



WEEK 4



WEEK 5



WEEK 6



WEEK 10



WEEK 11



WEEK 12

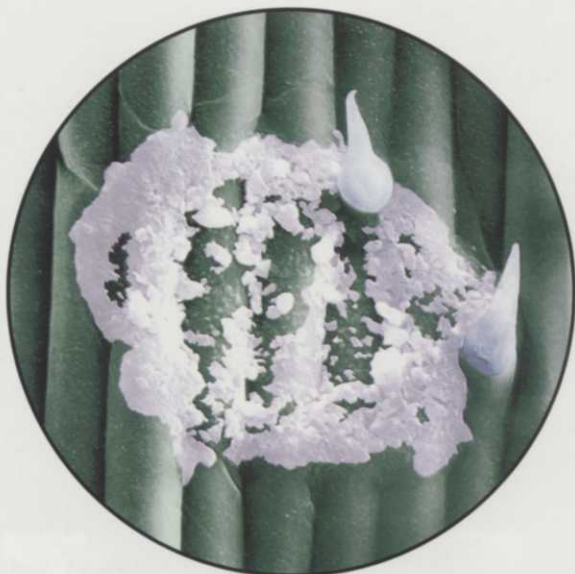
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User must have label in possession when applying these rates.

†For a copy of our Daconil Ultrex Super Weather Stik Guarantee, write to Daconil Ultrex Guarantee, ISK Biosciences Corporation, Turf & Specialty Products, 1523 Johnson Ferry Rd., Suite 250, Marietta, Georgia 30062

†† Micrographs have been colorized for demonstration purposes.

**O**ur irrigation source is a lake that is plagued by clay, silt and other debris during the year. The lake is 1.12 acres, and over the past 10 years, it has silted in from a depth of 15 feet to its current depth of four feet. Hence, the need for dredging. Here's how we did it:

Prior to dredging, permits had to be granted from the Army Corps of Engineers, the Environmental Protection Agency, Department of Environmental Quality, Unified Sewage Agency, Division of State Lands, the City of Beaverton and Washington County.

The permit acquisition stage took us about 18 months!

Bids were then received from three dredging companies, and ranged from \$80,000 to \$250,000.

The winning bidder brought in two 80,000-pound cranes to set the dredge into the lake. Pipes were laid in the lake to a

settling pond about a quarter mile away.

A weir system was set up at the settling pond to allow silt and mud to settle out prior to returning the water into the lake.

Cutting heads on the dredge pumped mud and silt through the pipes to the settling pond for about three months.

During this same period, we were also installing a new irrigation system. The suction line for the intake to the irrigation system is a floating 18-inch screened head, placed in the middle of the lake. It needed at least three feet to set in and four-five feet of draw down. We elected to dredge the lake to a depth of 13 feet. According to our calculations, this depth would give us six days of irrigation resources without outside flow into the lake.

We pumped 7500 cubic feet of silt and mud out of the lake. Upon completing the dredging,

GOLF

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Vinyl wall solves erosion problem

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Supers focus on greens fertility

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The grow-in: putting it all together

the contractor returned one year later to smooth out the silt/mud settling ponds used for storage. We now have cleaner water and a greater storage capacity.

*Forrest Goodling is superintendent at Portland Golf Club, Portland, Ore.*

Want to be a *Think Tank* guest columnist? We want to know about a project you recently completed, or how you solved a particular management problem. Mail an inquiry to: The Editors, LANDSCAPE MANAGEMENT, 7500 Old Oak Blvd. Cleveland, OH 44130. Fax to 440-891-2675. **LM**

[SUPERS ON COURSE]

**Earl Millett** is the new president of the MetGCSA. Millett is superintendent at Ridgeway Golf Course, and has been involved in the association for 21 years. "I started on the ground floor and worked my way up through the chairs," says Millett. "This has enabled me to see how—and what it takes—to run one of the finest superintendents associations in the nation."

**José Garcia** is the superintendent at Borrego Springs Resort & Country Club, which opened on January 2. Garcia was last with Caba del Sol, a Jack Nicklaus-designed course near Baja, Mexico. Borrego Springs has 100 acres of turf and four lakes, and is landscaped with native desert vegetation, including 350 mature date palm trees.

# Dredge lakes for cleaner water, greater capacity

FORREST GOODLING

Guest columnist



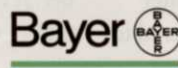
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Circle No. 104 on Reader Inquiry Card

# Vinyl wall solves erosion problem

*Look to this case study for a way to solve extensive creek erosion with long-lasting vinyl bulkheads.*

**J**oe Stegman, superintendent of Bent Tree Golf Club, Columbus, Ohio, used vinyl bulkheads to solve a big erosion problem.

Bent Tree Creek curves close to the front side of the course's fifth green.

Three consecutive rainy seasons caused the creek to cut a channel to within a few feet of the front edge of the green, 10 feet from its original course three years ago.

Portable Piers, Inc., Muncie, Ind., supplied the bulkheads. It had been installing vinyl bulkheads to control waterfront erosion problems for 10 years. Vinyl is better than concrete, wood or steel in these situations, says Dan Hickle, president of Portable Piers. "You can't keep going back every few years to take care of the maintenance problems, and erosion is getting to be an enormous problem."

Hickle recommended a vinyl bulkhead, backfilled with stone and sodded over, to complete an environmentally sound reconstruction of the creek bank.

C-LOC, made by Crane Plastics, Inc., Columbus, Ohio, was chosen for its strength, durability and cost-effectiveness. One-foot-wide exterior grade vinyl panels are recycled from 89 percent post-industrial regrind. They interlock to form rugged sheet piling walls that are attractive and do not need maintenance.

#### **Easy transport**

The C-LOC panels are much lighter than wood or steel, and can be delivered to



After the fill had settled, it was topped with soil and sodded.

a site without harming the turfgrass with heavy delivery trucks and pile-driving rigs. Hickle's crew moved the panels to the fifth green from the parking lot on a golf cart fitted with a pick-up bed.

According to C-LOC, the vinyl bulkheads cost less over its warranted, 50-year life than wood piling materials, and does not require heavy-duty pile-driving equipment for its installation.

The up-front cost is about 15 percent more compared to using non-warranted 2 x 10-inch tongue-and-groove treated timber. It is possible to buy 2x10-inch treated timber with a 20-year warranty, says C-

LOC, but it is more expensive. C-LOC is close to the price of warranted, 2 x 10-inch treated timber.

Within three months, the repair was not noticeable, much to the relief of golfers who had started to dread the fifth hole as a "black hole" for golf balls.

Bent Tree was voted the Columbus area's best golf course in 1996. In 1997, *Mid-Ohio Golfer* magazine said it was the best conditioned course in central Ohio for that season.

# How Bent Tree installed vinyl bulkheads

1) 24-foot long, one-foot wide panels were cut to length, and driven six to eight inches into the silt with a sledge hammer. The panels interlock.

2) Panels were trued with a level and driven one at a time into the creek bed along the creek's original bank line, until they formed a large arc the length of the eroded area. Each panel was cut to a finished height of eight to 10-feet to bring them level with grade.

3) Deadmen were driven into the existing bank, and secured to tieback rods, which were also bolted at the other end to the two horizontal rows of wales that provide reinforcement to the exterior bulkhead wall.

4) Final step was to backfill the washed-out area between the new bulkhead and the eroded bank with 600 tons of #34 stone, fill dirt, finished with sod.

Dan Hickle specified the stone to make sure that runoff water that forms behind the bulkhead could find its way through the panels into the water course without building up back pressure that would stress the assembly. The four-man crew finished the job in eight days.

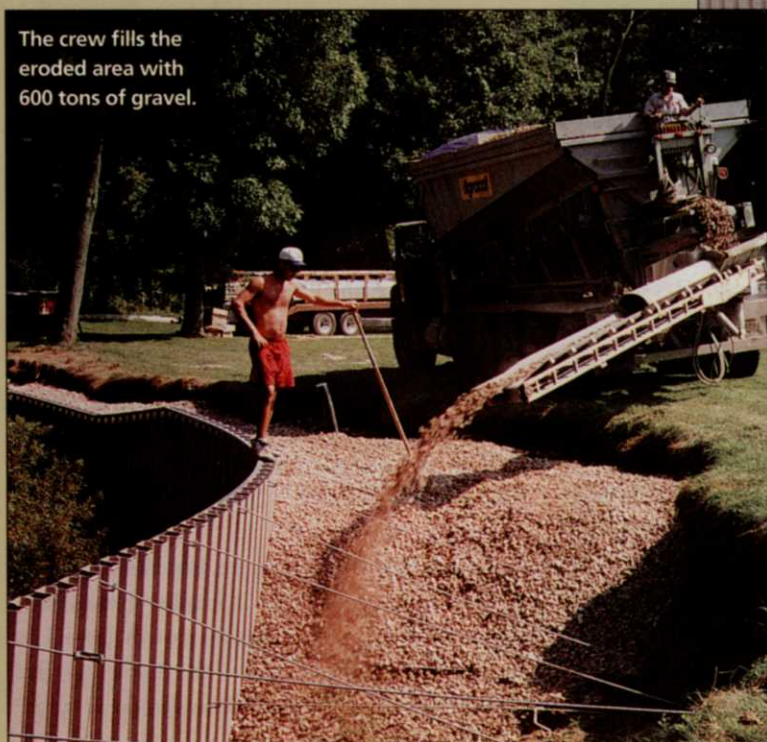
After three years of heavy rains, Bent Tree Creek had eroded its banks by 10 feet.



The construction crew bolts the top wale in place, working from one end of the wall toward the other.



The crew fills the eroded area with 600 tons of gravel.



# Greens fertility focus

*Tennessee superintendents want control of how much nitrogen their greens get and when they get it.*

By RON HALL/ Managing Editor

**S**uperintendents must manage fertility to provide healthy bentgrass greens to their golfers. Even so, fertility's importance shouldn't be over-emphasized at the expense of other vital factors.

"It's easy to zoom in on one thing," said Lynn Ray, CGCS. "But, anytime you talk about bentgrass greens, I think it's critically important to remember that our successes or failures are based on a multiple series of factors. That list is pretty lengthy."

It includes a green's exposure to sunlight, air movement, drainage, the amount of traffic it receives and many many others, said Ray.

Even so, a panel of turfgrass professionals, including several veteran superintendents, "zoomed in on"

on fertility for bentgrass greens at the Tennessee Turfgrass Conference in Nashville earlier this year.

"In general, our fertility inputs are based on soil and tissue testing," said Ray of the Golf Management Group which cares for the turf at three central Tennessee golf facilities. Ray described soil and tissue tests as "tools and not saviors."

Soil tests reveal "the store house:" of materials available in the soil, he said. Tissue tests provide a "snapshot" of how much of the essential nutrients, nitrogen included, are in the bentgrass.

