

[A 'DEER' DILEMMA]

Deer are common in north-eastern Ohio. They stroll across the landscaped grounds here at Advanstar Communications on a regular basis. They are a beautiful sight, but each winter and early spring they eat and damage many of the ornamentals that beautify our corporate headquarters. In fact, our Grounds Manager Tom Sprague no longer plants spring bulbs. Once the tulips break ground and prepare to blossom, the deer nip them off.

They damage evergreens too. This past winter we covered many of the smaller evergreens with burlap. This seemed to work. But burlap isn't such a pretty sight.

In an adjacent Cleveland suburb about 140 people crowded into a city hall. They wanted something done about the hungry deer eating their landscape plants. One man, the owner of a 16-acre horticultural park, said he put up a 7-foot-high fence to keep them out. They just jumped over it, he said.

A wildlife official told the group that there are over 8,000 deer in Cuyahoga County. Most live in and around our scenic Metro Park system. He suggested a bow hunting season to reduce the deer population.

Judging from comments we often receive here at LANDSCAPE MANAGEMENT,

deer are a big problem for landscape plants just about everywhere in the United States.

Occasionally we get product releases claiming success for deer repellents—products made from lion dung and coyote urine. Mesh netting. Electric fences. Ultrasonic devices that scare deer away.

Tell us about your experiences. If you've had success keeping deer from damaging your, or clients', landscapes our readers really want to hear from you.

Until we do, consider this list of plants rarely or seldom

severely damaged by deer: Barberry, Redosier Dogwood, Forsythia, Honeylocust, Beautybush, Norway Spruce, White Spruce, Colorado Spruce, Mugo Pine, Austrian Pine, Scotch Pine, and Common Lilac. The list was compiled several years ago by horticulturists and wildlife specialists at Cornell University.

The list of plants "occasionally severely damaged" by deer is much longer: White Fir, Red Maple, Silver Maple, Sugar Maple, Common Horsechestnut, Serviceberry, Cottoneaster, Common Witchhazel, Rose-of-Sharon,

Hydrangea, Privet, Eastern White Pine, Potentilla, Douglas Fir, White Oak, Northern Red Oak, Willows, Anthony Waterer Spirea.

Bridalwreath Spirea, Persian Lilac, Japanese Tree Lilac, American Linden, Canadian Hemlock, Old-Fashioned Weigela, Norway Maple, Eastern Redbud, Clematis, Corneliancherry Dogwood, Winged Euonymus, Apples, Crabapples, Cherries, Plums, Rhododendrons, Hybrid Tea Rose, Yews, American Arborvitae.

Your turn

We like to report what readers think about current topics in LANDSCAPE MANAGEMENT. Tell us what you've done to reduce or eliminate DEER landscape damage. Tear out or photocopy this page, and fax or mail your response to: LANDSCAPE MANAGEMENT, 7500 Old Oak Blvd., Cleveland, Ohio 44130 • Fax: 216/891-2675.

Are deer a landscape problem either for you or your customers?

Yes COMMENTS _____
 No _____

Do you use any particular products to discourage deer damage?

Yes COMMENTS _____
 No _____

What strategies have you used to avoid or limit deer damage?

COMMENTS _____

Name: _____

Company: _____

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†Excludes Crew Cabs. ††Always use seat belts. Remember a backseat is the safest place for children. Rearward-facing child seats can be used in the front seat only with the passenger airbag turned off. *Based on Strategic Vision's 1995, 1996 and 1997 Vehicle Experience Studies™ of 31,440 ('95), 35,652 ('96) and 31,521 ('97) Oct.-Nov. new vehicle buyers of 170+ ('95) and 200+ ('96 and '97) models after the first 90 days of ownership.



Scotts buys Emerald Green

Acquisitions in the lawn care industry featured a couple new faces in October, as the Scotts Company, Marysville, Ohio, purchased a majority interest in Emerald Green Lawn Care.

