



Via mail, e-mail, fax, etc.

LANDSCAPE MANAGEMENT is great!
Keep up the good work!

Roy G. Zehren
President
Natural Athletic Turf, Inc.,
Mequon, Wisc.

Congratulations on your 35th anniversary as a vital publication serving the needs of professional grounds managers.

The well-researched and clearly written articles you provide on all facets of landscape management are valued by your appreciative readers.

Thank you for delivering good information and for making it entertaining to read and easy to understand.

Your period of publication parallels John Deere's history in the lawn and grounds care industry. John Deere entered the business in 1962 with the introduction of a sprayer, then followed up in 1963 with a line of lawn tractors.

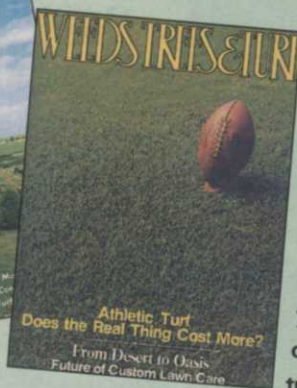
Your many friends at John Deere respect the work of the LANDSCAPE MANAGEMENT staff and hold your publication in high esteem.

We look forward to a long relationship as we work together to address the needs of grounds management professionals, providing timely and accurate information that meets their needs.

Mark C. Rostvold
Senior vice president
John Deere Worldwide
Commercial & Consumer Equipment
Division

My congratulations to LANDSCAPE MANAGEMENT on its 35th anniversary as a publication serving the needs of turf and landscape professionals! I know the magazine started in 1962 as *WEEDS TREES & TURF*, and I can remember reading it in the 1970s, during my early days in the business.

WEEDS, TREES & TURF covered everything! It was one of few publications that provided valuable information for golf course superintendents, landscape management experts and



production nursery specialists. The magazine even covered the lawn care market, which was in its infancy, and offered a good blend of technical information, feature articles and industry news.

The market has changed dramatically through the years, but *WEEDS, TREES & TURF* always kept ahead of the changes. It even changed its name to LANDSCAPE MANAGEMENT to better reflect the magazine coverage.

Our company has gone through changes of its own, starting as Boots Hercules, acquiring products from Upjohn to become NOR-AM, and eventually consolidating with Hoechst to emerge as AgrEvo Environmental Health.

Through all the changes, we have always considered your publication a good place to advertise and get the company's message out to our market.

Congratulations

on a job well done through the years!

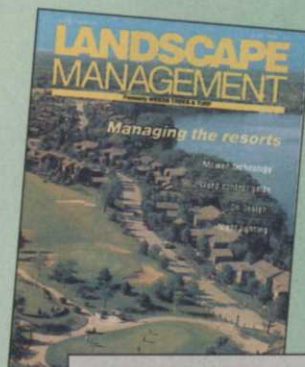
George Raymond
Marketing Manager,
AgrEvo Environmental Health

Wow! Thirty-five years! That's worth celebrating. Each of you deserves to be proud of the excellent job your publication has done over the years to help keep turf care professionals

aware of the latest trends in the industry.

Your publication has been a pleasure to work with and the entire Jacobsen Textron team wishes you another 35 and then some!

John Mielke
Manager, Communications
& Promotions
Jacobsen Division of Textron, Inc.



LETTERS OF CONGRATULATIONS FOR LM'S 35 YEARS!

It's clear that America has been a far lovelier place for the past 35 years, thanks to the insight and guidance of LANDSCAPE MANAGEMENT.

On behalf of Kubota Tractor Corporation, a warm congratulations! Your magazine remains at the top of an industry because it responds to the needs of its readers, and more.

Best wishes for 35 more years of publishing excellence.

Mike Heitman
Director of Marketing
Kubota Tractor Corporation

THE PROOF OF A GOLFER

by Edgar Guest

The proof of the pudding is the eating they say,
But the proof of a golfer is not
The number of strokes he takes in a day,
Or the skill he puts into a shot.
There is more to the game than the score which you make,
Here's a truth which all golfers endorse:
You don't prove your worth by the shots which you make;
But the care which you take of the course.

A golfer is more than a ball-driving brute.
He is more than a mug-hunting czar.
To be known as a golfer, you don't have to shoot
The course of your home club in par.
But you do have to love every blade of the grass,
Every inch of the fairway and greens.
If you don't take care of the course as you pass;
You're not what "a good golfer" means.

