \$100,000 in the first six months. The goal is \$500,000. A campaign is underway to solicit corporate contributions as well as individual donations.

President of the Foundation is Chris Kujawa, Kujawa Enterprises, Inc.; Vice President is Drew St. John, St. John and Associates; Treasurer, Karen Corcoran, The Benchmark Group; Secretary, Debra Atkins, ALCA; and Director, Steven Glover, L&L Landscape Services.

ALCA also announced a pilot program for both interior and exterior contractors planned for August 21-24 at the Fairmont Hotel, Dallas. The program will focus on the mid-level and foreman-level employee. Also, ALCA CLP and CLT exams will be offered then. Contact Bob Drury at ALCA at (800) 394-2522. □

PGMS expands membership

Membership in The Professional Grounds Management Society now extends to physical plant administrators and property managers with grounds care responsibilities.

"Increasing inquiries from physical plant administrators and property managers indi-

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cate heightened grounds-related needs of those who are not precisely grounds professionals, but have responsibilities in the grounds area," reports PGMS President, Steve Wharton.

Memberships are available at the regular rate of \$150 per year, and members enjoy full voting rights.

To obtain further information about membership in PGMS, contact the Society, at PGMS, Facilities Pro's, 120 Cockeysville Rd., Suite 104, Hunt Valley, MD 21030; (800) 609-7467. □

Irrigation Association's site has quick-search

Looking for an IA-certified irrigation specialist in your region? The Irrigation Association's web site www.irrigation.org offers quick-search referencing by certification type (designer, contractors and/or auditors), and by location.

Another quick-search feature is the membership guide, by member type and state. Your networking capabilities are expanding in the search for industry leaders, distributors, products, practitioners, other irrigation activists in your region affiliated with the Irrigation Association.

Education and certification schedules and sites are now accessible through e-mail addresses, certification@irrigation.org and education@irrigation.org.

Also, you can develop your business skills with a new course entitled The Business of Irrigation Contracting. The focus is financial and personnel management for irrigation contractors. Contact Lori Brown, education manager, at (703) 573-3551. □

'96 PLCAA operating study ready

PLCAA's 1996 Operating Efficiency Study is a valuable decision-making tool and includes statistical information by region, company size, services provided and tips on using ratios to simplify financial statement information. The study was compiled by Lewis Browning, president of Wall-Bruning Associates, Inc., a small business consulting firm.

"Very few industries have the luxury of a scientifically prepared survey of successful practices upon which they can benchmark their results," says Browning. "The PLCAA Operating Efficiency Study provides you the same results as the Fortune 1000 companies, at a far more reasonable cost."

Also from PLCAA is a new public education brochure—"Water Quality and Your Lawn." This easy-to-read brochure explains how a healthy lawn improves water quality.

The brochure gives preventive turf care tips and is supported by several environmental organizations. Supporting organization logos are prominently displayed on the back of the brochure, lending credibility and name recognition.

"We're very excited about this new brochure and encourage everyone in the industry to distribute it to their customers and in their communities," says PLCAA's Government Affairs Director Tom Delaney.

Special order pricing is available—3 cents a brochure plus shipping and handling. To order either the 1996 Operating Efficiency Study or the "Water Quality and Your Lawn" brochure (or PLCAA's Products Catalog), contact PLCAA at (800) 458-3466/Fax (779) 578-6071/E-Mail plcaa@atlcom.net. □

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That's a "New" price and a "Used" price. Do your shopping based on the second price — the USED price. That's where you can judge the real value of a NEW trailer.

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Ask about the Wells Cargo Financing Program. The easiest way to get the trailer you want right now!

