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JANUARY 1994

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15 MAN OF THE YEAR: KENT KURTZ

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18 THICK-CUT SOD: WEIGHT FOR STABILITY

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CORRECTION: In last month's article on nematodes, Dr. Harry Kaya's name was inadvertently misspelled. We apologize to Dr. Kaya and regret any confusion this may have caused.

ON THE COVER: Thick-cut sod application at the Rose Bowl in Pasadena, CA, in preparation for Super Bowl XXVII. Photo courtesy: West

PRESIDENT'S MESSAGE

By Greg Petry

Now that STMA's Annual Conference and Exhibition is over and we enter the new year, it's time to redouble our planning efforts for another successful year. Planning is already underway for our next conference,



slated for late January or early February 1994 in Florida. Dr. Henry Indyk and Eugene Mayer will visit several potential sites with members from the Florida area to select the event's location.

I hope you too are looking ahead, planning for a successful year at work and at home. "Planning" itself is sometimes difficult — often next to impossible during the busy times. But planning is everything.

Throughout the many presentations Dr. Richard Caton has made to STMA, he has emphasized that "proper planning prevents poor performance." Fail to plan, Caton admonishes, and we should surely plan to fail.

STMA has embraced Caton's comments. A concerted, ongoing planning effort for 1994, involving many members, began in early November. Our committees formed and goals and objecSports Turf Managers Association

tives were established for the coming year. In December, I met with our primary STMA staff, Bret Kelsey, Lisa Bruno, and Carrie Haines to outline what we will accomplish in 1994.

Right up front, I have to say that 1994 is a transition year for STMA, a rebuilding year. It's going to be the first time in three years that we are operating on a balanced budget, with perhaps a small surplus at the end of the year. Maintaining our stability is a major goal. To reach this goal, and grow in the process, the board and committees are planning activities well within our current financial structure. Steve Guise and Joe Ardolino are working very closely with me and the STMA staff to plan a 1994 budget that is achievable.

However, we believe there will also be some revenue growth as our commercial members continue to show support through sponsorship. Much needed revenues are generated through sponsorships, ads in the STMA newsletter and membership directory, and various events and functions.

Membership growth is also expected. PBI-Gordon, an avid supporter of STMA, has offered to place STMA membership applications in their major promotional materials. This is both a tremendous idea and opportunity for us. We would like to implement this type of membership drive with as many commercial vendors as possible. Membership applications can be placed in promotional material, billing invoices, newsletters, etc. If you would like to participate in this, please contact STMA. Also, a target market direct mail membership drive is being planned by the membership committee after they design and produce a new membership brochure.

Many people have stepped up to volunteer time to accomplish our goals of:

- 1. Continued momentum.
- 2. An end-of-year financial surplus.
- 3. Strong working committees.

The time and resources given to STMA by these volunteers will enable our organization to provide its services at minimal cost. My heartfelt thanks go to all of you who have volunteered to assist the board and STMA staff in planning and administering our programs and activities.

Boardmembers, committees, and the STMA staff have been planning for success in 1994 and are already looking at 1995. I hope that you too are planning for a productive and enjoyable new year. Best wishes for a healthy new year.

STMA CHAPTER NEWS

The Heartland Chapter: STMA — STMA's newest regional chapter is taking shape in the Kansas City area. Mark Diller, sports turf manager, Johnson County Parks and Recreation, is serving as acting president. Also assisting in the organizational efforts is Jack Schwarz of J.S. Sports Turf, Liberty, MO. These individuals made a fact-finding trek to the national meeting in Baltimore, where they made contacts with STMA members of other regional chapters to get the ball rolling.

Those in the heartland area interested in learning more about the chapter — and especially those willing and able to pitch in during this organizational process — are urged to contact Mark Diller, (913) 782-7625 or Jack Schwarz at (816) 792-2808 or (800) 344-8870.

The Southern California Chapter: STMA—The Southern California Chapter will hold a "Keys to Turf Renovation Workshop" on Wednesday, February 9, 1994, at MiraCosta College, Oceanside, CA. Registration opens at 7 a.m. at the MiraCosta College Mini Theater, Room 3601.