Just watch a good golfer some day when you're out,
And note what he does as he plays.
He never goes on leaving divots about,
'Til the grass is put back, there he stays.
Observe him in traps as he stands for his shot,
Then note when the ball has been played,
He never unthinkingly turns from the spot,
'Til he's covered the footprints he made.

You may brag of your scores and may boast of your skill,
You may think as a golfer you're good;
But if footprints you make, in traps you don't fill,
You don't love the game as you should.
For your attitude unto the sport you enjoy,
Isn't proven by brilliance or force;
The proof of a golfer - now get this my boy,
Is the care that you take of the course.





*In the words of your
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Too much N bad for shaded turf

COLUMBUS, OHIO—Researchers at The Ohio State University are confirming what savvy turf managers discovered on their own: applying too much nitrogen to turfgrass growing in shade can weaken or kill the turfgrass instead of making it more vigorous.



Dave Shetlar at OSU field day: Mach 2 from Rohmid and Conserve SC from DowElanco are two new products to watch.

Dr. T. Karl Danneberger and Gregory E. Bell spoke about their turfgrass shade studies—involving plots of Kentucky bluegrass/perennial ryegrass and also Penncross bentgrass—at the Ohio Turfgrass Field Day in August. Danneberger walked turf managers through heavily shaded test plots seeded in a mixture of Kentucky bluegrass and perennial ryegrass. Some of the plots had received no additional nitrogen while others had been fertilized at 1 pound and others at 2 pounds of N/1000 sq. ft. per month. At the highest N rate the turf was dead; the plots that received no additional nitrogen looked best.

Danneberger advised the turf managers to fertilize shaded Kentucky bluegrass/perennial ryegrass turf like they would fine fescue—no more than two pounds of nitrogen per year, applied late in fall and/or early spring. “If you’re going to up something in your nutrient program, up potassium,” said Danneberger.

Gregory Bell, a doctorate candidate at Ohio State, reviewed what he had found regarding creeping bentgrass growing in the shade. Specifically, he determined that Penncross bentgrass test plots receiving morning sun were slightly greener and more vigorous than those that received equal amounts of afternoon sun.

“The duration of the

shade is the most important factor, although morning shade appears to be more detrimental on the turfgrass than afternoon shade,” said Bell.

Also, Bell said that while the test plots were allowed to grow in full sun (they weren’t covered until several weeks before the Field Day), those that hadn’t been fertilized declined fast. But, when the bentgrass was covered with a shade-producing canopy in mid summer it was the bentgrass that did not receive any additional nitrogen that did best.

He said that while a turfgrass manager might be tempted to increase the nitrogen to boost the vigor of turfgrass growing in shade, “that may not be the thing to do.”

DowElanco to change name

INDIANAPOLIS—Dow AgroSciences will be the new name for DowElanco. The name change will be effective January 1, 1998. The name change follows a June announcement by The Dow Chemical Company that it would acquire Eli Lilly and Company’s 40 percent interest in the joint venture. The two companies had joined their plant science businesses to form DowElanco in 1989.

“This is an industry that is rapidly reinventing itself,” said John Hagaman, DowElanco president and CEO. “Our new name, Dow AgroSciences reflects a broad sense of our mission that has been inherent in our strategic planning for a number of years.”

DowElanco has set a goal of commercializing one significant new product in a major global market each year. One example in the green industry is Conserve SC turf and ornamental insect control.



Bell: Be careful of amount of nitrogen you apply to Penncross greens in the shade.

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*Mark H. Bunte
Golf Course Superintendent
Lake Wildwood Country Club
Penn Valley, CA*

"... helpful and informative. I believe this is a very valuable publication, especially as we all work to protect the environment."

*Dr. Terrance P. Riordan
Turfgrass Plant Breeder
University of Nebraska*

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*Barry Carter
Golf Course Superintendent
Oak Hills Country Club
San Antonio, TX*

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MALCP wins classification fight

BOSTON, MA—The Massachusetts Association of Lawn Care Professionals (MALCP) earned a new Worker's Compensation classification--"Fertilizer or Pesticide Application".

The classification culminates three years of discussions between MALCP and the Worker's Compensation Board over classification of the lawn care professional in the landscaper's classification, paying higher rates than most of the country. In addition employers may split their payroll if their employees are engaged in both lawn care and landscaping activities.