Emerald Green serves 29,000 Midwest customers, and now anchors Scotts' efforts to grow its new Scotts Lawn Service Division. Specifically, Scotts says it wants to fill a void in the "premium" lawn care market, after the TruGreen/ChemLawn buy of Barefoot Grass.

"[TruGreen/ChemLawn's] strengths have always been in the broader lawn service market, not the premium end where Barefoot competed so successfully," says Mark Long, vice president of Scotts Lawn Service.

Scotts reports there is a 10.5 million-household market for lawn care, and any company that can satisfy customers will keep them for awhile.

"People usually don't shift back and forth between a lawn care service and do-it-yourself lawn care," believes Long. "They use a service for an average of five years, because they either don't have time or don't want to worry about caring for their lawn."

Great name recognition

Scotts also may benefit from the familiarity of having its products in virtually every garden center in America. It spends \$30 million in consumer advertising, and Scotts and Miracle-Gro products will be used to service customers' lawns.

Scotts reports that for the next two years it will establish and refine its marketing and operational strategies in several new markets, with a special focus on customer retention.

The strategy does not rule out further acquisitions, Scotts reports.

"Longer term, we believe Scotts is very well positioned to fill the premium segment of the lawn service industry and establish itself as the number one, premium national player in the market," says Long.

"Select company stores are switching over in 1998, to be called Scotts Lawn Care," says Gene Pool, owner of the Emerald Green franchise in Van Wert, Ohio. "The franchises, people like myself and 26 others, will continue to be called 'Emerald Green, Featuring Scotts Products.'"

Pool says he met with Mark Long recently, and believes the Scotts plan will work.

"I'm impressed with [Long]. I think he's a man of integrity and I think he's got the drive to make Scotts number 1 in 10 years," says Pool.

Jacklin patents endophyte

POST FALLS, ID.— Jacklin Seed Company has acquired the first patent for endophyte in all varieties of Kentucky bluegrass and related species, as well as creeping bentgrass, and says it expects to market an endophyte-enhanced product on the market within two years.

Endophyte is a natural plant protectant that exists in perennial ryegrass the fescues. Until recently, it has not occurred in Kentucky bluegrass or creeping bentgrass.

"Endophyte enables turfgrass to better reduce insects and diseases naturally, greatly reducing the need for chemical inputs on golf courses and other turf," reports the company.

The technique for introducing endophyte into these species through inoculation and hybridization was developed by researchers Doug Brede and Suichang Sun of Jacklin.

"This endophyte patent will completely change the way the turfgrass and turf maintenance business is conducted," says Doyle Jacklin, president of Jacklin Seed of Post Falls, Id. "It will greatly reduce the chemical applications turf professionals use to maintain a healthy, disease-free turf."

Jacklin reports it studied hundreds of thousands of genetic variations to develop the Kentucky bluegrass and creeping bentgrass endophytes. The new varieties were the result of more than 11 years of research.

Creeping bentgrass is used for the majority of golf course turf around the world. Kentucky bluegrass is the prime lawn grass throughout temperate regions.

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Toro to build Dingo Digger

Dingo Digging Systems of Fort Mill, S.C. and The Toro Company of Bloomington, Minn., have announced a strategic partnership under which Toro will manufacture Dingo Digging System's landscape products under the Toro brand name for the North and South American markets. This partnership establishes the Toro SiteWork Systems product line. The Dingo name will remain on the flagship product under the Toro SiteWork Systems banner.

Dingo Digging Systems began to distribute its products in North America in 1995 under an agreement with Dingo MiniDiggers of Australia. The partnership with Toro allows for increased manufacturing and product availability in the Americas.

"I believe this agreement will have tremendous impact on the landscape contracting industry and I'm excited about its potential," says Roger Braswell, president of Dingo Digging Systems and Southern Tree and Landscape Companies, Charlotte, N.C.

"Toro's quality and excellence in manufacturing and distribution will quickly make this machine a mainstay of every contractor's business," says Braswell.