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Circle 147

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

LANDSCAPE
management

March 1997

This card is void after May 15, 1997

NAME (please print) _____
 TITLE _____
 FIRM _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 PHONE (_____) _____ FAX (_____) _____
 INTERNET/E-MAIL ADDRESS _____

I would like to receive (continue receiving) LANDSCAPE MANAGEMENT free each month: Yes No

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
 10 295 Parks Developments/Hotels/Resorts
 11 300 Right-of-Way Maintenance for Highways, Railroads or Utilities
 12 305 Schools, Colleges, Universities 17 330 Cemeteries/Memorial Gardens
 13 310 Industrial or Office Parks/Plants 18 335 Hospitals/Health Care Institutions
 14 315 Shopping Centers, Plazas or Malls 19 340 Military Installations or Prisons
 15 320 Private/Public Estates or Museums 20 345 Airports
 21 350 Multiple Government Municipal Facilities
 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

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 102 120 138 156 174 192 210 228 246 264 282 300
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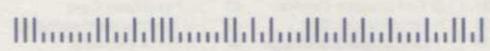
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March 1997

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101	119	137	155	173	191	209	227	245	263	281	299
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107	125	143	161	179	197	215	233	251	269	287	305
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109	127	145	163	181	199	217	235	253	271	289	307
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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

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**
Lawn and landscape professionals, commercial cutters and outdoor service business operators. Be there!

Call today for free registration information. Experience the outdoor product action at EXPO 97.

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Fax: 502-562-1970

See our site on the Internet at
<http://EXPO.mow.org>

INTERNATIONAL
LAWN, GARDEN &
POWER EQUIPMENT

EXPO 97

Bayer Specialty Products

has changed its name to **Bayer Garden & Professional Care**, and now acts as a separate worldwide business unit. The business focuses on professional pest control, lawn care, arbor and golf course markets and the formulator market. Instead of doing business in these markets on a country-by-country basis, the company reports, it will now coordinate its efforts internationally. "Any and all of Bayer's international resources will be used to improve our work in this market," says Trevor Thorley, director of Garden & Professional Care.

"We want to give our customers the best possible products for the needs they have now and in the future," says Rick Robb, manager of mar-

keting services for the Garden & Professional Care Unit. "In the past, there was a lot of overlap in research and formulations development. Now, we'll be working together more efficiently."

Elin D. Miller, director of government and public affairs for **DowElanco**, is the former director of the California Department of Conservation. Miller is a native of Arizona, and received her bachelor of science degree in agronomy and plant protection from the University of Arizona, where she was named an outstanding woman graduate. She reports to A. Charles Fischer, vice president of DowElanco North America.

Dan Teich is new president of **Ransomes America Corpo-**

ration, and manages operations at the company's manufacturing facilities in Lincoln, Neb.; Johnson Creek, Wisc.; and Edgewater, Fla. Teich has served with General Electric, Monarch Marketing Systems and Nashua Label Products. He is based in Lincoln.

Hunter Industries' top distributors for 1996 include Atlantic Specialties, Holly Hill, FL; Automatic Rain Company, Menlo Park, CA; and Boston Irrigation Supply, Dedham, MA.

Husqvarna Forest & Garden Co. has named Don Roop director of special markets. Roop develops business for Husqvarna and its power equipment retailers within special high-growth areas, including government and commercial user markets.

Roop also manages Husqvarna's distributor relations.

Lesco, Inc., Cleveland, will be the primary supplier of professional turf fertilizers and grass seed to golf courses managed by Golfturf worldwide. The following are a few of Golfturf's clients: Muirfield Village Golf Club, Dublin, Ohio; Colleton River Plantation in Hilton Head, SC; English Turn in New Orleans; Kauai Lagoons Resort in Kauai, Hawaii. In a related matter, in 1996 Lesco opened a new store format called the Lesco Superstore, directed primarily to the golf course market. Superstores operate in Myrtle Beach, Hilton Head and Pinehurst.

