



Our Reputation Is In The Bag...



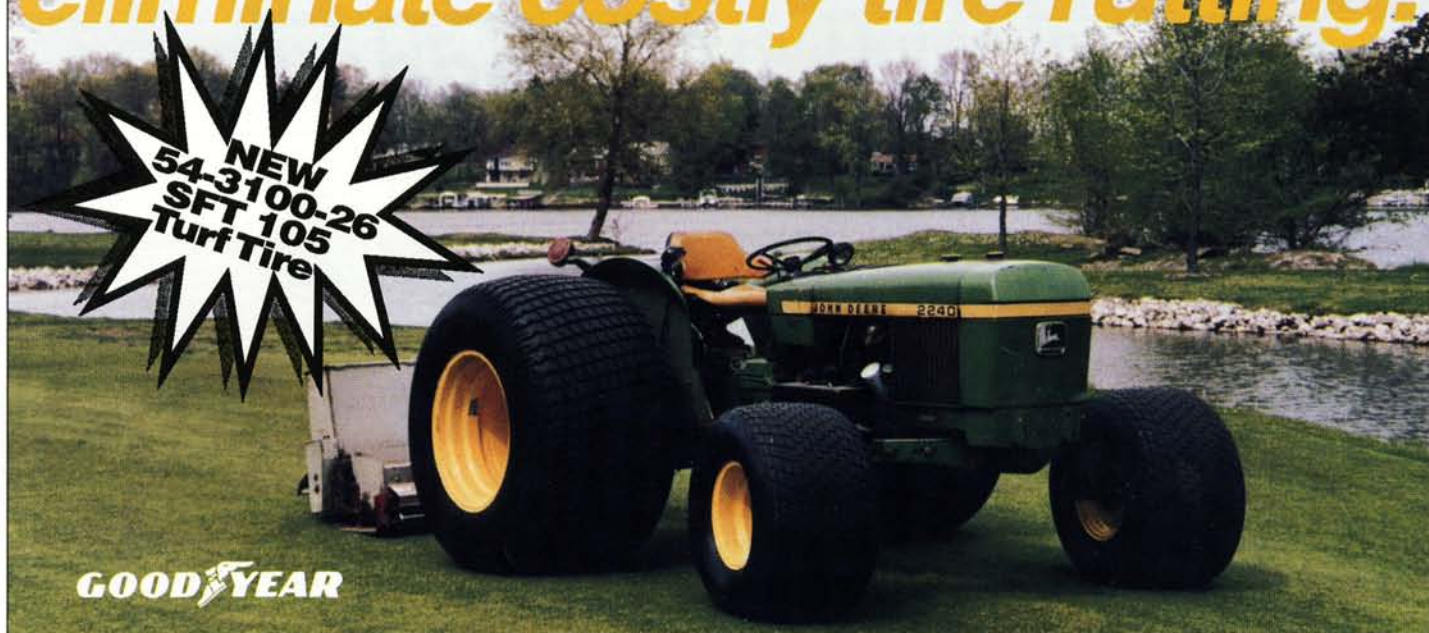
And so is yours! That's why neither of us can take a chance on quality. Think of it as a partnership where our reputations grow together. We'll sell you the finest quality seed in America, backed with all our experience and expertise—you grow a beautiful turf—and everybody wins. For information on our varieties and blends, just contact us for the nearest distributor from our nationwide distributor network.

1-800-277-1412

ask for Catherine

Circle 101 on Postage Free Card

McCord Flotation Tires can eliminate costly tire rutting.



Golf Course Superintendents country-wide have proven that **McCords** Flotation Tires are essential during the following delicate operations:



• **Top Dressing** • **Spraying** • **Mowing** • **Back Filling Traps** • **Aerating**

The large contact area of the flotation tire effectively distributes load over a broad area. This produces lower unit ground pressure resulting in minimized soil compaction.



Our custom built tire and wheel combinations will convert your golf course equipment into the most productive tools you will ever own. For further information call our toll free number today.