Data from these tests are matched against turfgrass performance over a period of time to provide "a chart of history," said Ray. This allows managers at each facility to more accurately gauge the fertility needs of their greens. This is important because the greens of one course—because of different varieties of turf, soils, traffic or other factors—may require differing amounts of nutrients from the greens on a neighboring course.

For instance, the Penncross bentgrass greens on one of the three courses managed by Golf Management Group gets 2¼ lbs. of N, ½ lb. P, 6 lbs of K and 28 lbs. of gypsum per 1,000 sq. ft. each season. SR 1020 greens at another course get 2 ⅞ lbs. N, ½ lb. P, 8 ½ lbs. K, and 25 lbs. of gypsum, while the third gets 2 lbs. N, ⅓ lb. P, 6 ⅞ lbs. K, and 15 lbs. of gypsum.

At least in central Tennessee, Ray likes to apply ⅓ of the N to the greens from September through January, which mirrors the bentgrass growth curve. His goal is to grow bentgrass roots. "The shoots will take care of themselves," he said. Generally, the N is ap-



**Lynn Ray, CGCS, says the greens on each course require a fertility program just for them.**

## Proper soil pH vital for fertility

Maintaining a soil pH between 6 and 7 on bentgrass greens allows the turfgrass to take up and use the greatest percentage of applied nitrogen, said Dr. Richard Large, A & L Analytical Laboratory, Memphis, Tenn. Theoretically, it should approach 100 percent, but some nitrogen is lost to factors like volatilization and leaching.

When the soil pH drops to 5.5 the nitrogen uptake drops to about 53 percent efficiency, and at 5 it's just 35 percent, said Large at the Tennessee Turfgrass Conference.

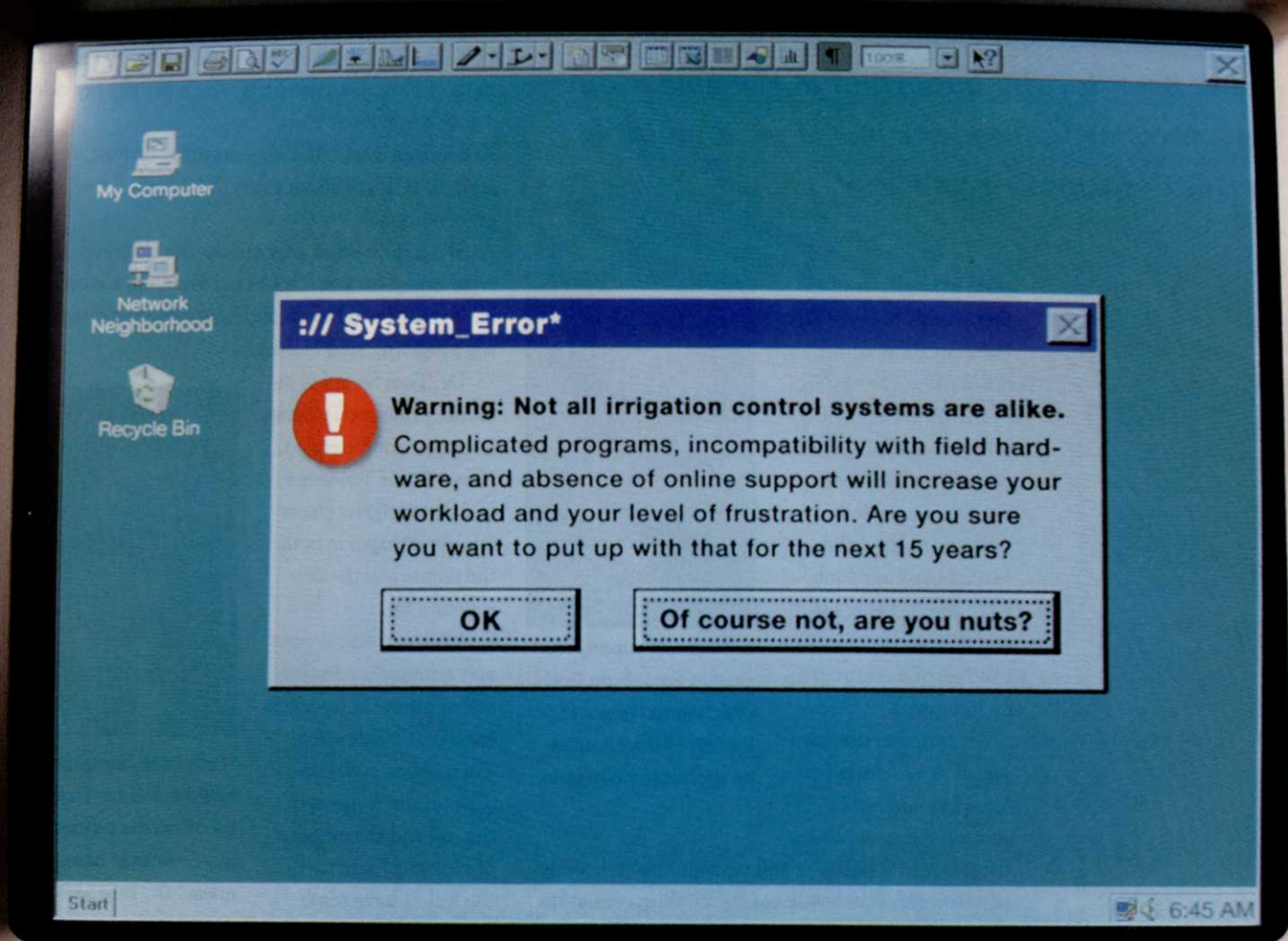
"You've got to keep that soil pH in the proper range. If it's not, you're fighting a losing battle from the start," said Large. "Of course, you can always put on more N, and you'll get some improvement, but not the improvement that you're expecting."

Large also cautioned against approaching the summer with too much nitrogen on bentgrass greens. "You're getting that plant susceptible to other stresses. Insect stresses. Disease stresses. Possibly even heat stress," said Large.

Large said that when his laboratory averaged the percent of nitrogen in plant tissues from golf courses in several states, it discovered that samples from Tennessee and Kentucky ran 4 ¾ percent nitrogen in plant tissues, while those from Missouri averaged 2 ½ percent.

"We feel it (amount of nitrogen) should be between two and three percent going into the summer," said Large who also advised turfgrass managers that "you do need to experiment with different sources and see which sources work well for you."





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***"Anytime you talk about bentgrass greens, I think it's critically important to remember our successes or failures are based on a multiple series of factors"--Lynn Ray, CGCS.***

plied in small doses, either weekly or bi-weekly. "We can always put down more," he said.

Jeff Rumph, CGCS, follows a similar philosophy of "spoon-feeding nitrogen as needed, when needed" at the Gatlinburg Golf Club, Gatlinburg, Tenn. He said he wants "complete control" of the nitrogen on his greens.

"If I tried to use some sort of slow-release material I would not be comfortable as to when the nitrogen is releasing and when it's not releasing," said Rumph. The 4-year-old Pennlinks greens at his public course (about 35,000 rounds annually) got 4 lbs. N, 1½ lbs. P, 6 lbs. K in 1997.

Everett B. Holzapfel, III, superintendent at Jackson Country Club, Jackson, Tenn., said he learned a lot from a GCSAA's 2-day Plant Nutrition and Fertility Seminar.



**Everett B. Holzapfel, III, keeps N down to 1/10 lb. every 7-10 days when summer's heat arrives.**



**Jeff Rumph, superintendent at Gatlinburg Golf Club, wants complete control of the nitrogen he applies to his greens.**

He said he has built his greens fertility program on four keys:

- 1) Knowledge of the needs of the grass plants.
- 2) Knowledge of the soil fertility, chemistry and soil test results.
- 3) Knowledge of fertilizer and the fertilizer carrier.
- 4) Amount of experience as a turfgrass manager.

From November through February, he

uses an IDBU fertilizer on his greens. From March through mid May he will use some granular applications of Nutralene products which usually provide a 4-to-6-week feed.

Holzapfel said that once summer arrives, he will spray 1/10 lb. N about every 7-10 days, depending on conditions.

He said he constantly checks the clippings his crew brings back in. "It lets me know on a weekly basis what I need to do and how I need to change my program," said Holzapfel.

Dr. Tom Samples, associate professor Turfgrass Management Extension, University of Tennessee, said that turfgrass plants take up nitrogen in both the nitrate and the ammonium form.

Microorganisms convert ammonium in the soil to nitrate in a process known as nitrification. This process is dependent on the warmth of the soil and the amount of biological activity in the soil. "I have some questions in terms of how quickly the ammonium is converted to nitrate in the soil," he said.

Regardless, Dr. Sample said that nitrogen is taken up very quickly by plant tissue compared to the uptake of phosphorus.

Responding to a question from a superintendent in the audience wondering whether it's possible to control *Poa annua* with applications of nitrogen, Dr. Sample responded, "Let's keep the bentgrass healthy and fertilized based on the nutrient requirements of the bentgrass, and not jeopardize the performance of the bentgrass based on trying to control *Poa annua*."

He also urged superintendents "to keep an eye" on secondary nutrients, particularly if the nitrogen is high in their turfgrass tissue samples.

"I think that magnifies the need to monitor what's going on with calcium and magnesium," he said. □



**"Let's keep bentgrass healthy and fertilized based on the nutrient requirements of bentgrass," Dr. Tom Samples.**

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# Super puts the pieces together for grow-in

*Sand Ridge opens soon in Chardon, Ohio. Superintendent John Zimmers has been active in the project from the first day.*

by TERRY MCIVER / Editor-in-chief

**J**ohn Zimmers prepares for Sand Ridge Golf Club's grand opening on June 1, and he says being on-site during the process has helped him learn the layout, save money, and spot potential problems early.

"I've learned a lot, and I wouldn't want to do a grow-in unless I could be there at the very beginning," says Zimmers of his first grow-in. "You avoid a lot of problems if you're there at the beginning."

Having a super on-site during a grow-in is vital if the site is environmentally sensitive.

"If you have a sensitive site, one that contains wetlands, (the superintendent) has to be there to oversee the construction. But it's worth it, because if that dozer operator makes

one mistake, it could be over," as far as violation of federal or local wetlands protection mandates, says Zimmers.

"Federal and local authorities *will* come and inspect," he adds, "and if you have good rapport with them and show them you're doing things with positive intent, things will work out. People have the misperception that they're 'out to get you,' but that's not the case."

Zimmers says he's seeking Audubon Cooperative Sanctuary status for Sand Ridge.

#### **A veritable beach**

The soil profile at Sand Ridge does indeed contain sand, but not until you get through about eight feet of heavy clay loam. But there's plenty of the white stuff visible on the surface.

Sand is a key factor in the

design of the course. That's not surprising in that the course was built by the Best Sand company, which has its quarry right next door.