Lofts Seed Inc., awarded academic scholarships to 14 students at Rutgers University. Dr. Richard Hurley, vice president of Lofts Seed, Inc., presented the scholarships to: Stacy Ann Bonon; Scott Fretz; Gary Gentilucci; Wendy Hill; Michael A. Holtman; Joshua A. Honig; Christine Kubik; Pradip R. Majumdar; Christina Miller; Shawn T. O'Sullivan; Pedro Perdomo; Margaret E. Secks; Saulius Vaiciunas and Yi Wang. Since 1983 the Peter Selmer Loft Fund has awarded over 100 scholarships to students studying turfgrass science at Cook College. In related news, Lofts presented a check for \$14,272 to James Snow, national director of the **United States Golf Association**. The annual donation to the USGA is based upon a royalty agreement for the release and marketing of Ram I Kentucky Bluegrass, which Lofts and **Jacklin Seed** co-market. **LM**

Info center

VIDEOS AND LITERATURE FOR THE GREEN INDUSTRY

PLCAA's NEW PRODUCT CATALOG... offers lawn and landscape pros new items and best-sellers in user-friendly sections. New items include a Containment System Design guidebook by Fredric R. Haskett. This guidebook shows how to design and construct an affordable and safe facility for storing, handling, mixing and recycling pesticides, fertilizers and other chemicals. Another featured item is PLCAA's new consumer brochure "Water Quality and Your Lawn." Some of the most popular items in the catalog are the management publications by Phil Nilsson, a green industry consultant with over 20 years experience. For a free copy of PLCAA's Products Catalog, phone (800) 458-3466; fax, (770) 578-6071; E-Mail, plcaa@atlcom.net.

THE BALL PEST & DISEASE MANUEL... 2nd edition is handy for producers of floriculture crops, commercial nurseries, pest control operators and professional scouts. Authors are Charles C. Powell, Ph.D., and Richard K. Lindquist, Ph.D. It's available from Grower Talks Bookshelf, 335 N. River St., P.O. Box 9, Batavia, IL 60510. Phone 1-888/888-0013; fax, 1-888/888-0014; e-mail, Growertalk@aol.com or gtalks@xnet.com; web site is <http://www.growertalks.com>.

THE INTERNATIONAL SOCIETY of ARBORICULTURE'S... fall 1996 catalog can be obtained by contacting the Society at P.O. Box GG, Savoy, IL 61874-9902. Phone 217/355-9411; fax, 217/355-9516; e-mail, isa@scorpion.ag.uiuc.edu; web page, <http://www.ag.uiuc.edu/~isa/>

These questions came straight from the customers of lawn care operators, pest control operators and other professional pesticide applicators across the country—and probably reflect the concerns of your customers. The more your customers know about the products you use, how you use them and how much is used, the more confident they will be in you and your service.

Communicate With Your Customers

Your customers expect you and your employees to be credible and knowledgeable sources of information about your products. Take time to talk with them about your safe and responsible use of pesticides.

Studies show that most people don't know that pesticide products are among the most highly tested products sold. The U.S. Environmental Protection Agency (EPA) registers only those uses of pesticide products that pose minimal risks.

- Emphasize that pesticide products must undergo stringent government-monitored testing before they can be sold. It is a long and costly process. For example:
 - It takes a chemical manufacturer eight to 10 years to test and register a product, at an average cost of \$30 million to \$50 million.
 - As many as 120 tests or more are performed, many specific to health, safety and the environment.
 - Only one potential pesticide in 20,000 makes it from the research lab to the market.
- Explain Integrated Pest Management (IPM) to your customers. Most do not fully understand the concept. Point out that a successful IPM program stresses prevention, pest identification and selection of the best method of pest control, which may require the use of pesticides. Tell how you incorporate IPM into your pest management practices.
- Identify the specific pesticides you use and the pests they control.
- Indicate that professionals use an array of products, many the same as those used by homeowners.
- Assure customers of the benefits pesticides provide for turf, trees and ornamentals, and in the home. For example:
 - Termites cause over \$1 billion in structural damage each year.

"Are the pesticides you use safe?"

"Are the pesticides that professionals use stronger and more toxic?"

"When is it safe for my children and pets to return to an area after a pesticide application?"