McCord

Terra-Tire Sales and Service

US 24 West, Box 743, Monticello, IN 47960 • In the United States and Canada 800-348-2396 FAX: 219-583-7267

Circle 102 on Postage Free Card

sportsTURF

PROGRAM



THE OFFICIAL PUBLICATION OF THE
SPORTS TURF MANAGERS ASSOCIATION

STMA OFFICERS

PRESIDENT DR. GIL LANDRY, JR.
PAST PRESIDENT GEORGE ROKOSH
PRESIDENT-ELECT GREG PETRY
COMMERCIAL VICE PRESIDENT EUGENE MAYER
SECRETARY DR. DAVID MINNER
TREASURER KEN MROCK
STMA BOARD MEMBERS STEPHEN GUISE,
JOSEPH ARDOLINO, DR. HENRY INDYK,
JESSE CUEVAS, ROBERT MILANO
EXECUTIVE DIRECTOR BRET KELSEY

STMA OFFICE

401 N. MICHIGAN AVE., CHICAGO, IL 60611 (312) 644-6610

MAGAZINE STAFF

PRESIDENT MARK ADAMS
PUBLISHER BRUCE F. SHANK
EDITOR MATTHEW TRULIO
ASSISTANT EDITOR THERESA DELIA
VICE PRESIDENT SALES/OPERATIONS COLLEEN LONG
ADVERTISING SALES JOSEPH H. SELVA
PRODUCTION MANAGER SUSANNE K. NOBLE
ART DIRECTOR DEBORAH A. BELLE
ASSISTANT ART DIRECTOR COLLEEN D. SWIATEK
DIRECTOR/CIRCULATION DENISE ALLEN
CONTROLLER MARSHA J. WASSER
BUSINESS MANAGER PAUL L. D'ENTREMONT JR.
ACCOUNTING JODI TROUP, CHERI MARTIN
ADVERTISING COORDINATOR YVONNE ADAMSON
ADVISORY BOARD ED BIRCH, TOM COOK, WILLIAM DANIEL, VIC GIBEAULT, DON HOGAN, HENRY INDYK, WILLIAM KNOOP, JOHN LIBURDI, DAVID MINNER, KEN MROCK, MIKE SCHILLER.

ADVERTISING, EDITORIAL AND CIRCULATION OFFICES
68-860 PEREZ RD., SUITE J, CATHEDRAL CITY, CA 92234



AN ADAMS PUBLISHING COMPANY

68-860 PEREZ RD., SUITE J, CATHEDRAL CITY, CA 92234
(619) 770-4370; Fax (619) 770-8019

sportsTURF Magazine (ISSN 1061-687X) is published monthly except in December by Gold Trade Publications, Inc. Material in this publication may not be reproduced or photocopied in any form without the written permission of the publisher.

Copyright © 1993. Member of the
Business Publications Audit of Circulation, Inc.



SUBSCRIPTION RATES

ONE YEAR \$33 TWO YEARS \$50
FOREIGN (ONE YEAR) \$55 SINGLE COPY \$5

SUBSCRIPTION INFORMATION

P.O. BOX 2180, CATHEDRAL CITY, CA 92235-2180.

SECOND CLASS POSTAGE PAID at Van Nuys, CA and at additional mailing offices.

Postmaster: Please send change of address to sportsTURF, P.O. Box 2180, Cathedral City, CA 92235-2180.

VOLUME NINE, NUMBER EIGHT

AUGUST 1993

MAIN EVENTS

8 FERTILIZER SPREADER SELECTION: CHOICE DISTRIBUTION

Once simple, fertilizer spreader selection has become complex with the host of products on the market. Drop, broadcast or pendulum — whatever type of spreader you choose, the key is understanding how it operates and knowing your needs.

14 INFIELD MAINTENANCE: FOCUS ON SKINNED AREAS

Baseball diamond infield skinned areas take a pounding during games. Routine daily and weekly maintenance are the keys to keeping skinned areas safe and playable for athletes. Ed Miller, former head groundskeeper for the New York Yankees practice facilities, offers practical maintenance tips for keeping skinned areas in play.

18 MOWER MAINTENANCE: AN OUNCE OF PREVENTION

When it comes to keep mowers running reliably, it's the little things that count. A back-to-basics review.

22 PROFILE: STRAIGHT TALK FROM TURF DIAGNOSTICS & DESIGN

High-caliber work and unadulterated viewpoints — they're the hallmarks of Turf Diagnostics & Design Inc. Principals Steve McWilliams and Chuck Dixon pull no punches when it comes to the focus and future of the sports turf industry.

LINE-UP

- | | |
|---------------------------|-------------------|
| 6 FRONT OFFICE | 21 STMA IN ACTION |
| 6 EVENTS | 33 ROOKIES |
| 13 CHEMICAL LOG | 34 REBOUND |
| 17 EXPLORING
EQUIPMENT | 34 SCOREBOARD |

ON THE COVER: Baseball diamond skinned area maintenance is crucial for both field safety and playability.