In September the MALCP Board was presented with a proposal from a national insurance carrier to establish a MALCP insurance group. This group plan will include umbrella coverage on various policies.

Simplot buys Jacklin Seed

The J.R. Simplot Company has reached an agreement to purchase Jacklin Seed Co. of Post Falls, Id.

Jacklin distributes around the world. It was founded in 1936 by Arden Jacklin. The company also had Medalist America, through which it marketed proprietary turfseed blends.

Simplot's president, Steve Beebe, says the buy is a "strategic fit" for Simplot. Doyle Jacklin will be president of Simplot-Jacklin. No changes are anticipated for present management and employees.

Simplot has grown turfgrass seed for Jacklin for the past two years on its farms in Idaho and Washington, and has a joint marketing agreement in China.

Jacklin reports annual revenues of \$40 million. Simplot is also privately held with annual sales of \$2.8 billion and more than 12,000 employees around the world. Its primary businesses are food processing, agriculture and ag fertilizer production.

Northwestern goes 'natural'

EVANSTON, IL—The ESPN Thursday night game on Oct. 16 was a coming out party for the new field at Northwestern University's Dyche Stadium. The national television audience focused on the

Wildcats, but some of us took special notice of the custom-designed field.

S.W. Franks, Cleveland, installed the field in July after lowering it 5½ feet to improve the sight lines of lower seats.

Franks put in the drainage, irrigation and prepared the field's 10 inches of 90/10 sand/peat rootzone mix. Fibers known as "turf grids" were uniformly mixed

throughout the rootzone mix. Their purpose is to resist wear and to make the playing surface more stable. The field was grassed by big-roll (48") Kentucky bluegrass sod from a farm about two hours away.

The Wildcats had played on synthetic turfgrass since 1972 and continue the movement back to "real" turfgrass. The trend is particularly evident in the Big 10 where, for several years, Purdue University held out—almost alone—against synthetic turf. (Penn State was not a Big 10 member at the time.) Indiana, Wisconsin and Illinois are reportedly considering a return to turfgrass as well.

Randy Stoneberg gives Chicago-area STMA members tour of Northwestern's football field.



[CLIPPINGS]

Yard work a stress reliever

A survey by Pennington Seed, Inc. finds 42 percent of people with gardens say they use yardwork to relieve stress. While 53 percent said they still consider yard work to be a "chore," 32 percent said yard work provides the escape they say they need from fast-paced life. Five hundred were surveyed.

Dingo/Toro now partners

The Toro Co. will build Dingo Digging Systems landscape products under the Toro brand name in

North and South America. This sets up the Toro SiteWork Systems line. The Dingo name will remain on the flagship product under the Toro SiteWork Systems label.

New challenge to blower ban

A complaint was filed Oct. 2 against the City of Los Angeles by companies and associations to challenge the city ban on gas-powered leaf blowers within 500 feet of city homes.

One in five get tree care

Nearly 20 percent (20 million) of all U.S. households bought tree care services in 1996, says the Gallup Organization. In the past five years, U.S. households have spent an average of \$1.48 billion/year for tree care, says the International Society of Arboriculture.

where were

you

in

1962?

...Or '67 or '74 or '86. Here's how some of our readers got their green industry start, and what they've been up to since those early days.

Thanks to all who responded to our request for an update, and best wishes for further accomplishment in this great, green industry!

—The editors

For the past twenty years I have been involved in tree work, but for the past fifteen years I have considered myself an arborist and not just a tree trimmer. Since I was a kid dragging brush, cutting limbs with a bow saw and stacking brush on a trailer I have seen many improvements to the profession. Some of the improvements have made the work easier, safer, and more fun!

The profession is now at a point where many consumers see us as "crafts people," and not just "trades people." Some things quickly come to mind as improvements to the profession:

Dr. Alex Shigo; *Modern Arboriculture*; ISA Certification; synthetic ropes; technical rigging techniques; blending international climbing techniques into our systems; disk-style brush chippers; light weight, high power chain saws; the Internet; personal computers.

Tom
Tri-Cut hand saws

The past 20 years have seen many changes, most of which have been great for golf.

Probably the biggest change has been the increase in non-professional input from the golf community (more commonly known as golf course politics). Today's superintendent experiences more stress from this than from any of the agronomic problems we face. This is not all bad. Today's superintendent is far more businesslike and has better communication skills than was the norm 20 or 30 years ago.

Thanks for asking for the input.