"I think we have over 10,000 tons of sand out here," says Zimmers. "It's quite a different look, especially being in northern Ohio."

Two grades of sand are used for bunkers, a '530' and a '535'.

The greens were built of an 80-10-10 sand/topsoil/peat mix that meets USGA specs. "We took Best Sand's sand, mixed it with topsoil from behind the 14th fairway; shredded it and put in a little bit of the Dakota peat," says Zimmers.

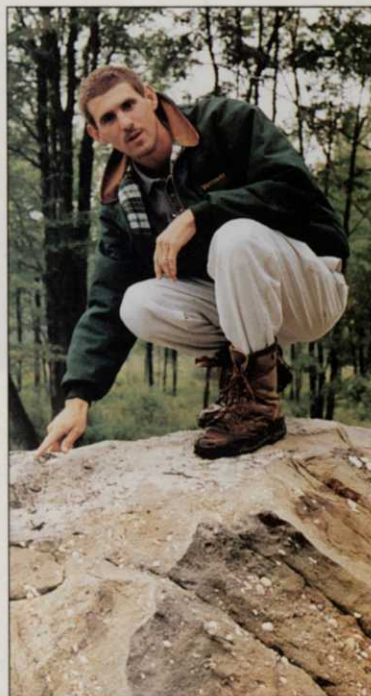
#### **Fertigation for carbohydrate load**

Zimmers used the course's state-of-the-art fertigation system to add a sugar/molasses product (Carbo-Aid 3-1-3 from AquAid) to feed the turf.

"We fed the soil with carbohydrates to some

microbial activity, since we disturbed the soil so much during construction."

"The fertigation system gets the carbohydrates out to the turfgrass. Then we use granular organics (Sustane and Nature



Zimmers and his crew unearthed this boulder while building the 12th green. All that was exposed before excavation was a two-foot corner.



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The fertigation pump pre-mixes control products.

#### 'Flex-design' works

The scenery at Sand Ridge shifts dramatically from heavily-wooded areas to open ground.

"This is a golf club, and the members are here for one reason--to golf. Tom Fazio designed the course. One of the criteria was to have a 'world

*"We're not going to do anything crazy the first year. We want strong, healthy turf."*

class' facility," says Zimmers.

"You just can't say enough about Tom Fazio and his two associates, Tom Marzsof and Rick Horger," he adds. "They're just a delight to work with. They stood out here, drew a picture, handed it to the shaper, and said, 'build that.'"

Although they worked from

a detailed plan, they modified it in the field when the terrain suggested a better option.

"Our original plan showed the 16th hole to have two greens; it doesn't have that now," explains Zimmers.

"The 5th hole was supposed to have a lake, and we pulled the lake out and put two greens there."

#### Low stimp to start

Zimmers won't push the greens speed too soon.

"I think if they stimp around 8 for opening day, I think that's a realistic goal considering that they're so young. Too much emphasis is put on green speeds right away. If they're consistent and we have healthy turf, I think we've done our

job. The rest of the things will work themselves out."

Greens will probably be cut at  $\frac{1}{2}$  to  $\frac{3}{8}$  inches.

The course is seeded entirely with bentgrass (L-93 for greens; a 50-50 mix of L-93 and Southshore for fairways and tees); roughs are primarily Baron and Preakness bluegrass.

## Sand Ridge sides

**Smart storage...**Zimmers and assistant Jim Roney designed the Sand Ridge chemical storage building, which includes a concrete pit fitted with a drainage pipe to collect spillage into a holding tank. The runoff is later sprayed into rough areas.

All sinks are piped to the pit, and are fitted with easy-to-clean, stainless steel filters.

Every storage building has an emergency alert system and a fire alarm. If you need help, you sound the alarm and someone comes running.

The course has its own sewage treatment plant that recycles water back into the irrigation system.

**Turf nursery...**John Zimmers relies on a turf nursery for extra sod, and as a training ground.

"Before anybody does anything on the golf course, we bring them over and teach them how cut, spray, and fertilize. We don't want to take a chance on anybody making a bigger error on the course. This has saved a lot of grief. If there's a mistake to be made, it's better to have it made here than out there."

**On being a super...**"Every day is different. And it certainly is a challenge. Whether it's rain, heat, or equipment. I don't think you're ever done with your job, and you're always trying to make improvements some where."

"I think the key to this business is to be flexible and work hard. And you have to be able to deal with the weather and the people. You're only as good as the people you have."

"Alan Mark and Dr. Rich Hurley (of Lofts Seed) have done a great job of servicing us," says Zimmers. "Before we were even planting grass, they took a great interest in the project and gave us some great insight, to make sure we have the right grass in the right place."

Zimmers also credits Bob Brame, director of the USGA's North-Central region for his help with greens specs.

"On greens, tees and fairways we used  $1\frac{1}{2}$  lb./1000 sq. ft. seed rate, and seeded in two different directions:  $\frac{3}{4}$  lb. in one direction,  $\frac{3}{8}$  lb. at right angles. We've seeded all of our greens and tees ourselves with walk-behind drop spreaders and then we ran a Sand Pro and dimpled it in. The tires dimpled it in.

That was a great turning point. We saw tremendous results with that dimpling.

"I wasn't a true believer till I tried it. It was remarkable."

During the seeding, Zimmers maintained consistent seeding patterns by having one man (John Krebes) be responsible for the project.

Zimmers gives extra credit to Jim Roney (last with Merion Golf Club) for his help during the entire grow-in.

"He's put a lot of long, hard, dedicated hours in," says Zimmers, who gives still more credit to his wife, Tracey, who endures his long days at the course. **LM**



# Questions!! Questions!!



**FACT: There is no status quo in grounds management.  
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**Question No. 1: What is your profession, and what should you do about it?**

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**Question No. 2: So, what are the steps to getting ahead?**

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  - awards
  - information clearinghouse

\*Conferred by PGMS, grounds manager certification is a program of developing and administering a program of voluntary peer review to establish acceptable competence levels, and to help the grounds professional attain his personal goals.

## BOTTOM LINE

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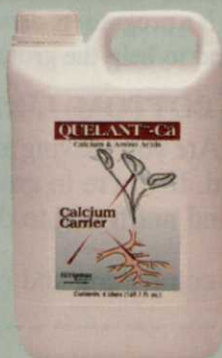
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Addition of calcium to the soil by traditional means is not usually efficient or effective in treating the calcium deficiency of turfgrass. Once applied, the common forms of liming materials can rapidly change to compounds that are insoluble in water and not readily available to the plant. Continuous applications over long time periods are necessary to effect even modest improvements in calcium uptake.

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**D**ays are getting longer. It's no trick of our imagination. This mild El Niño winter is teasing us with dreams of an early and soft spring, something we haven't enjoyed for three, maybe four years here in northern Ohio.

But, no matter when bluebird weather returns, we're going to be moving at warp speed in a few short weeks. We have to be. We can't wait.

Most of us, because our businesses are seasonal, only have 150-170 working days to generate an entire year's income. For ourselves and for our employees too.

So when the ground thaws, we're right on top of it and going 100 mph.

That's why now, right now, we must re-energize ourselves for the approaching season. It's time to refurbish our trucks. To attract whatever seasonal help we'll need. To get sales efforts rolling.

But, above all, let's take one last opportunity to find a quiet place and review with ourselves, or with our family or closest associates, what we want

to get done in 1998.

Many of us will start with our financial goals and that's understandable. We know we can't just line up the trucks and equipment and tell our employees to get at it. We can't just sit back and wait for revenue to come flying in. We've need to have a plan, and practical strategies to accomplish it.

The next few weeks give us one last calm time before season's start to lock our goals into our minds, to write them down, to set up a schedule to return to them and to review them regularly

This will help us begin the spring going in the right direction. Because once the season starts, everything seems to start happening at once.

February gives us one final chance to look over all that we want to get done this year. **LM**

## A final chance to get your plans in place for '98 season



*Ron Hall*

**RON HALL**  
Senior Editor

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Expand into irrigation contracting

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Baits effective against fire ants

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Ohio Turfgrass elects '98 officers

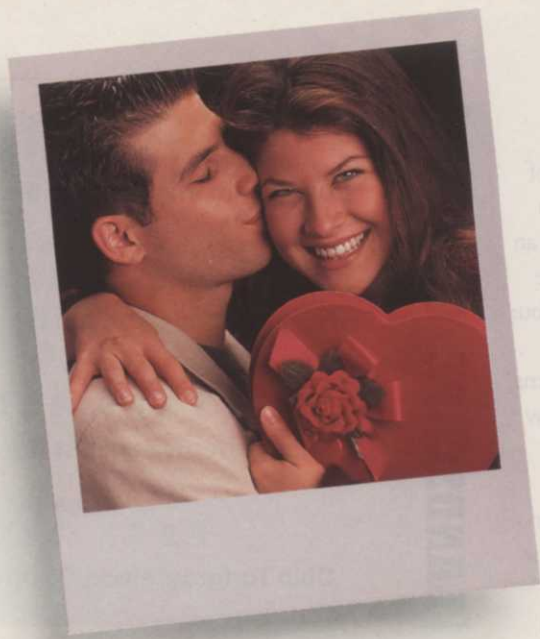
**[PEOPLE & PROJECTS]**

### Arizona firm builds Elephant Rocks

**Desert Reflections**, a Scottsdale, AZ-based company, now builds golf courses. The company is currently under contract to complete the nine-hole expansion of Elephant Rocks Golf Course in Williams, AZ, designed by Gary Panks. Steve Robison, general manager, leads this division of Desert Reflections, relying on his extensive background with the Wadsworth Company, builders of many fine courses around the world.

### Minor getting bigger in Big "D"

**Minor's Landscape Services** of Fort Worth, Texas, has purchased Graeber & Associates, a landscape management and contracting firm in Dallas, with about \$3.2 million in 1997 revenue, 80 employees. "Our goal as a company is to expand both internally and through strategic acquisitions in the markets we serve," says David Minor, president and CEO of Minor's. The Minor firm will open a third office in the Dallas/Fort Worth metroplex.