You Can Try To Get The Right Seed Blend Or Mixture By Doing It Yourself.



Or, You Can Buy Medalist America Pre-Formulated Products.

Blending seed mixtures for specific turf applications takes more than just mixing seeds. It requires careful analysis of species and variety characteristics to be sure that the seeds being mixed complement each other to meet specific management and environmental requirements.

Medalist America researchers have spent years developing and perfecting a variety of seed mixtures formulated to meet a wide range of turf applications, and because we have done the research and created the blends, you don't have to.

Don't settle for less than the best possible mixture or blend. Call your Medalist America representative at 800-568-TURF for information about Medalist America **Pre-Formulated** Turfgrass seed.



Athletic Pro® Mix • Athletic Pro® II Mix • Boulevard Mix • General Turf Mix • Landscape Pro Mix • Medalist® Gold • Medalist® North • Overseeder® II
Premier Turf Mix • Premium Sod Blend • Regatta Mix • Renovator Pro Blend • Scottish Links • Shady Turf • Special Park® Mix • Swift & Sure • Triple A • A+

Circle 103 on Postage Free Card

THE FRONT OFFICE

OPINION PAGE



On Service

When my wife left her job and went back to school three years ago to pursue a Ph.D., I moonlighted as a waiter to make up for the lost income. Four days a week I'd leave my office and head for this madhouse restaurant in Los Angeles, wait tables until midnight, then drive home. I'd usually get to bed by 1 a.m., get up at 6:30 a.m., and be back at my desk by 7:30 a.m. For two years, that was my schedule.

Now if this is starting to sound like one of those stories your grandfather used to tell about walking barefoot through snow to shovel coal 26-hours-a-day, forget it — I enjoyed it, at least for the first year. The money was great,

the people I worked with, most of them younger than I, were full of life and promise. Plus, in many ways being in the service business, and being good at it, is immensely satisfying.

The restaurant was almost always crazy — line out the door every night, loud bar, louder kitchen, and many, many regulars. You would "turn" your six-table station no less than five times in a night, meaning you'd wait on at least 30 tables in a five- to six-hour period.

The regulars were often demanding and difficult. They knew the menu better than most of the servers and felt perfectly comfortable making up their own dishes. (One item became so popular the owner put it on the menu.) They were also our bread and butter, especially on those rare slow nights.

One Friday evening, I waited on one of my favorite regular customers. He was one of the more popular regulars — he used "please" and "thank you," and if you served well, he tipped well. On this particular evening, he wanted something special from the kitchen, something we'd done before many times, but couldn't always do. There was a rather "gray" policy on special orders, usually left to the server's and the kitchen's discretion.

On this night, I said no. The customer went through the ceiling. He cited instances where we'd done it before. I tried to explain that there were reasons we couldn't always make the dish, the primary one being the general craziness of the kitchen at the moment, but the customer challenged any explanation I gave. Being human, I became defensive, and started to argue when he said, "This is the worst service I've ever had. I can't believe you'd treat a good customer this way."

I stopped right there — it's amazing how a moment of lucidity can penetrate even the darkest rage. I knew I'd always given him excellent service before. I also knew that at this moment the past didn't matter. Service is a matter of today, right here, right now, not yesterday. I was saying no because I was busy, didn't want to make the extra effort, and because *I could*. It was my call, not his — he knew nothing about the business.

I was saying no for all the wrong reasons and would have kept on saying it had he not challenged my "service."

I apologized and brought him what we wanted. The rest of the night went beautifully. Most importantly, a regular customer was not lost.

How does this apply to sports turf management? We're all in the service business, folks, and it's easy to say no. Sometimes it pays to pause and look at why we're saying it.

Matthew Trulio

EVENTS

CALENDAR

SEPTEMBER

14-15 Southeastern North Carolina Professional Turfgrass Conference. Wrightsville Beach Holiday Inn, Wilmington, NC. Contact: Dr. Bruce Williams (919) 253-4425.

26-29 Florida Turfgrass Association's 41st annual conference and show. Tampa Convention Center, Tampa, FL. Contact: FTGA (800) 882-6721.

OCTOBER

11-13 47th Northwest Turfgrass Conference. Holiday Inn & Conference Center, Yakima, WA. Contact: Northwest Turfgrass Association (206) 754-0825.