Rodger Pevehouse, golf course superintendent (17 years), Fianna Hills CC, Fort Smith, AK

In 1958 I graduated from SSA; UMass in 1959. Was always active in arboriculture, and have been self-employed on Cape Cod since 1972 with Peter B. Childs & Son, Arborists.

Significant change has come about in areas of education. There are an incredible number of publications such as *LANDSCAPE MANAGEMENT*. The technical information and professional direction in the industry is great, and there are also many more professional women in the field.

In 1962 I also married the wonderful gal I had met because of arboriculture. I went to work at the end of 1962 for the Town of Greenwich, which began my 10-year career as a municipal arborist.

Peter B. Childs
West Barnstable, MA

I entered the green industry in 1984. We operate a lawn application company (fertilizing, weed control, etc.)

Significant changes I've seen include: better control products, such as Acclaim and Pre-M; better sprayers and spreaders; and regulatory restrictions which are oppressive.

Steven Schwartz
S&R Lawn Care
Pomona, NY

In 1969 I was in grade school, but working at a small executive golf course picking up range balls and whatever other 'gofer' job I could weasel my way into. The superintendent at the time—Pat Green—had just graduated with a turf degree from Eastern Kentucky University. He's now general manager at Triple Crown CC.

Dr. Dwight Barkley was and still is my turf professor, and both he and Pat Green had a dramatic effect on my future. I'm now in the golf industry 25-plus years, and the certified golf course superintendent of 45 holes in Kentucky.

I owe so much to fellow superintendents Louis Miller, Louisville CC; Mark Wilson, Valhalla; Jay Charnes, at Harmony Landing CC; and Roy Hourigan, now retired. These guys all guided and encouraged me, along with Green, Dr. Barkley and others I had the opportunity to work with.

The most amazing changes have been the technology and scientific advances in such a short time. The educational level of industry personnel is incredible! We have six turf grads on staff. The next boom—already under way—is the info highway, specifically the ability to share and disseminate information at the click of a mouse. Anyone not jumping on board is missing the boat!

*Jerry Coldiron, CGCS
Boone Links/Lassing Pointe
Florence, Ky.*

Congratulations on 35 years! I was recruited into the landscape industry in 1985 and it's been a great experience. Twelve years later I still look forward to going to work, which I attribute to the quality of the organization I work for. In my short time in the green industry, I've had the opportunity to meet and work with landscape professionals throughout the United States.

What I've found is that if you're willing to give back to the landscape industry the landscape industry is also willing to give.

We've exchanged forms, résumés, job descriptions, surveys, we've toured competitors' buildings, reviewed processes and computer programs and shared home phone numbers and become friends.

I'd like to congratulate the landscape professionals who have raised our industry above the perception of 'a truck and a rake.' It's a great industry and there are thousands of teachers, trainers, managers, supervisors, editors, vendors and suppliers who should also be congratulated.

*Kent Miller
Vice President
The Groundskeeper
CA; AZ; NM; NV*

In 1966 I was in landscape contracting full-time after starting in 1960 part-time prior to college and Navy. I now own a landscape contracting/management, nursery and garden center. There have been great changes in equipment, and far more government regulations.

*John Lamm
John Lamm of Jackson, Inc.
Jackson, Wisc.*



After 20 years as a certified golf course superintendent, I was able to turn my back on a profession that fulfilled all my dreams and goals, and change careers at mid-life and set my sights on another rewarding, but more secure profession.

As in recent months, I have noticed other supers leave the business, yet find work that is still related to the business and I wanted or felt that was the path for me. The all too many disappointments of interviewing as a CGCS, only to lose a job to a far less qualified or "cheaper" superintendent, unethical superintendents, the stress, damaged family life and the all too frequent and familiar situation of having members and public that seem to be more knowledgeable in your field than I was.

I now work for the City of OKC as the Horticulture/Park Maintenance Supervisor for the Parks and Grounds system. I have a great boss, am very energetic in my new profession, yet for the first time in my life, I leave my job at the office and come home with a smile. If anyone says that you can't be re-born through a job change, I'm a prime example that you can!

Walter W. Bird, CGCS, CPSI

In 1977, my father hired me as a lawn care technician for Crowley Lawn Service, Cleveland. I am currently a landscape design consultant for The Pattie Group, Inc., Novelty, Ohio. I

think the most significant changes in the green industry have been anti-pesticide extremism and companies following moderation principles through public relations, education and responsibility.

