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# Landscape MANAGEMENT

MAY 2001 / #5 / VOLUME 39

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‡ See owner's manual for information on alterations and warranties. © 2000 General Motors Corporation. All rights reserved.

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# events

WHAT, WHEN & WHERE

## May 2001

**19-23 ASIC National Conference** / Savannah, GA; 816/472-6100

**24 Selecting, Planting, Moving and Managing Ornamental Trees** / Yorba Linda, CA; Sponsored by California State University — San Bernardino; 909/880-5977

## June

**7-9 Snow & Ice Symposium** Denver, CO; Sponsored by the Snow & Ice Management Association; 814/835-3577

**15 Turf-Seed/Pure Seed Testing Field Day** / Rolesville, NC; 919/556-0146

**21-23 OPEI Annual Meeting** Ponte Vedra, FL; 512/442-1788

## July

**10 University of Missouri-Columbia Turfgrass Field Day** / Columbia, MO; 573/442-4893

**12-15 ANLA Convention & Executive Learning Retreat** / Cleveland, OH; 202/789-5980, ext. 3010

**16-17 PLCAA's Legislative Day on the Hill & Arlington Renewal Project** / Washington, DC; 800/458-3466

**19-21 Turfgrass Producers International Summer Convention and Field Day** / Toronto, Canada; 800/405-8873

**20-22 EXPO 2001** / Louisville, KY; 800/558-8767

**31 Midwest Regional Turf Field Day** / West Lafayette, IN; 765/494-8039

## August

**4-8 Soil and Water Conservation Society Annual Meeting** / Myrtle Beach, SC; 515/289-2331

**14-23 International Growers' Tour** / Germany/Denmark; [www.anla.org](http://www.anla.org)

**15-19 ANLA Landscape Operations Tour** / Dallas, TX; [www.anla.org](http://www.anla.org)

**17-19 ALCA Design/Build Workshop** / Atlanta, GA; 800/395-2522

**19-25 International Garden Centre Tour** / New York/Baltimore; 202/789-5980, ext. 3010

**21 Cornell University Field Day** / Ithaca, NY; 800/873-8873

**29-1 CalScape Expo** / San Diego, CA; Sponsored by the California Interior Plantscape Association; 707/462-2276

# Landscape MANAGEMENT

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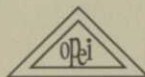
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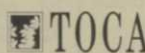
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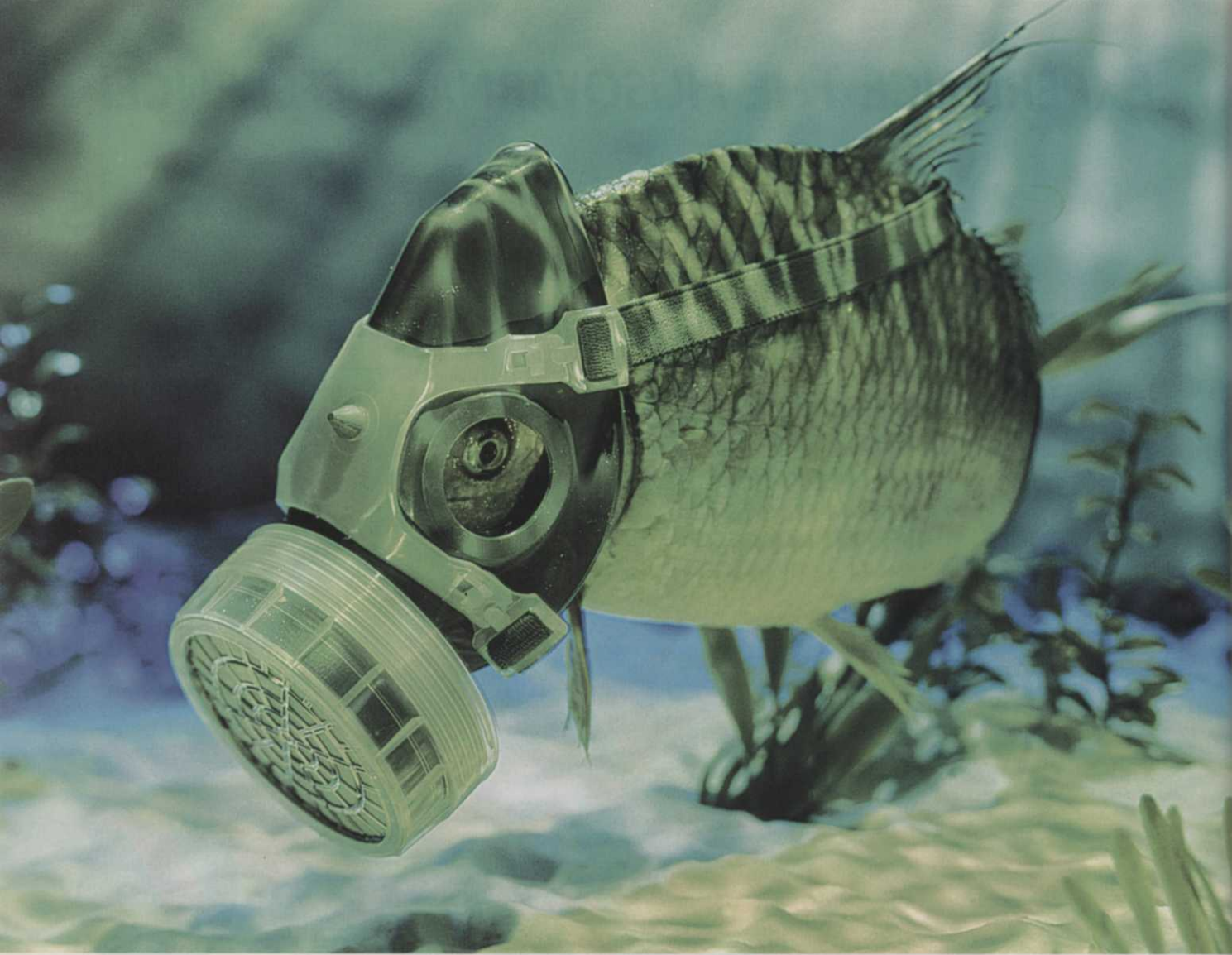
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BY SUE GIBSON / EXECUTIVE EDITOR