NOVEMBER

1-3 National Institute on Park and Grounds Management annual educational conference. Sheraton Denver Tech Center, Denver, CO. Contact: National Institute (414) 733-2301.

15-18 Green Industry Expo '93. Baltimore Convention Center, Baltimore, MD. Contact: Green Industry Expo Management (404) 973-2019.

16-18 Penn State Golf Turf Conference. Nittany Lion Inn, University Park, PA. Contact: Peter Landschoot (814) 863-1017.

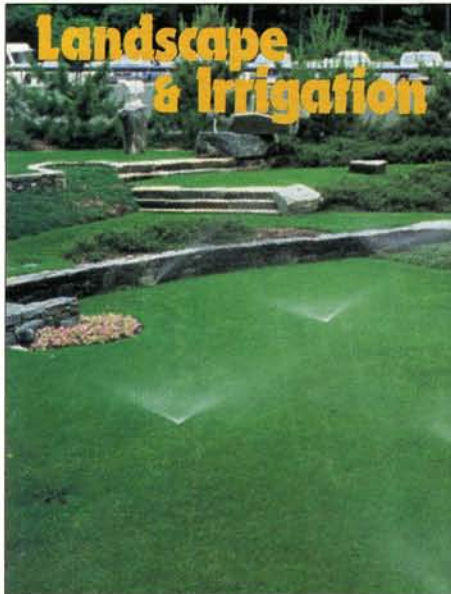
DECEMBER

2-3 Arbo Expo. Valley Forge Convention Center, Valley Forge, PA. Contact: Susan Sweitzer (619) 770-4370.

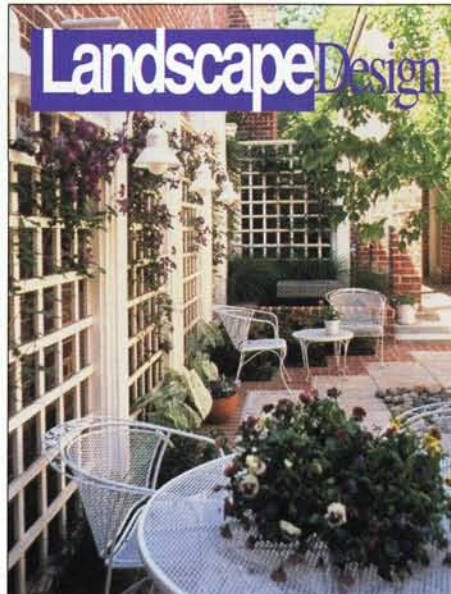


Send announcements on your events **two months in advance** to: editor, sportsTURF magazine, 68-860 Perez Road, Suite J, Cathedral City, CA, 92234. Fax (619) 770-8019.

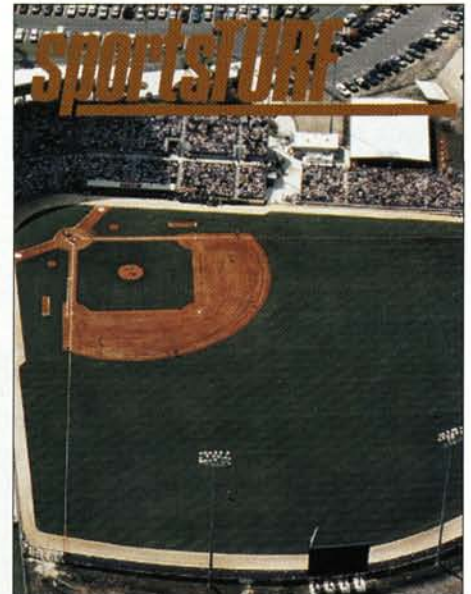
Meet the Adams Family of Green Industry Publications



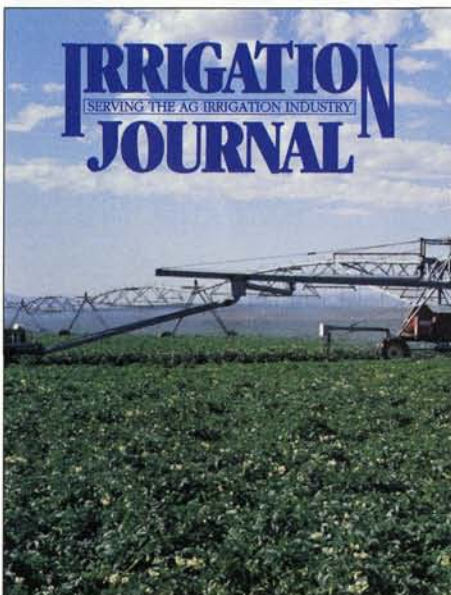
Title: Landscape & Irrigation
Circulation: 36,000 National **Frequency:** 12x
Market: Full Service Landscape Contractors,
 Installation & Maintenance
Official Magazine of: The Irrigation Association