Charlene Crowley, The Pattie Group, Inc., Novelty, Ohio, shown with daughter Hannah.



In 1962 I was in my ninth year with my own landscape construction firm. In 1974 I formed Natural Athletic Turf, Inc. This company is very active today, constructing or renovating between 20-30 athletic fields per year. I work on golf courses the balance of the year as a green and tee specialist. The most significant changes I've seen and done are in athletic field construction using the sand-based systems and washed sod.

I'm sure that in a few years, growing turfgrass in domed stadiums will be commonplace.

LANDSCAPE MANAGEMENT is great! Keep up the good work!

*Roy G. Zehren,
President, Natural Athletic Turf, Inc.,
Mequon, WI*



35th

ANNIVERSARY

Product research and the quest for better, more efficient tools and control products never ends, as these company histories will show.

Welcome to "Looking Back." It's our 35th Anniversary retrospective of green industry product developments that have made the work you do far more safer, productive and efficient.

Anyone who's been in the industry since 1962 or thereabouts could tell you how much products have changed, and how many have come and gone down the pike to ultimate acclaim, or total oblivion.

Today's mowers, aerators, dethatchers, and all kinds of other turf cutting machines are so much better than they used to be thanks to lightweight metals, improved engine and fuel science, and safety mecha-

LOOKING BACK

nisms. And let's not forget product design. (Nothing wrong with wanting it to look good, too!)

Chemical science has also taken a series of small and giant steps, as agricultural management principles were applied and adapted to turf and ornamental care.

We thank the companies who were able to provide us with these brief glances back to the green industry of the 60s, and forward to what may be yet to come. Thanks to AgrEvo; Bunton; John Deere; Encore; Jacobsen; Kubota and O.M. Scotts for their help with this section.

And certainly, LANDSCAPE MANAGEMENT wants to thank these companies, and many more, for their advertising support through the years. We wish them all continued success in their respective green industry businesses.

-The editors

[TIMELINE]



Chemical turf market evolves from ag to golf

Golf course superintendents use products that had their origins in agricultural or industrial markets.

By DON MASKE,
AgrEvo Environmental Co.

W

hen I first started working on golf courses as a high school student in the late 1950s, many of the chemical products used on golf course turf were the same products used in the agricultural and industrial markets. Companies were selling mostly mercury and lead-based products like Calo-Clor and lead arsenic, and the most widely used insecticide was chlordane.

At that time, agricultural chemical company representatives spent some limited time in what was called the "golf course market". There was no lawn care market segment. Most of the golf course superintendents were not college trained, though some where. In the late 1950s and early 1960s, turf programs were established at the various universities—Penn State, Michigan State and the University of Massachusetts to name a few.

I received my turf degree from Penn State in 1965, worked as an assistant at the Philadelphia Country Club, and then went into the service.

From links to sales

Upon discharge, I became golf course superintendent at Cold Spring Country Club on

Long Island and then was hired in 1969 as a Midwest sales representative for TUCO, Division of the Upjohn Company. They produced one of the first products marketed specifically for turf usage—Acti-dione, an antibiotic fungicide (now off the market).

TUCO also was one of the first companies to have sales reps who made end-user calls in the golf course market.

But the golf course business

wouldn't support a separate sales force, so I also sold products for the tobacco and fruit and vegetable mar-

kets, covering several states from my Chicago base.

DuPont, with Bob Miller, and Mallinckrodt, with Stan Fredericksen, were two major chemical firms active in the golf course market at that time.

Eventually, the turf markets grew and major manufacturers formed their own turf product groups, to concentrate on the golf course market, lawn care industry and roadside vegetation management.

2,4-D was all we had

In the early years, weed control was limited to 2,4-D or dicamba for dandelions on golf course fairways. Superintendents used little or no preemergence crabgrass material. I can remember digging out crabgrass plants by hand from fairways at Olympia Fields in Chicago, where I worked during college.

In 1964, there was a huge Pythium outbreak in the Chicago area.

The only thing to use at that time was hydrated lime in an attempt to dry out the surface moisture. Because so many superintendent jobs were at stake, the Chicago District Golf Association held an

educational meeting to make club members aware of the seriousness of the problem. We didn't have Banol fungicide or any of the other modern products that now control Pythium.

Acti-dione for spots

One of the first affordable disease programs on fairways



Maske:
golf course aesthetics today far ahead of early '60s.