The Dingo is a compact utility machine with more than 30 attachments. Its compact size and maneuverability allows it to landscape areas that previously had to be done by hand. The 42-inch frame sits atop a four-wheeled base and can turn within its own radius. The operator stands on the rear of the machine and uses hand controls to power the attachments. The bucket is a standard attachment and other attachment options include an auger, trencher, tiller, leveler, cement mixer, rotary broom and back hoe.

The Dingo 220 will be manufactured at Toro's ISO 9000 certified facility in Tomah, Wisc. and offered through Toro's distributor partners. Dingo Digging Systems will continue to provide sales and marketing support.

The investment by Toro is the latest in the company's strategy to increase its market reach, says Chairman and CEO, Kendrick B. Melrose.

"We expect the partnership with Dingo," says Melrose, "combined with our existing business and the planned acquisition of Exmark Manufacturing and earlier alliances with Maruyama manufacturing for hand-held products and Bluebird International for aerators and other walk-behind products, to send a clear message to our customers that Toro is committed to being the leader in providing innovative equipment to landscape contractors to help increase their productivity."

[CLIPPINGS]

Minn. soil scientists need state o.k.

Soil scientists practicing certain procedures in Minnesota must now be licensed by the state. Licenses are required to perform mapping; environmental cleanup projects; some land application projects; and septic system projects. Basic soil fertility testing is not included. Applications for licenses made before August 5, 1998 will be grandfathered and no exam will be required, provided that the applicant meets certain education and work experience criteria. For an application packet, call 612/296-2388.

Extension agents study issues

The first Urban Horticulture/Turf Study Tour, sponsored by RISE, PLCAA and TruGreen/Chem-Lawn through the National Association of County Agricultural Agents took place Oct. 4-9 in Delaware, Maryland, New Jersey and New York. RISE reports 20 agents participated in the tour. RISE's Allen James, Elizabeth Lawder and Fred Langley addressed the group on state legislative issues, media relations and industry issues. American Cyanamid hosted the group and presented a tour of its New Jersey facility.

Record quarter for Lesco

Lesco, Inc. reports record sales and earnings for the third quarter of 1997. Net income for the quarter ended Sept. 30 was a record \$4.4 million, an increase of 23.4 percent over third quarter 1996. Chairman William Foley credited West Coast expansion and the purchase of Tri Delta Fertilizer, and "positive growth in all channels of business" as key element in the improved earnings.

Md. turf council establishes fund

The Maryland Turfgrass Council Board of Directors has established the Maryland Turfgrass Fund in cooperation with the University of Maryland Foundation. The move is meant to invest the Council's funds for the best return, given the government's apathy toward turf programs. The Council established the fund with a \$100,000 donation. "In these days of decreased Federal and State funding, reports the Council, "it is becoming increasingly important for industry to meet the needs of research and advancements in our field. We are increasingly being asked to help fund research, scholarship programs and meet other educational needs."

People OF THE Year

Our 1997 recipients—Tom Lied; Roger Funk; Paul Latshaw; and Jeff Bourne—have established, and often redefined, standards of excellence in their Green Industry occupations. They serve as ideal role models for fellow professionals.

LANDSCAPE CONTRACTING CATEGORY

Tom Lied, president of Lied's Landscape Design and Development, Sussex, Wisc.

Tom Lied has shown over and over his dedication to improving the standards of the landscape industry. He's done this through his work in the Associated Landscape Contractors of America and Wisconsin landscape associations, and through his continuing commitment to excellence.

Lied's first exposure to the business was working in his father Delmar's company, then known as Lied's Nursery, founded in 1945. Tom "officially" joined his father's firm after graduating from Michigan State University.

"He had a desire and flair for the design end of it," says son Robb, "and ultimately spent a majority of his time in sales."

Lied's career took off from there, and so did his willingness to contribute to the industry. In 1962, he helped form the Associated Landscape Contractors of America.

Gary Thornton, president of Thornton's Gardens, Maineville, Ohio, and Lied worked together on the ALCA *Certification Program* in the late 1980s.

