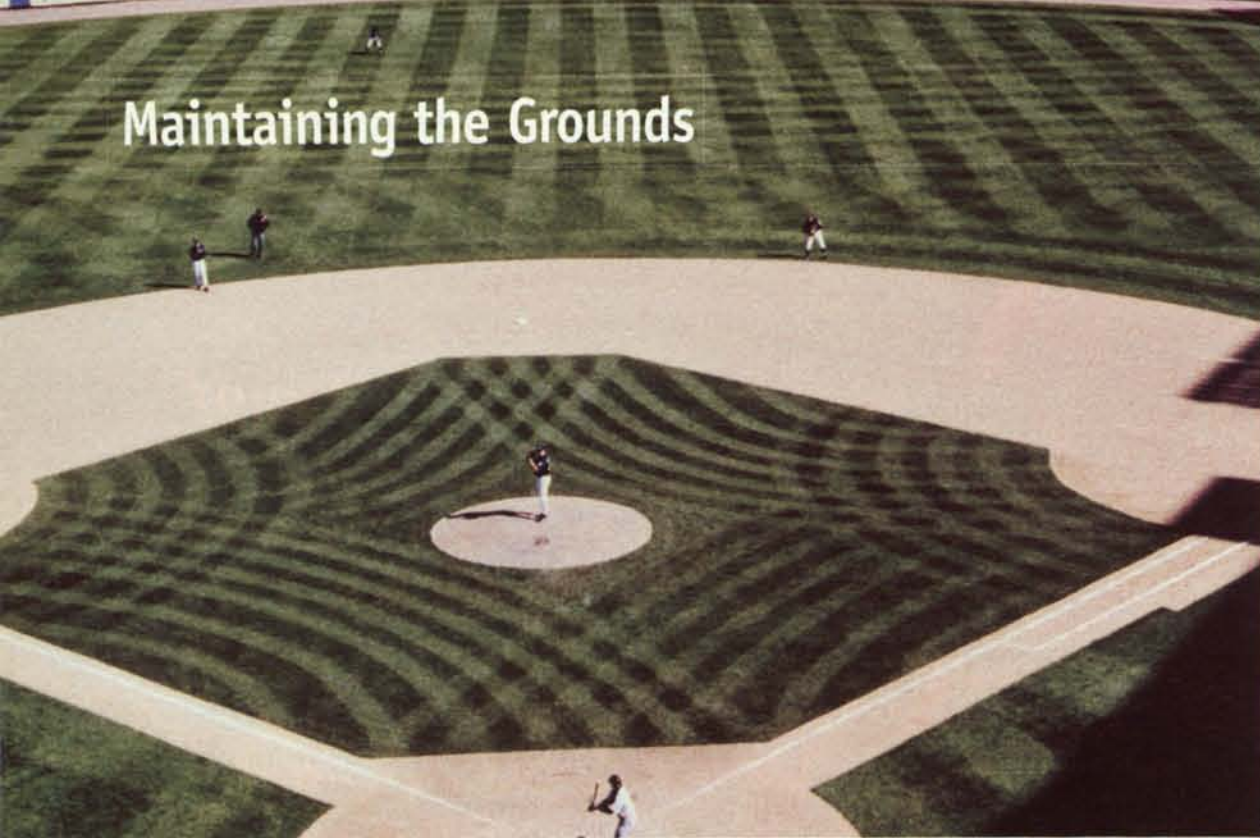


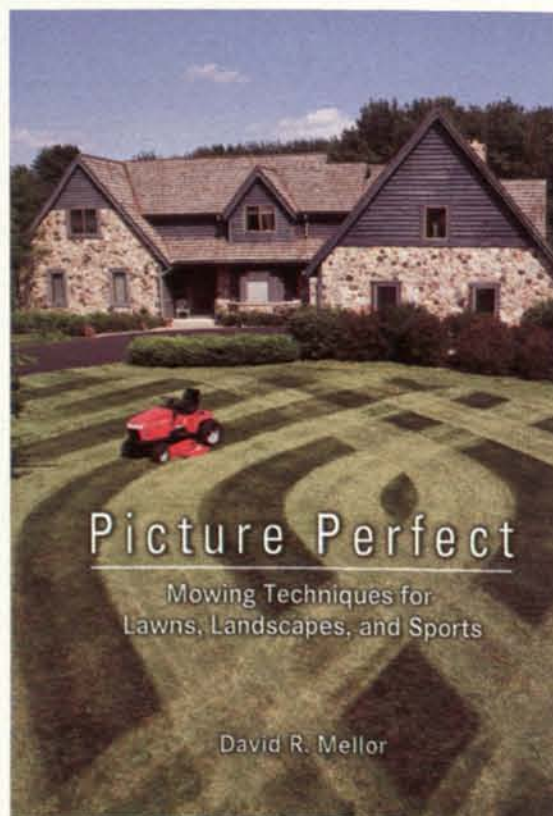
Maintaining the Grounds



Big League innovator a "Rembrandt of groundskeeping" from every row

STMA members' discount

David Mellor's book, *Picture Perfect*, is available through www.industrybooks.com or from Adams Book Guild (see page 9). Sports Turf Managers Association members can buy it at a reduced price through the association, 800-323-3875.



David Mellor changed the way America watches baseball with his innovative waves, diamonds, and other designs mowed into the field at Boston's Fenway Park and other ballparks. In his new book, *Picture Perfect: Mowing Techniques for Lawns, Landscapes, and Sports*, Mellor explains how anyone can turn his or her turf into a showpiece.

Mellor, now the director of grounds for the Boston Red Sox, first came up with the idea of eye-catching designs in grass in 1993 after a Paul McCartney concert in Milwaukee's County Stadium greatly damaged the field. (Maybe "Junior's Farm" really got to the Cheeseheads!)

To draw the crowd's attention away from the worn parts of the field, Mellor, then an assistant at that facility, created a striking design in the ballpark's infield. His innovation quickly caught on in ballparks and fields across the nation, and soon he was crafting patterns of greater and greater complexity.

Now Mellor has literally written the book on the subject.

Picture Perfect gives professional groundskeepers as well as weekend warriors detailed instruction on how to design and create intricate patterns in their grass using any lawn mower and a roller.