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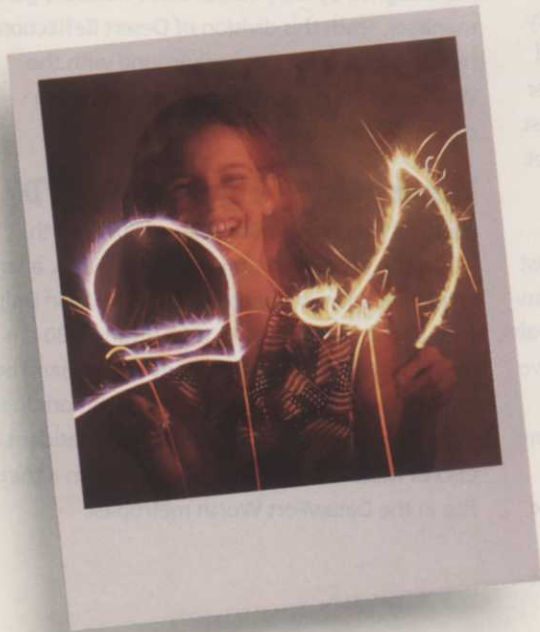
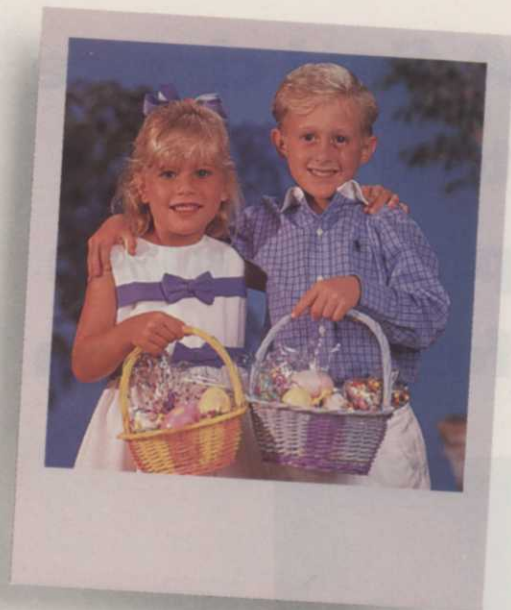
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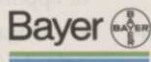
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# EXPAND INTO irrigation contracting

By BRUCE F. SHANK/ Irrigation Association

*Never before has knowledge of irrigation been more important. It can help you take advantage of competitive pressures in the marketplace while expanding your service mix.*

**O**pportunities knock for contractors who install commercial landscapes that include irrigation.

While our dependence on automatic irrigation varies by region, even systems for supplemental irrigation are more common at the commercial and high-end residential level. The connection between image and landscaping has never been stronger.

There are three ways to protect a landscape investment:

- ▶ install adapted plant material according to a practical design;
- ▶ hire skilled maintenance personnel;
- ▶ and install an automatic irrigation system. Exclude any of these three from the landscape budget and you risk the entire investment.

From a landscape contractor's perspective, whether or

not he hires subcontractors for irrigation, a knowledge of irrigation is increasingly important. Growing competition among manufacturers and suppliers is depressing prices and shrinking margins. Smaller margins often translate into less design and technical support from the distributor. The contractor with irrigation expertise, who stays in touch with irrigation distributors and designer/consultants, has the advantage because he is aware of opportunities for profit.

"Irrigation represents almost a third of the cost of most landscape projects for us," says **Jon Ewing**, president of Landtrends Inc., of San Diego, CA. "You either accept the consequences of subcontracting irrigation or make the decision to buy the equipment and learn the business yourself. Most landscape projects that go out for bid include an irrigation plan and

specifications. From our standpoint, the most important thing is to make sure our landscape installation is backed up with a reliable irrigation system, one we can both install and maintain."

Trust has a lot to do with it, says **Glenn Moore**, owner of Glenmore Landscape. "We install primarily golf course irrigation systems. If I hadn't grown up on a golf course (as the son of Sherwood Moore, former golf course superintendent at Winged Foot and the Captain's Club) and installed and retrofitted systems since the age of 18, some people would question my credentials. Superintendents don't hire me because they don't understand irrigation. They hire me because they do, and they'd prefer that my company do it."

"We got tired of losing jobs to contractors with irrigation crews," states **Jerry Maldon-**

◀ The connection between image e and landscaping has never been stronger. Properly installed irrigation builds strong curb appeal.

▶ Jon Ewing, Landtrends, San Diego: "Most landscape contracts that go out for bid include an irrigation plan and specifications."



ado, vice president of Maldonado Nursery & Landscaping, Inc. of San Antonio, TX. "Coordinating our schedule with an irrigation contractor's schedule was frequently complicated. A package deal carries more weight when bids are compared. But, once you commit to a contract that includes irrigation, you'd better have the equipment and skill to pull it off. Just remember to judge irrigation as a separate profit center that stands on its own.

Unfortunately, on the small residential end of the landscape

business, irrigation is still considered so simple that anyone with a can of glue and shovel can do it. On any given Saturday morning, you can find a line of unlicensed "irrigation contractors" lined up at the special contractor check-out line of the discount hardware store. Forget about local building codes and backflow prevention device regulations. Who's going to inspect a homeowner's irrigation system to see if it meets code?

The do-it-yourself and pseudo-contractor market can't

## Billion-dollar business

More than 20 million acres of residential and commercial landscaping are irrigated in the United States, according to the Irrigation Association. This includes more than 10 million single-family residences and 450,000 commercial establishments. Each year, contractors receive \$1.2 billion to install residential and commercial landscape irrigation systems, not including another \$600 million spent by retail hardware store customers (many of whom are small or part-time contractors).

Each year, irrigation systems are installed on more than 15,000 new commercial projects and 500,000 new residential landscapes. This does not include installations on existing commercial and residential properties or retrofitting older systems. While the number of companies that concentrate primarily on irrigation installation and maintenance is small (roughly 8,000), about half of landscape contractors either install or maintain irrigation systems. From a regional standpoint, involvement with irrigation ranges from 15 percent in the Northeast and north central United States to 80 percent in the Southeast and Southwest.

Reliance on landscape irrigation is obviously greater in warmer regions of the country. However, irrigation contractors and consultants in cooler regions of the country have found a comfortable business niche. Supplemental irrigation systems are gaining respect and popularity. Landscape architects in these regions are not as familiar with irrigation system specifications as those in the South and West, so they depend more on irrigation consultants and experienced irrigation contractors. This reduces the number of low-budget, under-designed systems.

The prospect for irrigation is bright for both cool- and warm-season regions of the country. Higher standards in housing development favor quality landscaping and irrigation. Even though the number of housing starts is greater in warmer climates, the percentage of existing homes and businesses without irrigation in cool regions represents a great opportunity. Retrofitting older irrigation systems has considerable potential in all regions.

The 600 irrigation distributors in the nation are undergoing the largest transition in the industry. Irrigation contractors used to depend heavily on distributors for product and design support. Today, contractors buy irrigation components from three or more different wholesale sources in their area. Competition is consequently greater and distributors' profit margins won't allow for the type of support they used to provide.

Retail stores that offer wholesale prices to contractors are also putting pressure on prices of irrigation components. *on next page*



"Once you commit to a contract that includes irrigation, you'd better have the equipment and skill to pull it off," says Jerry Maldonado, left, president of Maldonado Nursery & Landscaping, Inc.

cont. from previous page

nents. Brands fight for shelf space like supermarkets. To compete in the retail outlet, manufacturers frequently produce a second, lower-priced grade of product. Check model numbers before you buy. If you need commercial-quality components, stick with the wholesale distributor. You can match mass merchandisers' prices and still get the support of the distributor by buying case lots instead of individual components. Retail outlets rarely have a sufficient assortment of controllers, valves and nozzles for commercial or larger residential work. They also might not have knowledgeable personnel on staff to provide accurate information on meeting codes for irrigation in your area.

Many irrigation distributors offer training seminars for their customers. These are frequently co-sponsored by manufacturers and focus on specific products. Distributors can also introduce you to design software so you can generate plans and takeoffs for common irrigation projects. In other words, you'll need to develop a good relationship with one or more irrigation distributors.

## Irrigation as a profit center

Irrigation is a specialty type of contracting more than a separate business. Most irrigation contractors have the word landscape in their company name and treat irrigation as a division, even though irrigation represents the majority of their income.

Irrigation installation typically begins after rough grading. Any changes between plans and the final landscape must be resolved before irrigation crews start. Plant location will be limited by the irrigation in place. Changes add to cost.

One reason to treat irrigation as a separate profit center is to gauge and reduce the cost of changes. A change on the landscape installation might not be worth the resultant cost of the change on irrigation. One way to control these types of changes is to manage both landscape and irrigation portions of the project. Close coordination between the landscape contractor and irrigation subcontractor also can produce a higher profit.

As a contractor, you have the option of training one crew or all crews for irrigation installation or maintenance. If your landscape installation business is running at full speed, you might want to limit the diversion in energy and attention to a few key irrigation specialists. Of course, it is always very important for an irrigation specialist to have a superior knowledge of plant materials and

be ignored. Retail sales of irrigation components almost matches sales of professional landscape irrigation components through distributors. Sales clerks are designing irrigation systems on paper bags, soon to be filled with fittings, glue, pop-up sprayheads and a four-station controller. If you're lucky, he'll remember to include valves that include pressure vacuum breakers to provide some level of backflow protection. Ask yourself, is it worth chasing a \$600 irrigation installation job?

The purpose of this special section is to put all this into perspective for the landscape

**▼ Irrigation is a specialty type of contracting more than a separate business. Many contractors also do landscaping.**



landscape construction. Mistakes or misjudgments in irrigation can cause maintenance problems later. Unique plant water needs must be considered in all irrigation systems designs. Also be alert to "microclimates" that impact water use, such as shade, slope, soil, or wind exposure.

The difference between landscape crews and irrigation crews is mainly the vehicle and specialized equipment, such as trenchers or borers. The vehicle has to carry many different tools and fittings not generally needed for other landscape work. Efficiency and profit are based on having the materials with the crew at all times so trips back to the office are eliminated.

contractor. Concede the small residential work installed with disregard to local water protection regulations.

Focus on the high-end residential and the commercial work around you, the jobs that go out for bid and are inspected during and following installation. Work in concert with irrigation designers and consultants, distributors, and busy landscape contractors. Develop a record of successes to gain the attention of those who prefer not to be bothered by irrigation.

Most importantly, think like a modern landscape contractor. Consider the profit and repeat work of service contracts. Create an atmosphere of dependence between you and your customers about everything that has to do with landscaping. Be the conduit of knowledge during times of drought, pest infestation, and color, whether flowers or fall foliage. If you can do that, you will have won the battle and built a business foundation that assures a lifetime of prosperity, or at least personal fulfillment, for you and your firm. □



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# Fleet maintenance from the pros

By RON HALL/ Managing Editor

**L**andscape companies can't deliver services without motorized equipment like trucks, mowers, backhoes, and sprayers. The efficient use of these tools allow a landscape company to generate production which, in turn, produces revenues.

Considered from different perspective, production equipment (let's include service delivery vehicles too) is often a landscape company's largest capital investment.

Does a grounds care operation need any better reasons to keep its motorized equipment maintained and repaired?

Michael Rorie, Groundmasters, Inc., Cincinnati, says fledgling landscape companies usually can't afford a lot of hardware. "But once you get to a certain size you start to collect trucks and other equipment." He says that business owners must then make a choice—



**Michael Rorie doesn't want to worry about equipment failures.**

whether to buy another truck and extra equipment for back-ups, or to invest in a maintenance facility and mechanics to extend the working life and keep present equipment in serviceable condition.