"I was the chairman, and I picked past presidents with lots of years of experience to be on the Certification Program Board of Governors," recalls Thornton. "The Board of Governors were going to be the ones to write the test and choose the topics. We had a vision of several different tiers of certification, and Tom became one of the sparkplugs for certification for technicians, the *CLT Program*."

"Tom was instrumental in providing the long-range look at where that program could lead."

Thornton has also served with Lied for 20 years on the ALCA "Crystal Ball" committee, which is ALCA's annual "report card" on industry standards of quality, service and business excellence.

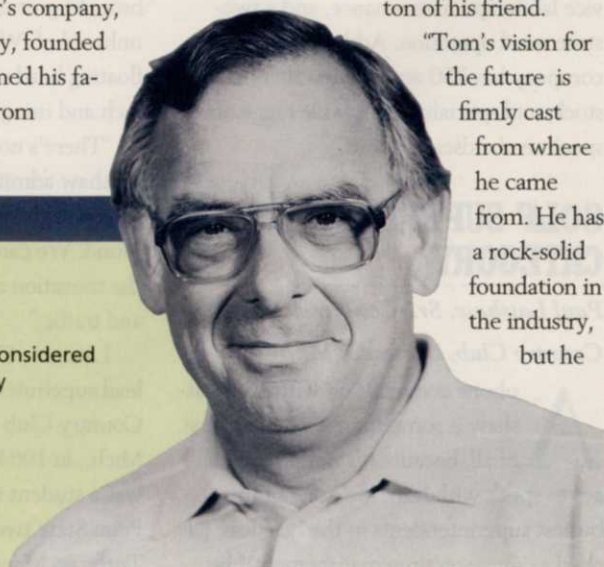
Loyal to his peers

"He certainly is dedicated," says Thornton of his friend.

"Tom's vision for the future is firmly cast from where he came from. He has a rock-solid foundation in the industry, but he

TOM LIED'S CAREER HIGHLIGHTS

- ▶ **1962:** Helps form Associated Landscape Contractors of America
- ▶ **1969:** President of ALCA
- ▶ **1979-present:** Leader of the ALCA "Crystal Ball Committee Reports, considered to be barometers of quality and service improvements within the industry
- ▶ **1989:** Helps to author ALCA Certification Program
- ▶ **1993:** Receives ALCA Landscape Service Award
- ▶ Member, Wisconsin Landscape Federation; past president, Wisconsin Landscape Contractors Association



really has a look forward to where this industry is going. He sees the big picture, but is intricately involved in the details."

Thornton says Lied has also been highly instrumental, mostly through the "Crystal Ball", in bringing the "Total Quality" concept into the landscape industry.

"There were always various aspects of Total Quality in the industry, but nobody categorized it as such. I would say it's really taken hold."

"Tom started the Crystal Ball committee as a way to look for future trends and try to be cutting edge for our industry, which was not necessarily on the cutting edge," says colleague Joe Skelton, president of Lifescapes, Inc., Canton, Ga.

"The effect Total Quality has had on my company is immeasurable."

"Tom exemplifies a strong leader who has strong personal beliefs and values and has the fortitude and strength to stand behind his beliefs, and lead the team," says Skelton. "But at the same time, he will listen to the ideas of everyone around him."

Lied's son Robb credits his father with teaching him to carry a "commitment to upholding the principles of what we stand for, our reputation and client service."

The company has grown and diversified under Tom's leadership to the point where Lied's is now a multi-disciplined company that employs more than 300 people with offices in landscape architecture, full-service landscape maintenance, and a two-store retail operation. Additionally, the company has 250 acres of quality nursery stock, and specializes in a wide range of specimen landscape plants.

GOLF SUPERINTENDENT CATEGORY

Paul Latshaw, Sr., Congressional Country Club, Bethesda, Md.

A phone conversation with Paul Latshaw is something to cherish. First of all, because it's not often you get to speak with him. He's one of the busiest superintendents in the business. ("I need a course on time management!" he

joked when we called.)

Secondly, he's always got something interesting to say.