Morning sessions begin at 7:30 a.m. with a Weed and Turf Identification Quiz, followed by an 8 a.m. opening by Wanda Poindexter of MiraCosta College. Morning educational sessions in the Mini Theater include: Turf Variety Selection, Wear and Disease Tolerance presented by Steve Cockerham, Superintendent of Agriculture, University of California Riverside; Pregermination of Seed for Quick Cover, presented by Mike Tarantino, grounds supervisor, Poway Unified School District; Field Fertility - What Is My Field Missing? presented by Steve Griggs, branch manager, TrueGreen-ChemLawn, San Diego; and Irrigation Tune-Up Annual Adjustments, presented by Craig Delahooke, regional manager, Hunter Industries.

The workshop moves to the MiraCosta College Athletic Field Complex-Softball Field at 10:30 a.m. for the I.D. Quiz ReviewConfirmation of Answers, presented by David Shaw, University of California Cooperative Extension. The Trade and Equipment Show opens at 11 a.m.

At 1 p.m. a panel on renovation will share its experience. Two field techniques and equipment demonstration groups will take place at 1:30 p.m. and be repeated at 2:30 p.m., enabling attendees to switch fields and see both demonstrations.

The workshop will close following the 3:30 p.m. raffle.

For additional information on the workshop or the Southern California Chapter, contact Chris Bunnell, (619) 432-2421, Steve Wightman, (619) 525-8272, or Stephen Guise, (714) 578-0215.

Midwest Chapter: STMA — The Midwest Chapter will hold its annual meeting and luncheon on March 24, 1994, at the Schaumburg Golf Club, Schaumburg, IL. The tentative meeting time is 11 a.m. to 2 p.m. Further details will soon be announced.

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THE FRONT OFFICE

OPINION PAGE

Shared Interests



n his President's Message this month, STMA president Greg Petry discusses specialty chemical manufacturer PBI-Gordon's offer to include STMA membership applications in its promotional literature. This bodes well for STMA's new governing regime. Although they've been "in office" for only a little more than a month, it looks like Petry and the new board have already accomplished something substantial in this arrangement between STMA and PBI-Gordon. It's a perfect example of the teamwork required between commercial interest and professional trade organizations

if both want to grow through the '90s.

I suspect some will view this arrangement with trepidation, perhaps questioning the motives of commercial interests in "helping" the association, perhaps wondering if the association "sells" a piece of itself in the process. Those questions will always exist and they should be asked - each arrangement of this kind should be reviewed by both entities with eyes wide open. "Purists" will argue that once you give commercial interests a foothold in your organization, you lose control of your destiny. You'll be "used" as nothing more than a market, and tossed away once that market is saturated.

The bottom-line is making money, right? Would any commercial entity be interested in STMA if it didn't hold financial potential?

The answers to both questions are yes - and no. To view these affiliations in purely black-and-white terms, good or evil, one way or the other without degree, is both close-minded and naive. Yes, commercial interests want—no, need—to find new markets and new groups to sell to. They need to make money. They are also interested in groups and markets that offer money-making potential. But to see profit as their sole motivation is unfair and uninformed. There are "commercial" people and companies who have done as much to foster the growth of STMA as those in the general membership, people like Eugene Mayer of O.M. Scott & Sons, Bob Tracinski of John Deere. To paint them all with same brush, to simply assume that profit is their only motivation, is a form of elitist ignorance, a form of bigotry. It's also self-defeating.

As sports turf managers, and as an industry, you want to be seen as a viable market — it's where your power lies. Numbers, in terms of membership growth are important to the health of the organization, but true clout will stem from its economic strength - the collective buying power of its members. Quantify and solidify that, and you become a force to be reckoned with.

Arrangements like the one Petry mentions between STMA and PBI-Gordon aren't a "necessary evil, " they're just plain necessary and will become more so in the future. Carefully planned and implemented, commercial affiliations and arrangements don't harm STMA. They help it grow.