"Equipment is what we use every day. I, as the president of our company, don't want to spend a lot of my time worrying about equipment," says Rorie. He says

most owners' or managers' time is better served focusing on sales and production.

## A support role

Rorie and several other landscape professionals and equipment experts discussed fleet and equipment maintenance at the ALCA Conference this past November in Charlotte. This report was compiled from their comments.

First and foremost, a maintenance facility's purpose is to support production. A maintenance shop's "customers" are the company's supervisors and production employees, say the panelists.

"We recognize the shop as

an integral part of a successful team," says Steve Glennon, regional manager for Cagwin and Dorward, a successful San Francisco Bay area landscaper. "It's essential that our mechanics are flexible and that they

have a strong sense of commitment to the organization and to the other employees."

"Our job is to get the equipment out onto the job, working and making money," adds Ken Railey, fleet and safety manager for the Ruppert Landscape Company, Ashton, Md. "When the trucks and equipment perform well, they (production people) are happy. If the trucks and equipment don't perform well, they get frustrated and customer service



**Steve Glennon says some tasks performed in-house, some are contracted.**

## Tips for a productive shop

Ron Turley is a former fleet and safety director at United Parcel Service (UPS). He was responsible for 48,000 vehicles. Today he operates Turley Transportation Consultants, Dewey, Ariz. He consults with government and private industry, including lawn/landscape firms, regarding efficient fleet and maintenance shop operation.

Turley says that managers can only control four things: time, material, space and tools. The best managers know how to blend all four into an efficient system.

For a smooth running maintenance shop, Turley suggests:

- ▶ Develop a good preventive maintenance plan. This is always at the top of his list.
- ▶ Get good people and train them.
- ▶ Make employees realize that you expect 6.9 hours of effort for every 8-hour day.
- ▶ Strive to keep vehicle and equipment availability as high as possible.
- ▶ Standardize as much as possible—equipment, including vehicles, and parts. Items like tires, lights, belts, and filters.
- ▶ Allow 1 ½ service bays per mechanic.
- ▶ Provide employees with enough tools and parts to do their jobs without waiting or searching.

—RH

# Walker

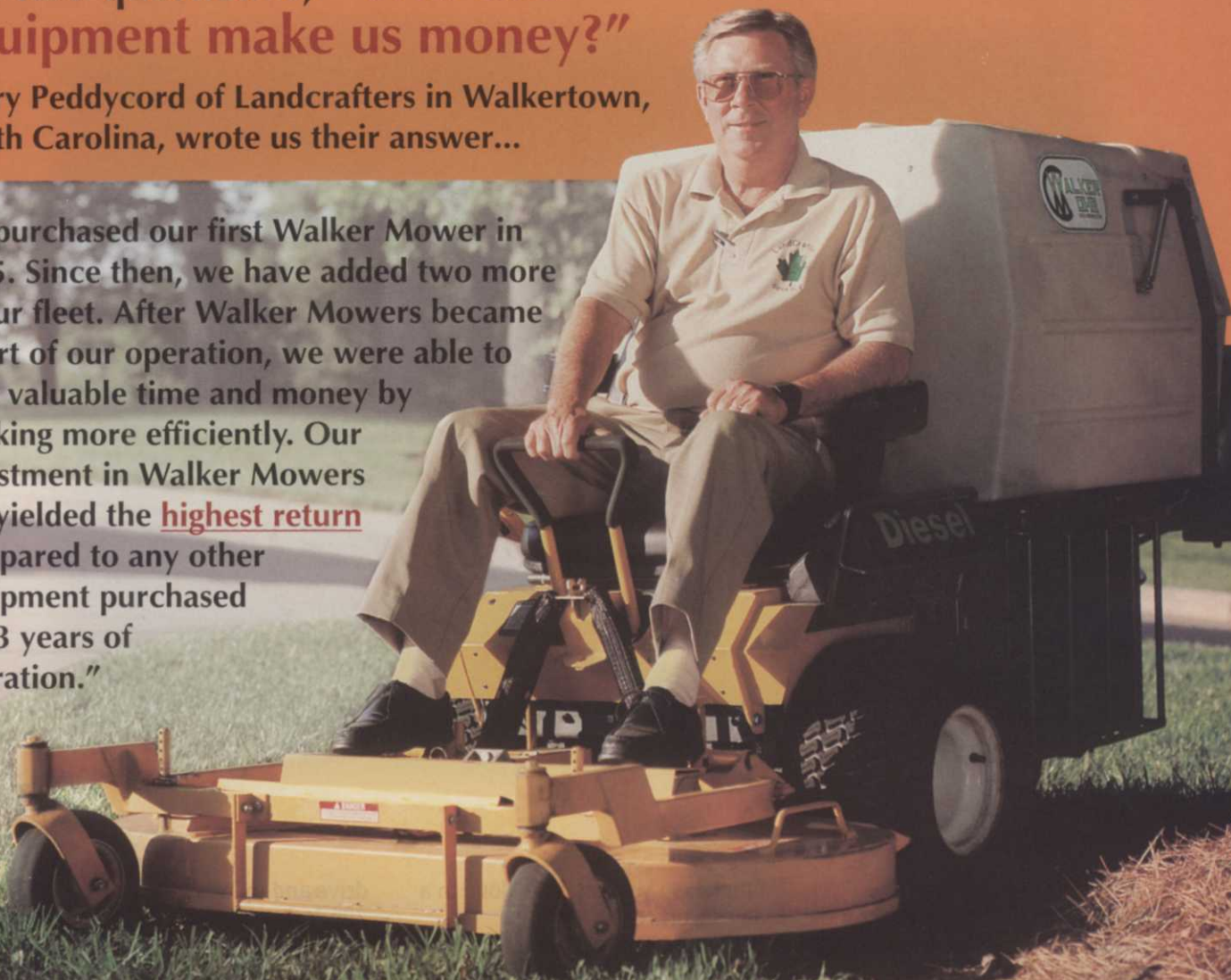
*pays back in*

# Walkertown, North Carolina

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—Gerry Peddycord

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Mark H. Neidich says a maintenance shop needs "a system".

suffers."

To do this efficiently, says Mark H. Neidich, owner of Fleet Consultants, Cincinnati, each company must develop "a system" for performing tasks such as preventive maintenance and repairs.

**Workable system**

Many maintenance shops operate under systems that prioritize maintenance tasks and the order of repairs. For instance, work on large equipment may take precedence over smaller equipment. Or, the system may spell out which equipment gets immediate repair, and which must wait.

Many maintenance shops also use computer programs, while others use simple checklists to monitor the status of equipment and parts inventories, and to keep track of maintenance and repair. Some post large bulletin boards where all equip-

ment is listed and its maintenance and/or repair status immediately viewable by anyone in the shop.

Apart from its obvious purpose of keeping production equipment working at job sites, the system must also foster cooperation between the repair shop and operations.

**Monitor your system**

Any such system must be regularly monitored, emphasizes Neidich. This includes providing proper shop personnel training, the proper tools and parts, and vendor support. A workable system allows a shop to function efficiently. It also allows a company to keep up with its growth.



Multiple locations create new equipment issues, says Ken Railey of Ruppert Landscape.

For example, Ruppert Landscape now has eight locations supporting 13 branches. To meet equipment needs at its eight locations, says

*"Our job is to get the equipment out onto the job, working, and making money"--Ken Railey*

Railey, it employs two administrative people, 25 repair/maintenance technicians, plus several mobile painters. Shop managers at each Ruppert location regularly report to Railey who joined Ruppert Landscape in 1982 as its first mechanic.

Cagwin and Dorward uses a slightly different system. Its corporate office is in Novato, Calif., with branch offices in San Jose and the East Bay area. It runs 8 satellite operations from these branches.

C&D's Glennon says that each of the three main offices have shop facilities, but the company also maintains a mobile repair capability. His company's shop personnel concentrate on equipment repairs



Everything starts with preventive maintenance, says Ron Turley.

and on manufacturing any speciality equipment the production crews need. An outside contractor visits the branch locations to regularly service the vehicles.

"There has to be somebody responsible at each location, and

there have to be standards," stresses consultant Ron Turley, former fleet manager for huge UPS.

"You have to enforce the standards of your company, and that includes the fact that the equipment is, in fact, important, and that you will take care of it," adds Glennon. □

—RH

## Vendors can help out

Build win/win relationships with vehicle and equipment dealers to take some of the pressure off your landscape maintenance/repair shop.

Your loyalty as a customer to a particular dealer or distributor is valuable to that vendor, and many are willing to negotiate once they've established a strong relationship with a client.

The best time to negotiate is when you're hashing out a major equipment purchase. The larger the purchase, the more power you have to negotiate.

Have you considered asking for extended warranties on certain pieces of equipment? Special considerations and/or prices for parts? Better, faster service? The ability to return unused, boxed replacement parts for refunds? But it's almost impossible to build this type of value into a purchase if you're always shopping for the cheapest price.

"The problem with most people when they buy, they go out looking for deals. You should buy like you try to sell; you sell quality," said Ron Kujawa, Kujawa Enterprises, at the ALCA conference in Charlotte this past November.

"You want to buy right, and you don't want to overpay," added Michael Rorie, president of Groundmasters, Inc., Cincinnati. "But paying fair market value is no crime."



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*Fire ant control strategy combines homeowner education with bait products. The goal is to cut irresponsible use of other control products.*

**F**ire ants in Texas are the target of a new community-based education and treatment program that

centers on broadcast applications of insecticide rather than individual mound treatments with products such as diazinon.

Entomologists and other pest control specialists say the approach is the most cost-effective method to control these stinging marauders.

It also represents an opportunity for lawn care operators to contract with neighborhood associations, garden clubs, athletic organizations and city councils for application services.

In an effort to promote fire ant control by using products that won't harm waste water, the "Let 'em Eat Bait" program was started by the Fort Worth water department, to reduce the amount of diazinon showing up in waste water. (See LM, Jan. 1997).

Cities such as Fort Worth have been able to duck heavy EPA fines as long as



**Keep off the grass! Fire ant mounds shown here are an example of what Texas homeowners have to contend with.**

they can demonstrate a sincere effort at reducing the pollution.

The program recommends that residents of entire neighborhoods select a dry day in the fall and one day in spring to make broadcast applications of fire ant baits in unison across entire neighborhoods and open spaces.

(The use of slow-acting baits allows the worker ants to carry the product back to the nest and feed it to the queen. Once the queen dies, the colony perishes.)

#### **Less expense, less effort**

"Baits provide for control with less expense and effort than contact products," says Mike Merchant, Ph.D., urban ento-

## Fire ants a medical, and an economic menace

Fire ants, probably from Brazil, entered the United States through the Port of Mobile, AL, in the 1930s.

They've since spread across the Southeast where they have no natural enemies.