Latshaw, our "Person of the Year" in the golf category has led the management teams at some of the country's finest golf courses: Wilmington CC; Augusta National; Oakmont; Shaker Heights CC. Currently, he's in charge at Congressional CC, Bethesda, Md., site of the 1997 U.S. Open Championship and 1995 Senior Open.

Latshaw began his career at Frosty Valley CC, in Danville, Pennsylvania, a recruit of superintendent Bruce Denning.

Latshaw credits Denning (now at Trumbull CC, Warren, Ohio) as being a major influence on his career.

"Bruce got me in the business," says Latshaw, who at the time was just out of the Navy and ready to go into the poultry farming business.

"It wasn't going well, and I needed a job," Latshaw remembers. An ad for help at Frosty Valley CC brought Latshaw into Denning's company.

"It was the first time I ever saw a golf course," Latshaw reveals. But it certainly was not the last.

No complacency here

Latshaw has often experimented with management tactics, with positive results.

"When I went to Oakmont, they told me they wanted fast greens. My question was, Are we going to keep them alive? We brought greens speed to a level that was unheard of. We were using Toro floating head mowers set at $\frac{3}{4}$ of an inch and using Wylie rollers.

"There's no doubt about it," Latshaw admits, "it's hard to keep greens at championship level year round. We can't do it year round in the transition zone, due to the heat and traffic."

Latshaw, 57, held his first job as lead superintendent at Jackson Country Club in Jackson Mich., in 1964. He was a student in the Penn State two-year Turfgrass Manage-

ment Program, and studied under Dr. Joe Duich of Penncross fame.

Passing on the knowledge

As Latshaw grew in his career experience, he himself became a mentor to others.

Matt Shaffer worked under Latshaw for two years at Augusta National. He now manages the Country Club of Cleveland, Pepper Pike, Ohio.

"He taught me a lot, and we created a lifetime friendship," says Shaffer, "which is more valuable for me than the things he's taught me. Paul is always leading edge. He was the first person to cut fairways by hand, probably the first person to aerify fairways with walk-behind aerifiers at Oakmont, and I'm sure he was one of the first people to really cut greens down to low

PAUL LATSHAW, SR. CAREER HIGHLIGHTS

- ▶ **1961:** Assistant at Frosty Valley CC, Danville, Pa.
- ▶ **1965:** First superintendent post, Jackson CC, Jackson, Mich.
- ▶ **1969:** Superintendent at Shaker Heights CC, Shaker Hts., Ohio
- ▶ **1974:** Superintendent at Oakmont CC, Oakmont, Pa.
- ▶ **1978:** Hosts PGA Championship at Oakmont
- ▶ **1983:** Hosts U.S. Open Championship at Oakmont
- ▶ **1993:** Begins stint at Congressional CC. Hosts Senior Open there in 1995.
- ▶ **1997:** Hosts U.S. Open Championship at Congressional CC



heights. "You would think he would be set in his ways, but he's not," says Shaffer.

Latshaw looks forward to the golf management industry with eagerness, and a "wish" that he were younger, like his son Paul B. Latshaw, 31, who is superintendent at Merion in Ardmore, Pa.

"We're in an exciting time right now," says Latshaw, as he searches for the words to describe some recent developments in course management.

"We've started using biostimulants, humates, doing lots more foliar feeding, plus taking a harder look at biological controls," says Latshaw.

"It's a whole new area for me, and it's exciting. Four or five years from now we're going to be [managing courses] entirely different," says Latshaw, with an emphasis on more natural and less chemical additives to turf.

Latshaw has continued in the role of mentor, helping to shape the career training of many of today's best superintendents.

"I get the most satisfaction out of that," says Latshaw, who adds that he will soon lose another assistant to another course. "He's interviewing right now" Latshaw reports.

Latshaw says he plans to retire after three more years at Congressional.

GROUNDS CARE CATEGORY

Jeffrey A. Bourne, whose expertise extends way beyond horticulture, is a model for today's grounds professional.