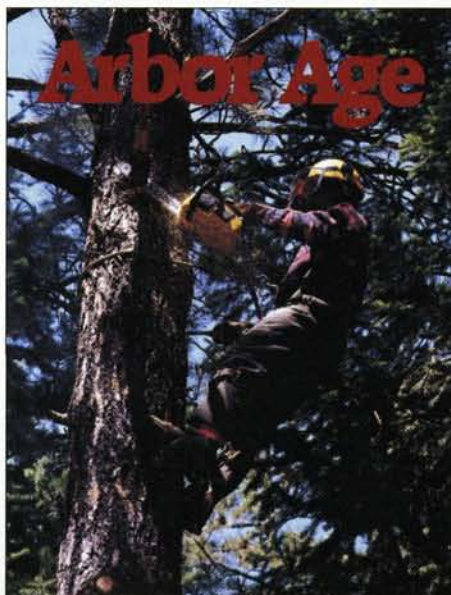
Title: Landscape Design
Circulation: 15,000 National **Frequency:** 10x
Market: Landscape Architects



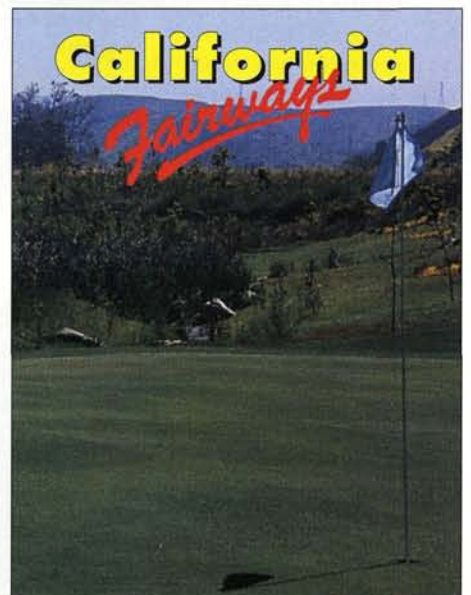
Title: SportsTURF
Circulation: 22,500 National **Frequency:** 12x
Market: Sports Turf Managers & Golf Course
 Superintendents
Official Magazine of: Sports Turf Manager's Association



Title: Irrigation Journal
Circulation: 19,000 National **Frequency:** 7x
Market: Agricultural Irrigation Specialists
Official Magazine of: The Irrigation Association



Title: Arbor Age
Circulation: 17,000 National **Frequency:** 12x
Market: Commercial, Municipal, & Utility Arborists



Title: California Fairways
Circulation: 3,500 Regional **Frequency:** 6x
Market: California Golf Course Superintendents
 & Greens Committee Chairmen
Official Magazine of: California Golf Course
 Superintendents Association



ADAMS PUBLISHING CORPORATION

68-860 Perez Road, Suite J, Cathedral City, CA 92234 (619) 770-4370 • FAX (619) 770-8019

Call or write for subscription information. Combination rates available on all APC Green Industry Publications. Contact your sales representative for details.

Fertilizer Spreader Selection: Choice Distribution

By Steve and Suz Trusty

At one time selecting fertilizer spreaders for turf care was easy. The first mechanized broadcast spreader wasn't introduced until the late 1860s. It took until the mid-1950s to put that technology on wheels. Now the numerous products available for applying fertilizers, soil amendments, seed, topdressing materials and pesticides makes spreader selection a complex project.

This proliferation of products provides options that allow the turf manager to match equipment to the specific needs of the facility and to the limitations of the available budget.

The first step in the selection process is defining those needs. Prepare a list of activities for which spreading equipment will be required or could reduce time and labor expenditures. Then prepare a list of existing spreaders, the processes for which they are currently used, and their age and state of repair. The gap between the two lists defines needs.



The proliferation of spreader products provides options that allow the turf manager to match equipment to the specific needs of the facility and to the limitations of the available budget. Photos courtesy: John Deere Company.



The second step is exploring the options. Spreaders range from wheeled, hand-push drop and broadcast

types to equipment-attached models with drop, broadcast or pendulum delivery methods.