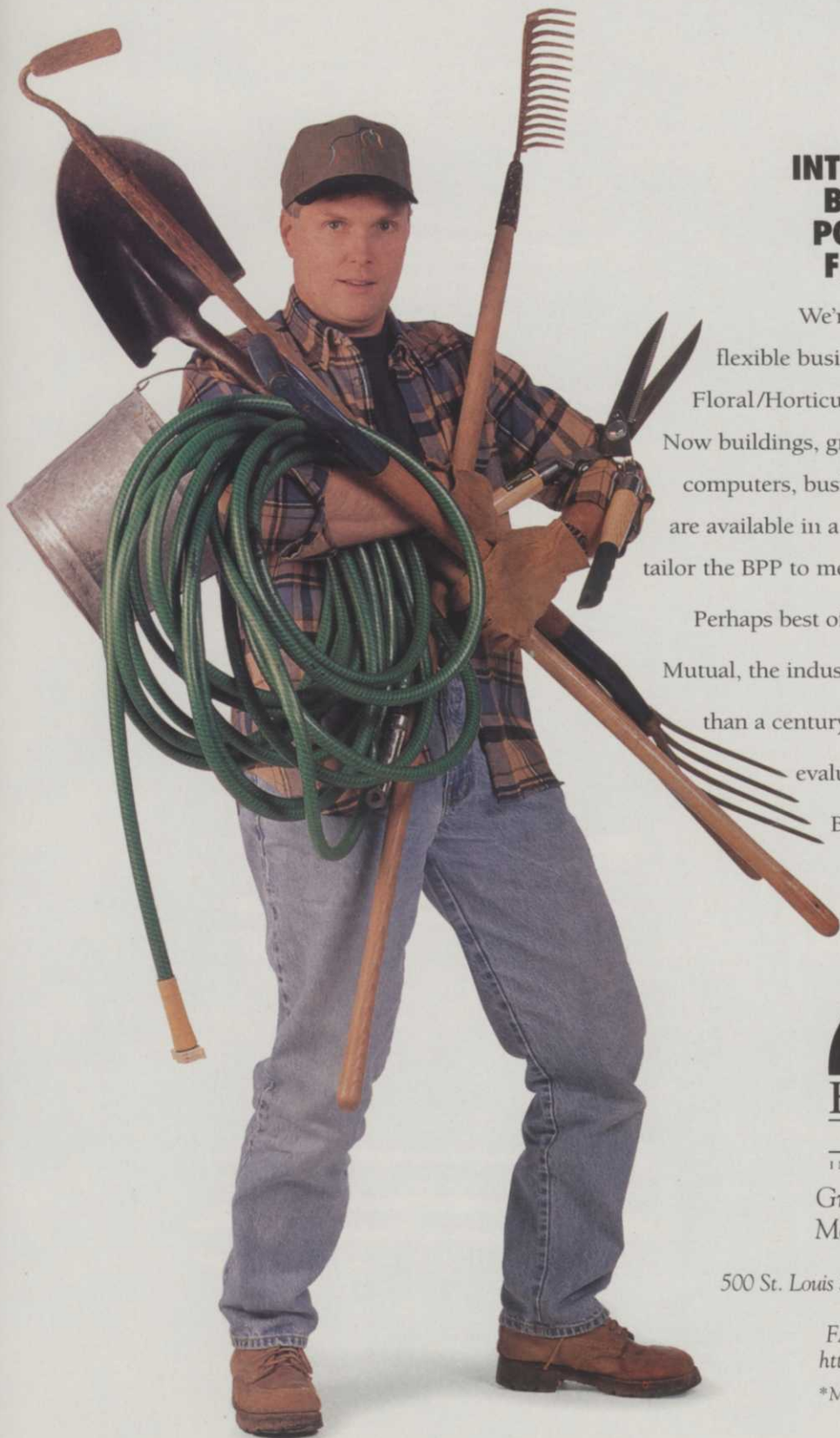
In Texas alone it's estimated that \$300 million each year is spent trying to control them; in medical expenses; in livestock losses and equipment repair. They damage electrical systems by invading power transform-

ers and chewing through wiring. They burrow into roadways and their mounds damage farm equipment.

One of the biggest environmental problems is caused by consumers who use excess amounts of diazinon and other products as they try to eradicate the ants.

The City of Ft. Worth represents a prime example of complications that may arise from the misuse of contact insecticides in fire ant control programs. Traces of these products (when misapplied) run off into sewer systems, and can result in a failing grade from the Environmental Protection Agency.

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mologist with the Texas Agricultural Extension Service.

"Broadcast applications of baits are easier and less expensive to use and are more effective overall, since they treat mounds both above and below the ground."

The county is hiring four new county agents. A total of eight county agents will specialize in fire ant control, in Dallas/Fort Worth; Houston; San Antonio; Austin.

"The county agents will be the ones who are going to try to set up the neighborhood programs. Hopefully, come spring, we'll be getting out and visiting with neighborhoods to round up support for the program," says Merchant.

"The idea is to let the homeowner groups decide which product they're going to use. We've got Amdro; Raid; Logic; Combat. The neighborhoods will probably choose depending on what's available and cost.

"We're not mandating any particular bait; we may offer some observations on the different types of baits."

"Logic seems to be the most effective, long term controller; it does have the drawback that it's real slow, and for treating smaller areas that's a big drawback. By the time you get fire ants controlled in a small yard you may have infestation from other areas. I've recommended Logic for people treating larger areas. But for small urban back yard, you probably want to go with a faster acting product like Amdro, or Raid or Combat.

"All of these products are sold over-the-counter. Amdro is sold to professionals as Logic; Amdro is sold as Amdro. The Raid product is sold to pest control operators as Ascend; the Combat product is sold to professionals as Max Force.

Merchant says Griffin Corp. might release a new product in spring for pest control operators.

#### Research sampling

"The number of products is increasing, so we're not just sticking with Amdro and Logic," says Merchant.



Mounted broadcast spreaders cut worker exposure to pest, cover ground faster.

Comparisons of new mound occurrence prior to and after treatment with baits and contact products were conducted recently at Clemson University. Results showed that areas receiving a broadcast application of Amdro bait had only two new mounds over the course of the eight weeks of study, and brought more than 96 percent control.

Untreated areas and areas subjected to mound applications of baits developed 11 to 12 new mounds.

"This is not abnormal considering that mounds developing underground are not treated and 'pop up' later," says Dr. Mac Horton, professor and chair of Clemson's Department of Entomology.

Plots on which mounds were treated individually had 22 to 28 new mounds.

"Ants that are not in the mound at the time of application are not exposed [to the insecticide] and, therefore, not controlled," explains Horton. "Our observations are that these individual ants may not even enter a treated mound, and must relocate to a new domain." **LM**

## How to sell the service

Lawn care operators who want to increase their fire ant control business need to take the benefits of large-scale broadcast bait applications to influential community leaders and organizations.

These include homeowners associations, retirement community managers, garden clubs, civic groups and local government.

The LCO's goal: generate attention on fire ants and the advantages of broadcast bait applications applied by professionals.

▶ Consider a "fire ant information group." A spokesman for the organization—one who is viewed as a fire ant control expert—would address various civic and homeowner groups about fire ants, the problems encountered in controlling them and why broadcast bait applications work.

▶ A "Fire Ant Day" could be coordinated and include educational visits by the expert to schools and other groups. Expand the format to include walks through open areas, schoolyards and playgrounds to identify and treat problem areas.

▶ A key message is that contracting with a professional LCO ensures proper application of the bait throughout the community; and that professional application frees neighborhoods of the responsibility for coordinating the community-wide effort.

▶ Other publicity angles are possible as a result of this approach: TV, radio, newspapers, all can bring your company some potentially valuable exposure.



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

## Even The World's Greatest, Most Reliable, Most Attentive To Detail, Hardest Working Gardener, Lawn & Garden Service Owner or Landscape Contractor Will Starve To Death—Without A Steady Flow Of New Customers!

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

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

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

Million Dollar Marketing Secrets Revealed In A Free Report—If You Qualify!

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

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

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



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

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

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

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

Who Should Get Marty Grunder's Special Report?

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

How To Get Your Free Report:

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

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## Duncan leads OTF in '98

Joe Duncan, president of Ever-Green Turf and Landscape of Troy, Ohio, is the new president of the Ohio Turfgrass Foundation.

David Webner, Lake Forest CC is president-elect; Randy Tischer of Green Velvet Sod Farms was named OTF vice president.

Lin Dunaway of Walnut Grove CC is OTF treasurer for the new year.

## ALCA promotes industry to managers

The Associated Landscape Contractors of America attended Workplace '97 in October, to explain to facility managers the environmental and economic benefits of plants in the workplace. ALCA brought together more than 35 ALCA member companies and suppliers in support of the theme "Hire a Professional Landscape Contractor."

"Our displays and participation vividly demonstrated how plants reshape the work environment and why facility managers should hire a professional landscape contractor," says Judy Guido, chair of the ALCA Public Relations Committee.

"Mommy, where does grass come from?"

"Advanta Seeds Pacific, of course!"



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## Seven earn CLP title

The following ALCA members recently passed the Certified Landscape Professional (CLP) exam:

Lorne Hall, CLP, Western Lawns, Inc., Bethany, OK

Thomas Moore, CLP, Environmental Care, Inc., San Jose, CA

Shannon Parsley, CLP, Executive Landscape, Pensacola, FL

Ronald Schmoyer, CLP, ISS Landscape Management Services, Tampa, FL

Robert Schucker, CLP, R & S Landscaping, Midland Park, NJ

David Snodgrass, CLP, Dennis' Seven Dees Landscaping, Portland, OR

Thomas Whidden, CLP, Community Landscape Services, Chantilly, VA

For general information on ALCA's certification programs, contact Kimberly Pratt, Certification Manager, at 800-395-2522.