## We're taking the plunge

**A**s business owners and managers, you are attuned to the needs, shifts and opportunities in your marketplace. Your clients may have asked you to provide a new and different service, which may be troubling because it is so different from the one on which you have built your organization.

I salute those of you who have studied that question and decided against expanding your services. It's a tough decision to turn down business and realize you may not have the proper resources, people or timing to go ahead with an expansion.

But my hat's off to those of you who have added new and different services. It's a gutsy, risky and exciting step to take. It takes real nerve to understand that anything new involves a learning curve (which also means people will make mistakes). It takes true confidence to encourage everyone in your organization, as well as your clients, to believe you can provide the service with the quality and value that defines your reputation.

Finally, it takes a major investment of time and money to research this new offering, plan it, train and equip your employees, sell it and bring your service delivery to a level that meets your own tough standards.

### That wild, wonderful Web

I'm very much aware of the tough decision-making and implementation process you have gone through because we're just completing a similar process in the debut of our new Web site, all in a short period of time. I'm happy to announce the debut of [www.landscapemanagement.net](http://www.landscapemanagement.net) and invite you to visit it at your convenience and give us your feedback.

This "plunge" we took was so strange and different from any other project I've done that I knew it must be

similar to the process you go through to add an entirely new service to your existing business. We all know how different installation is to establish and operate from maintenance, how irrigation is unique and how franchises offer quite original systems of operating.

Likewise, this whole "Web" business operates with rules and infant traditions far different from the print world. Our development process for everything from content to pricing is very much in contrast to this magazine's traditions. We know our Web site will be much more responsive, dynamic and immediate than the print product, and the whole prospect excites us. Hopefully, you'll find a wealth of new resources through our Web site that expand on this magazine's base of news, information and analysis.

We're excited, too, because this new service gives you a quick and easy way to contact us, ask questions, share your observations and provide us with feedback. Our goal is to provide you with the information and resources you need to be more efficient and productive. When you interact with us at every level — Web included — you help us make our service better. Please visit our new site and send me your comments, ideas and suggestions. Thank you in advance!

Contact Sue at  
440/891-2729 or e-mail at  
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I'm happy to announce the debut of our new site [www.landscapemanagement.net](http://www.landscapemanagement.net) and invite you to visit it and give us your feedback.



# Let's talk turf with the Feds

**S**peak out for a new national turfgrass program that the U.S. Department of Agriculture's ARS (Agriculture Research Service) is starting. The program is in the discussion stages. Because turfgrass research always seems to get shunted aside when it comes to federal funds, this is the best time to give it all the support that we can.

## The ARS is big

But, first a little about the ARS, the principal research agency of the USDA. With 8,000 employees, including 2,000 scientists, it conducts an incredible amount of agricultural research, primarily on crops of food and fiber. This involves 1,200 different projects in more than 100 locations around the country. While some of these projects focus on pasture and rangeland grasses, none deal exclusively with turfgrass.

Here's how we can help change that.

## We better be there

This fall, the ARS will host a workshop to discuss the national turfgrass program, says Evert Byington, Ph.D., National Project Leader, Rangeland, Pasture and Forage Research.

If we want to have a say in the program, we better be there. When a date is set, we'll let you know

"We're inviting all sorts of people with an interest in turfgrass," says Byington. "It's open to the public, and we want people to express what they feel the research priorities should be. Out of that we will develop a strategic plan and start formulating what kinds of research we will do as funding becomes available."

Byington says that the ARS conducts research that

academia and the industry don't have the resources to tackle. Initially, the program will concentrate on the basic biology and genetics of turfgrasses. Later, it will examine turfgrass systems more broadly, issues like sustainable management and watershed modeling.

But there's one more thing that we can do.

## Let them know

Let's contact our respective U.S. legislators and let them know that we feel this program is vital. A phone call or letter will get our point across—especially if we follow up with friendly reminders. Let's point out the importance of turfgrass to our industry and to the nation—its role in controlling erosion and ground water pollution, as well as its obvious importance to landscapes, playgrounds and sports fields.

"We'll be starting on the ground floor with this national program so we can build it the way it needs to be built," says Kevin Morris, executive director of the National Turfgrass Evaluation Program in Beltsville, MD, where the program will be headquartered.

.....  
**Contact Ron at 440/891-2636 or e-mail at [rhall@advanstar.com](mailto:rhall@advanstar.com)**



Those of us with a direct interest in turfgrass research should be at the Agricultural Research Service workshop and help give direction to the program.

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