- One large, pest- and disease-free tree has the same cooling effect as 15 room-size air conditioners.

- A well-maintained lawn and landscape adds as much as 15 percent to a home's value.

- Discuss your safe and responsible use of pesticides as a professional applicator. Note the many steps you take to ensure that the pesticides you use are used properly.
- Advise your customers that you closely follow label instructions. The label contains instructions for only those uses approved by EPA.
- Outline the extensive training that is mandatory for professional applicators in order to apply specialty pesticides. Applicators are required by law to undergo training, certification and licensing, as well as to keep records of each job performed.

- Explain what happens to pesticide containers once a job has been completed. Note that containers are disposed of properly.

What Else Can You Do?

Provide your customers with materials such as newsletters, brochures, fact sheets and bill stuffers that communicate these messages. Be sure that someone at your company, who has a basic knowledge of the products and application methods your company uses, is available to answer questions.

RISE Is A Resource

RISE is the voice for the specialty pesticide industry. Its members include manufacturers, formulators, distributors and other industry leaders.

RISE works in cooperation with your national, state and local user/applicator associations and is an additional source of information regarding issues facing pesticide users. We can help you in your role as a knowledgeable and credible information source to customers and to the public. A brochure on communicating about pesticides with your customers is available. Contact RISE to receive your copy.

We urge you to take an active part in your state and national association(s). We work together to support your business.



Responsible Industry for a Sound Environment®

For more information, contact RISE, 1156 15th St., NW, Suite 400, Washington, DC 20005, or call 202/872-3860. Our Internet address: <http://www.acpa.org/rise>.



Verti-Drain's new units can speed aeration

Verti-Drain's two new machines help turf professionals treat compacted areas quickly and efficiently during peak usage periods.

The high-speed 7212 and 7316 models both provide capacity increases up to 70 percent, enabling users to treat more ground in less time. The primary difference between the machines is that the 7316 has a greater working width and depth. To increase speed, the weight of the equipments' moving parts has been decreased, making the products lighter to handle. A lower hp tractor may be used with them. They are capable of coring and solid tining, as well as using the company's new needle tines which create less surface disruption.

For more information contact Emrex, Inc., at (717) 288-9360, or

Circle No. 290

Emergency access lanes support heavy vehicles

Emergency vehicle access is an important element of commercial landscape design, says Presto Products of Appleton, Wisc. For that reason, the company now markets the Geoblock porous pavement system, for turf emergency access lanes.

The pavement system blends with the surrounding landscape and handles the most demanding load support requirements, while allowing the turf to continue to thrive.

The Geoblock system is an inert, durable polyethylene unit. It will not absorb moisture, says Presto, and is not effected by freeze/thaw cycles.

The Geoblock system is made of interlocking, high-strength blocks, which act as a flexible "bridge" within the top soil layer. The bridge provides maximum load transfer from block to block, flexing under loads that would break concrete.

For more information, call (800) 548-3424, and tell them you saw their message in LANDSCAPE MANAGEMENT, OF

Circle No. 291



John Deere walk-behind versatile

The GS-30 is the newest member of the John Deere GS series of commercial walk-behind mowers. Equipped with a 5-speed gear transmission, it's powered by a Kohler Command 13-hp, Pro Series engine.

It can be paired with a 48-inch or a new 36-inch mower deck. The 36-inch mower deck features two-spindle, timed blades for superior cut quality, a larger discharge opening and new discharge chute for better grass clipping distribution, .75- to 4.5-inch cutting height range, and a fixed, deep-deck design.

The GS-30 also features electric PTO and padded operator presence levers, and is certified to ANSI safety standards. It can take on a variety of jobs with John Deere attachments like the 3.5-bushel, side-mounted Grass Catcher; two-wheel fixed sully; two-wheel steerable sully; or a 36-inch Tricycler Mulching attachment.

Contact John Deere Inquiry Department, P.O. Box 12795, Research Triangle Park, NC 27709-2795, or

Circle No. 292