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

**LANDSCAPE**  
management

**February 1998**

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1. My primary business at this location is: (fill in ONE only)

- 01  250 GOLF COURSES (Also fill in questions #3 & #4)
- 02  255 Landscape Contractors (Installation and maintenance)
- 03  260 Lawn Care Service Companies
- 04  265 Custom Chemical Applicators (ground and air)

- 05  270 Tree Service Companies/Arborists
- 06  275 Landscape Architects
- 07  280 Land Reclamation and Erosion Control
- 08  285 Irrigation Contractors
- Other (please specify) \_\_\_\_\_

- 09  290 Sports Complexes
- 10  295 Parks
- 11  300 Right-of-Way Maintenance for Highways, Railroads or Utilities
- 12  305 Schools, Colleges, Universities
- 13  310 Industrial or Office Parks/Plants
- 14  315 Shopping Centers, Plazas or Malls
- 15  320 Private/Public Estates or Museums
- 16  325 Condos/Apartments/Housing Developments/Hotels/Resorts
- 17  330 Cemeteries/Memorial Gardens
- 18  335 Hospitals/Health Care Institutions
- 19  340 Military Installations or Prisons
- 20  345 Airports
- 21  350 Multiple Government Municipal Facilities
- Other (please specify) \_\_\_\_\_

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

2. Which of the following best describes your title? (fill in ONE only)

- 26  10 Executive/Administrator- President, Owner, Partner, Director, General Manager, Chairman of the Board, Purchasing Agent, Director of Physical Plant
- 27  20 Manager/Superintendent- Arborist, Architect, Landscape/Grounds Manager, Superintendent, Foreman, Supervisor
- 28  30 Government Official- Government Commissioner, Agent, Other Government Official
- 29  40 Specialist- Forester, Consultant, Agronomist, Pilot, Instructor, Researcher, Horticulturist, Certified Specialist
- 30  50 Other Titled and Non-Titled Personnel (please specify) \_\_\_\_\_

3. Is your golf course:

- 31  A Public 32  B Semi Private 33  C Private 34  D Hotel/Resort 35  E Municipal

4. If you work for a golf course, how many holes are on your grounds?

- 36  1 9 37  2 18 38  3 27 39  4 36+

5. How many acres are maintained at your facility? \_\_\_\_\_

6. SERVICES PERFORMED (fill in ALL that apply)

- 40  A Mowing 45  F Turf Fertilization 50  K Paving, Deck & Patio Installation
- 41  B Turf Insect Control 46  G Turf Disease Control 51  L Pond/Lake Care
- 42  C Tree Care 47  H Ornamental Care 52  M Landscape Installation
- 43  D Turf Aeration 48  I Landscape/Golf Design 53  N Snow Removal
- 44  E Irrigation Services 49  J Turf Weed Control 54  O Other (please specify) \_\_\_\_\_

7a. Do you specify, purchase or influence the selection of landscape products?

- Yes  No

7b. If yes, check which products you buy or specify: (fill in ALL that apply)

- 55  1 Aerators 62  8 Herbicides 69  15 Sweepers
- 56  2 Blowers 63  9 Insecticides 70  16 Tractors
- 57  3 Chain Saws 64  10 Line Trimmers 71  17 Truck Trailers/Attachments
- 58  4 Chipper-Shredders 65  11 Mowers (reel/rotary) 72  18 Trucks
- 59  5 De-icers 66  12 Snow Removal Equipment 73  19 Turfseed
- 60  6 Fertilizers 67  13 Sprayers 74  20 Utility Vehicles
- 61  7 Fungicides 68  14 Spreaders

8. Do you have a modem?  Yes  No

101	113	125	137	149	161	173	185	197	209	221	233	245	257	269	281	293	305
102	114	126	138	150	162	174	186	198	210	222	234	246	258	270	282	294	306
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106	118	130	142	154	166	178	190	202	214	226	238	250	262	274	286	298	310
107	119	131	143	155	167	179	191	203	215	227	239	251	263	275	287	299	311
108	120	132	144	156	168	180	192	204	216	228	240	252	264	276	288	300	312
109	121	133	145	157	169	181	193	205	217	229	241	253	265	277	289	301	313
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107	119	131	143	155	167	179	191	203	215	227	239	251	263	275	287	299	311
108	120	132	144	156	168	180	192	204	216	228	240	252	264	276	288	300	312
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112	124	136	148	160	172	184	196	208	220	232	244	256	268	280	292	304	316

# Events

## FEBRUARY

**10-15: National Arborist Assoc. Winter Management Conference,** Hotel Intercontinental, New Orleans, La.; Carol Crossland, 800/733-2622; 603/672-2613.

**11-13: Turfgrass Producers International Midwinter Conference & Exposition,** Westin Maui at Kaanapali Beach, Maui, Hawaii; 800/627-13156 for travel accommodations.

**14-18: ALCA Executive Forum,** Renaissance Vinoy, St. Petersburg, Fla.; 800/395-2522.

**16-20: Long Island Turfgrass Management Short Course,** Long Island, NY; 607/255-1792.

**16-20: Virginia Tech Turfgrass Ecology and Management short course,** Donaldson Brown Hotel and Conference Center, Blacksburg, Va.; 540/231-5128.

**16-20: International Erosion Control Association Conference & Trade Expo,** Reno, Nev.; 800/455-4322.

**17-19: Landscape Contractors Assn. Winter Workshop,** Univ. of Md. Shady Grove Conference Center; Kathleen Feehan, 301/948-0810; 301/990-9771

**17-19: Landscape Contractors of MD/DCVA, Winter Workshop,** University of Maryland System Shady Grove Center, Rockville, Md.; 301/948-0810.

**18: Connecticut Turf & Landscape Conference, for the Connecticut Grounds Keepers Assoc.;** Hartford Civic Center, Hartford, Ct.; fax: 230/699-9912; e-mail: cgka@snet.net.

**18-21: Outdoor Power Equipment Distributors Association (OPEDA) annual meeting,** Buena

Vista Palace, Orlando, Fla.; Julie Burns, 215/564-3484; 215/564-2175

**19-20: Northern California Turf & Landscape Council show,** Santa Clara Convention Center, Santa Clara, Calif.; 510/505-9600.

**23-24: Turf & Grounds Exposition II,** Holiday Inn, Suffern, NY; 518/783-1229.

**23-27: Illinois Turfgrass Foundation,**

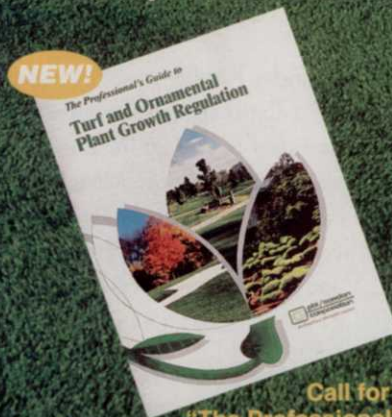
**Ind./Ill. Turfgrass Short Course,** Holiday Inn, Willowbrook, Ill.; Tom Voigt, 217/333-7847; 217/244-3469.

**24-26: Athletic Field Construction & Maintenance,** Rutgers' Cook College Office of Continuing Professional Education; 732/932-9271.

**25: NJ Landscape '98,** Harmon Meadow, Secaucus, NJ; Mark Graser, 201/664-6310. **LM**

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## SUPPLIERS CORNER

**AgEvo** now supports GOLFWORKS, a program created by the Metropolitan Golf Association Foundation, which provides summer employment in country clubs for poor and minority high school students. GOLFWORKS has placed more than 100 students in jobs since 1993.

**Zeneca Professional Products** has named Jerid T. Wendling as Territory Sales Representative for the western Florida. Wendling handles sales and distribution of turf and ornamental products. Formerly with Ciba Crop Protection, Wendling holds a degree in plant and soil science.

**Rain Bird Sales** now has

Mitch Wood as a district manager for the southeast US. Wood works with company distributors in the region to increase sales and market share. Visit the Rain Bird web site at [www.rainbird.com](http://www.rainbird.com), for information on various topics such as: product specifications (with detailed drawings); common questions; technical support; product training schedules; irrigation design software (which can be downloaded from the site and links to other irrigation-related sites).

**TRIMS Software International, Inc.** has been awarded a contract to develop an Equipment Maintenance System for **Jacobsen Division of Textron, Inc.** The system will

be installed at Jacobsen branch and distributor locations. The software provides preventive maintenance schedules, maintenance records, spare parts inventory, on-line illustrated parts catalog and electronic parts order processing for maintenance technicians.

**Century Rain Aid** has purchased Gulf Coast Pump, a wholesale distributor of irrigation and well drilling supplies, with four locations in Alabama and Florida. Century is the a leading distributor of landscape irrigation equipment. The company now has 68 locations in the US and Canada, and plans to expand its product line and training programs for drilling contractors, says

Mike Stein, vice president of Century's Southeast region.

**Lofts Seed** reports that its Triplex ryegrass blend will be used at Ericsson Stadium, home of the NFL's Carolina Panthers. In December, the Lofts company presented a check for \$822,522 to Rutgers University, for turf royalties.

**Fairmount Minerals** has agreed to purchase the **Garrick Corporation**, Cleveland-based supplier of bulk materials to the landscape, golf and nursery industries. Gary Trinetti will continue as general manager and vp of Garrick. Chuck Fowler is president and CEO of Fairmount.

Helen Lucas is vice president of **Seed Research of Oregon, Inc.** Lucas manages the company's warm-season turfgrass program, professional marketing in the Southwest and foreign marketing and sales efforts. There is a new address for SRO: 27630 Llewellyn Rd., Corvallis, Ore. 97333.

James R. Collins is the new specialty products director for **FMC Corporation**.

At **Jacklin Seed Co.**, the following promotions have been announced: Hiromi Yanagisawa is senior vp of marketing; Tom Stoesser is senior vp of finance, administration and acquisitions; Myron Lightbody is senior vp of plant operation; Glenn Jacklin is now senior vp production and grower services; Dr. Doug Brede is senior vp of research. **LM**

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**MANAGEMENT SOFTWARE FROM CHARLES...** Vander Kooi & Associates, Inc. sells landscape estimating and accounting software. VKA Estimating Software removes the guesswork in bidding and recovers the correct amount of overhead for the job; completes bids faster and more accurately and generates cost summary reports. "Mr. Accountant" software includes the general ledger, accounts payable, accounts receivable, disbursements and payroll modules. Costs are \$4900 for accounting programs; Estimating software starts at \$795. Demos available. Contact Vander Kooi & Associates, Inc., at 1495 Harbortgate Blvd., Mt. Pleasant, SC 29464-4212; 888/971-1724.

**BROCHURE FOR LEAF PICK-UP HOSES...** The Flexaust Company has introduced a new four-color product brochure for lightweight flexible hose and ducting. The 12-page publication makes it easy to identify the right product for a myriad of industrial applications. Free of charge; contact The Flexaust Company, Inc., P.O. Box 4275 Warsaw, IN 46581-4275; 1-800-DUCTING; [www.flexaust.com](http://www.flexaust.com)

**COMPANY GUIDE TO LIGHTING PRODUCTS...**

Columbia Lighting and Prescolite • Moldcast Lighting of Spokane, WA, have issued the first edition of the *Product Selection Guide*. The 402-page, full-color guide provides comprehensive product data for all Columbia and Prescolite • Moldcast product lines. A wide array of full-color application photos depict Columbia and Prescolite • Moldcast fixtures in a range of environments. Copies are free to professional lighting specifiers. Fax requests to: 509-921-7539.

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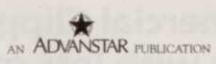
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## Toro's Z Master fast, rugged

Sporting a sleek, compact design, the new line of Z Master Outfront ZRTs are rugged, hill-hugging mowers. The Z325 and Z320 are equipped with huge 23-inch tires (the largest for competitive OFZ riders), a wide wheelbase and low center of gravity and weight directly over the rear wheel, which provides superior stability and exceptional traction on undulating turf.