"This artwork applies the simple fact that blades of grass that point away from you look light and blades pointing toward you look dark," Mellor says. "*Picture Perfect* gives readers simple, easy-to-follow instructions on how to make their field or fairway, or lawn, an attraction that leaves admirers wondering, 'How'd he do that?'"

Looks neat from ANY row

Broadcaster and former major league player Bob Uecker said of Mellor, "Some artists use canvas to create a work of art. David Mellor uses a baseball field. His patterns are so precise and imaginative, I call him the Rembrandt of groundskeeping. He's a cut above the rest."

Picture Perfect gives you first-hand, step-by-step guidance on creating your own unique patterns. The author says it's easy to do, and requires no special equipment in many cases. You'll learn the basic patterns—checkerboard, stripes, diamonds, waves, arches and circles—in simple step-by-step instructions, along with practical advice on equipment selection and use.

Picture Perfect also teaches the basics of turfgrass management—everything from grass selection to fertilizers and mowing—to help keep private lawns healthy. Patterns are demonstrated in simple instructions followed by dozens of detailed photographs.

Mellor has become a media darling with the release of his book. After *Picture Perfect* was launched in Boston, NBC, CBS, Fox, and some cable networks featured his work. USA Today featured the book on the front page of the sports section in June, shortly after his debut with Bryant Gumbel on *The Early Show*.

The book includes step-by-step instructions for pattern making; 75 color photographs of elaborate patterns for sports, lawns and landscapes; guidance on seeding, fertilization, irrigation, and mowing; and equipment recommendations and examples.

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