Today's grounds professional must be proficient in more than grounds care although that's certainly one skill he or she must have.

They must also be good at budgeting, possess excellent "people" skills, meaning they're effective as either team members (but more often as leaders), and they're increasingly being required to be masters of time management too.

Jeffrey A. Bourne, Director of the Department of Recreation and Parks, Howard County, Md., possesses all of these skills. And more. He is our "1997 Grounds Person of the Year".

JEFFREY A. BOURNE'S CAREER HIGHLIGHTS

▶ **1972:** Community Center Director, Columbia Parks and Recreation Association, Columbia, Md.

▶ **1975:** Chief, Bureau of Parks, Howard County Maryland

▶ **1977:** North Carolina State University/N.R.P.A. Management School.

▶ **1982-1989:** Board of directors of PGMS

▶ **1985:** President of Free State Branch—PGMS

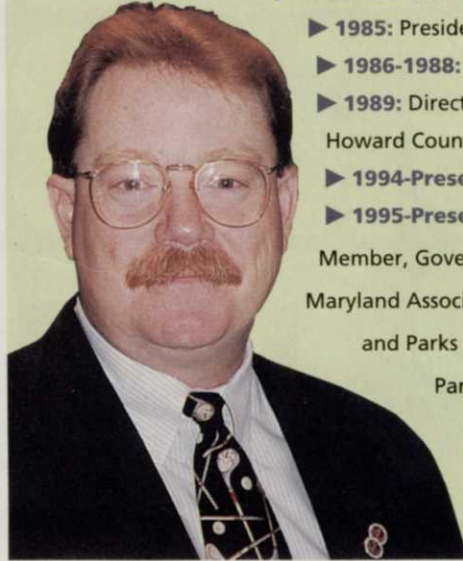
▶ **1986-1988:** President PGMS

▶ **1989:** Director, Department of Recreation and Parks, Howard County Maryland

▶ **1994-Present:** Treasurer PGMS

▶ **1995-Present:** Board of directors GIE

Member, Governor's Commission on Greenways, Maryland Association of Counties, Maryland Recreation and Parks Association, National Recreation and Parks Association, PGMS-Free State Branch, PGMS-National, Maryland Turfgrass Council, Catonsville Community College.



"He just has a positive way about him, and he gets people to do positive things," says George Gaumer, National Sales Manager for The Davey Tree Expert Company who serves with Bourne on the Green Industry Expo Board. The two men represent the Professional Grounds Management Society on the Board.

"His dedication to his industry and to the PGMS is amazing," adds Gaumer. "And he keeps everything in perspective. He has the ability to look at all sides of an issue and evaluate it. He has some very rare qualities."

Since 1989 Bourne has directed the Department of Recreation and Parks, Howard County, Md. The department's Bureau of Parks is responsible for operations, maintenance and law enforcement for 6,000 acres of park land and open space, while the Bureau of Recreation offers 4400 programs annually to the county's 230,000 residents. All comes under Bourne's direction. He is responsible for an operating budget of \$13 million, including 600 employees (career, part time and contractual).

"He's a grounds guy who has made

good, and is making good," says John Gillan, executive director of the PGMS. "He was in charge of grounds and was promoted to director of the whole shebang, and I think they're very fortunate to have him."

Bourne has been active with PGMS since 1982 when he was asked to chair its National Education Committee. He served on the PGMS board for seven years, and as president of the organization for two terms, 1986-1988. He's been the PGMS national treasurer since 1994.

Concern for member benefits

Gillan credits Bourne with helping make the PGMS more efficient and member responsive. "We owe him a lot," says Gillan. "I think the board would have him on indefinitely if his schedule would allow that."

Bourne's involvement with grounds began as a student of Community and Outdoor Recreation at Springfield College, Springfield, MA. He assisted the park manager in operating and maintaining a 100-acre Outdoor Education Center at the college. Following graduation, he became community center director in Columbia, MD. In July 1975 he was named chief Bu-

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IT'S NOT EVEN
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