The Z Master OFZ also features hydrostatic drive, and a choice of either a 20-hp (Z320) or 25-hp (Z325) Kohler Command vertical-shaft engine. With a forward ground speed of over 8 miles per hour and a reverse speed of 4 miles per hour, the Outfront Z riders are the fastest on the market.

The Outfront Z riders are available with 60-inch side-discharge deck or a 48-inch Recycler/rear bagger deck, a first in the industry. The deck converts within minutes with basic hand tools.

Circle No. 263

## Swisher ZTR is sleeker

Swisher continues to improve its Zero-Turning Radius Ride King Mower with a new easy, height adjustment system, wider wheels for better traction and ride, new seat for more operator comfort, and a new aerodynamic look.

Available with 8-hp Briggs & Stratton or 6-hp Tecumseh. Optional convertible mulching capability. Optional built-in sweeper bagger available. Contact Swisher Mower & Machine Co. at 800/222-8181, or

Circle No. 264



## New decks for Hustlers

Excel Industries introduces two new competitively priced side-discharge decks. With a choice of 60 and 72-inch models, the new decks are available for the 3000 and 4000-Series Front Mount tractors as well as the 2500 Mid-Mounts.

These new side-discharge decks can be easily converted to mulching decks and can also be adapted to the Hustler BAC-VAC collection system. Another important feature available on the front-mount versions is the tilt-up design which allows for easy blade servicing.

For more information, contact Excel Industries at 800/395-4757, or

Circle No. 265



## Commercial Clipper is tough cutter with lots of torque

The new zero-turning-radius Commercial Clipper from Country Clipper has a 25-hp Kohler V-Twin OHV Command engine and 23-inch drive wheels. The Kohler engine provides more torque and high fuel economy along with a reduction in noise and vibration.

Other improvements include a 10-gauge steel-reinforced deck. Both the 48-inch and 60-inch decks have steel plate reinforcement at the trim edge, spindle attachment area, front deck lip and skid lift discharge chute.

Contact Country Clipper at 800/344-8237, or

Circle No. 266



## Articulator stable in severe terrain

LasTec's Model 325E Articulator features three individual 25-inch cutting decks combined for a total cut path of six feet. LasTec combines its floating rotary mower deck with its own 25-hp hydrostatic drive unit, resulting in a true zero-turning-radius, high-ground-speed, contouring mower.

A wider wheel base and lower center of gravity provide greater side hill stability and safer cutting conditions on severe terrain. Add headlights for night cutting and taillights and flashers for safer road travel.

Phone 800/515-6798 for the LasTec dealer nearest you, or

Circle No. 267



## Bush Hog improves side-mount rotary mower

Performance of Bush Hog's SM-60 side-mount rotary cutter has been improved through several new features. The increaser housing has been eliminated by connecting the PTO driveline directly to the hydraulic pump. The hitch is now Cat II standard and CatII/III quick hitch. Available horsepower at the cutter head has been increased. The PTO shaft is included in the base unit. The hydraulic output of the pump has been increased.

"These improvements will help people who cut along roadways, lake dams, drainage ditches, embankments and sloping terrain do it more effi-



ciently," said Robert O. Moore of Bush Hog. The SM-60 delivers a 5-foot-wide cut with a maximum reach of the cutter head of 12 feet from the tractor center line. Operation is all hydraulic.

For more information contact Bush Hog at 334/872-6261, or

Circle No. 268

## Scag STHM Hydro Rider runs cool

Scag has designed its STHM Hydro Rider for more productivity, performance and profits. The high-capacity hydro cooling system features a 13 quart nylon reservoir and heavy-duty cooling radiator for cooler running, resistance to contamination and longer component life. The state-of-the-art drive system provides smooth, even power to both wheels and single-pedal control.



The Scag STHM is available with a 52, 61 or 72-inch cutter deck and 20 or 22 hp Kohler Command engines. Optional accessories include a 44-gallon grass catcher with auxiliary engine, an easy-to-install mulching plate and an electric deck lift. Check with Scag Power Equipment at 414/387-0100, or

Circle No. 269

## Customize the Prowler to your needs

Two engine options, two deck options, two tail wheel options. Encore's Prowler front cut riders have all the heavy-duty specs

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Kawasaki or 22-hp air-cooled Kohler engines,

- single or dual tail wheels,
- dual path hydrostatic

drive,

- zero turning radius.

For more information about the Prowler call 402/228-4255, or

Circle No. 270

## Looking for pavers? These are new

The Florastone Collection has Calla Lilly, Tiger Lily, Rose, Orchid and Field Stone companion "Textured" Molds. These pavers are available in 16" x 16" x 1-1/2", for garden pathways.

Molds are made from industrial strength urethane. Stones can be made in any color. Stones retail in California for \$9.95 apiece.

Long-lasting molds are available in a minimum order of four flowers and field stones at \$150 plus \$15 shipping. Contact the Florastone Collection at 15840 Ventura Blvd., #201, Encino, CA, 91436; 818-761-6959.

Circle No. 272



## The DewEze for multi-terrain mowing

The DewEze ATM-72 (All Terrain Mower) is the safe solution for multi-terrain, cost-effective mowing equipment. It's powered by a 27-hp, air-cooled diesel engine and features fully hydraulic, floating mower decks. A hydrostatic control and auto-leveling system keep the operator fully and



safely upright on slopes.

Other features include: quick, tight turns with rear discharge, simple blade maintenance, and an operators seat designed for maximum safety.

Call 800/835-1042 for more information, or

Circle No. 273

## Bunton BZT can cruise

The Bunton Division of Jacobsen Textron offers the BZT 31 Liquid-Cooled zero turn rider powered by a 31-hp Briggs & Stratton Daihatsu gas engine.



It features a 72-inch cutting width with forward travel speeds up to 9.5 mph. Other features include: electronic deck lift and height adjustment system, large tires and wider wheelbase, easy service access, and optional ROPS.

For the lowdown on the BZT 31, telephone 502/966-0550, or

Circle No. 271

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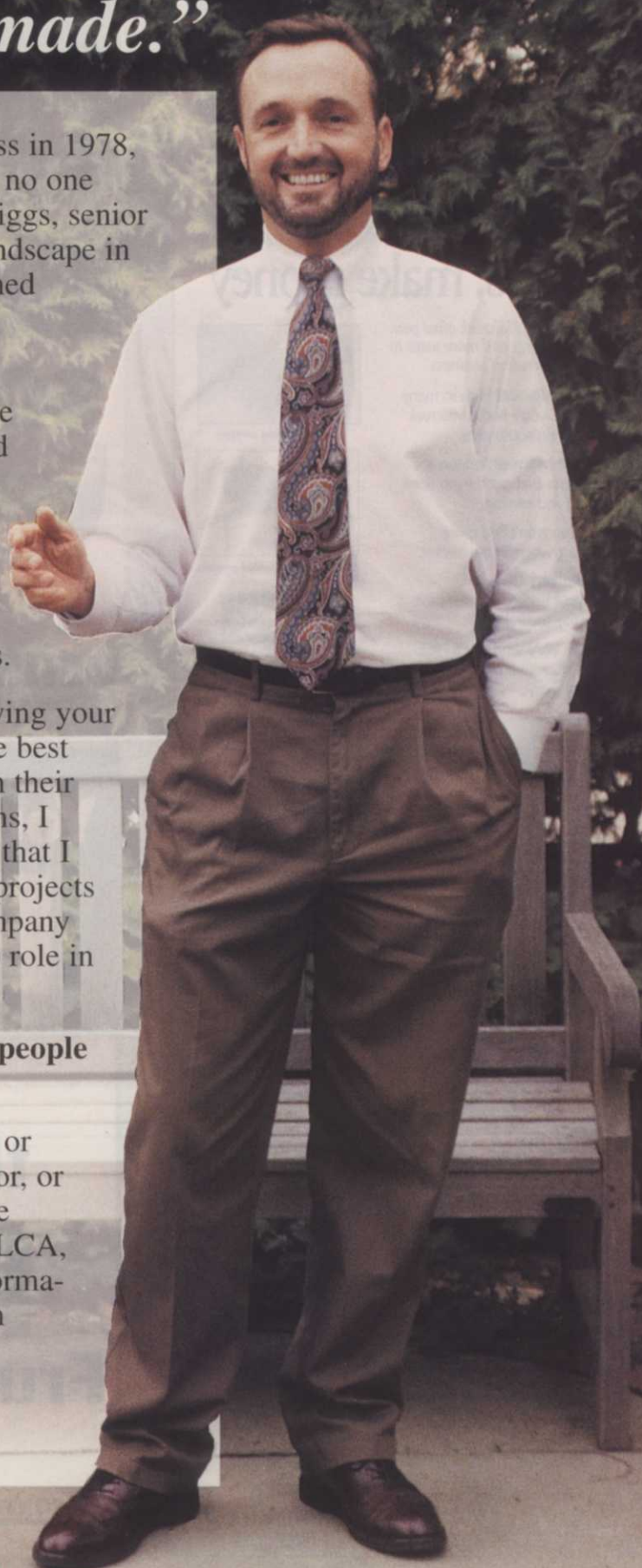
“When I started in this business in 1978, I had a lot of business questions no one was answering,” says Judson Griggs, senior landscape architect at Lied’s Landscape in Sussex, Wis. “That’s when I joined ALCA.”

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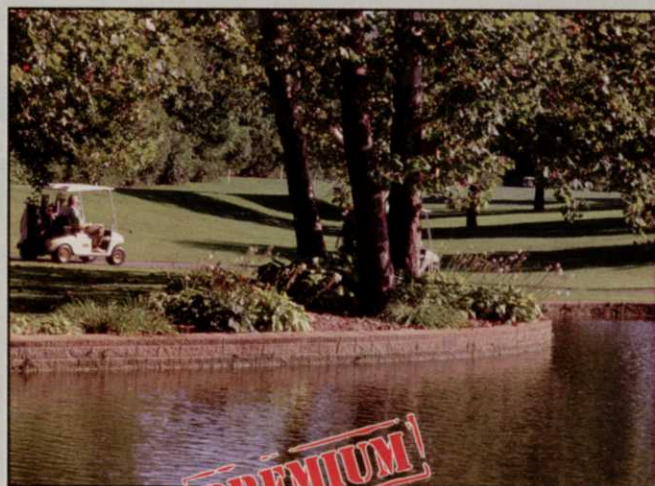
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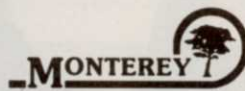
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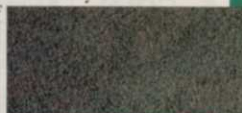
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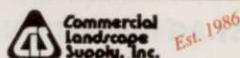
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