Matthew Trulio

EVENTS

CALENDAR

JANUARY

31-Feb. 7 International Golf Course Show. Dallas, TX. Contact: GCSAA, (913) 841-2240.

FEBRUARY

California and Pacific Southwest Recreation and Park Conference. Anaheim, CA. Contact: California Park and Recreation Society (916) 446-2777.

29th annual Shade Tree 7 - 8Symposium and Trade Show. Lancaster Host Resort and Conference Center, Lancaster, PA. Contact: Elizabeth Wertz (215) 795-2096.

20-23 Western Canadian Turfgrass Conference, Empress Hotel, Victoria, BC. Contact: Office of Continuing Education, University of Guelph, (519) 767-5000.

20-22Southern Chapter Annual Conference, Jamboree and Tradeshow. Clarion Inn. New Orleans, LA. Contact: Dwayne M. Carter (919)789-4747.

Western Pennsylvania Turf 22-24 Conference & Trade Show. Pittsburgh Expo Mart/Radisson Hotel, Monroeville, PA. Contact: Eric Oesterling (412) 837-1402

MARCH

45th Canadian Turfgrass Conference and Trade Show. Calgary Convention Centre, Calgary, Alberta, Canada. Contact: Julie Law, (905) 602-8873.

APRIL

Southeast Turfgrass Conference, Tifton, GA. Contact: (912) 386-3353.

> 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.

STMA CHAPTER NEWS

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For information on this meeting and other chapter activities call The Chapter Hotline, (708) 439-4727.

Colorado Chapter: STMA - At its December 10 meeting, the Colorado Chapter elected the following offices for 1994: President - Joe Adams, Greely Parks and Recreation; Vice President -Ross Kurcab, Denver Broncos; Past President - Ron Marten, Falcon School District 49; Commercial Officer — Don Hijar, Grasslands Seeds; Director -David Rulli, Jefferson County Schools; Director - Mike Wehrman, Air Force Academy Football; Director - Ken Norkosky, City of Aurora; Director — Ron Williams, Greely Parks and Recreation; and Executive Secretary — Mark Leasure, Sky Sox Baseball.

For information on the chapter or future activities contact Joe Adams, Greely Parks and Recreation, (303) 350-9393.

The New England Chapter: STMA The Massachusetts Turf Conference will be held February 28 through March 2, 1994. NESTMA will be one of the co-sponsors, along with the Massachusetts Turf and Lawngrass Association. Included in the conference will be sessions geared toward athletic field maintenance and other issues of concern to sports turf managers. In conjunction with the conference, NESTMA will hold a breakfast at 7:30 a.m. on March 2 at the Springfield Civic Center-Upstaris Facility. Also on March 2 NESTMA will hold a short meeting, following the last alternative morning sesson of conference, in the same meeting room in which the conference was held.

For information on the Turf Conference, the NESTMA breakfast and meeting, and other chapter activities contact Mary Owen, University of Massachusetts Cooperative Extension Service System, (508) 892-0382.

Iowa Sports Turf Managers Association — The ISTMA Annual Meeting will be held Wednesday, January 26, at 8 a.m. at the Des Moines Convention Center. This meeting is held in conjunction with the 60th Annual Iowa Turfgrass Conference and Trade Show, which runs January 24-26.

Workshops and sessions geared to sports turf managers include: The January 24 Sports Turf Workshop: 8:30 a.m. — How Grasses Grow, Dr. Donald White; 10:15 a.m. — Physical Testing of Soils, Chuck Dixon; 12:45 p.m. — Optimizing Pest Tolerance, Dr. Ken Diesburg; and 2:45 p.m. ASTM Minimum Standard for Maintenance and Construction of Sports Fields, Dr. Norm Hummel. On January

25, the morning is devoted to general sessions beginning at 8 a.m. with concurrent specialized sessions held in the afternoon. Sports turf sessions: 1:30 p.m. — Managing Sand vs. Native Soils, John Hopko; 2:15 p.m. - Sports Field Expectations, Jesse Cuevas, Jr.; 3 p.m. — Post-Season Care of Football Fields, Dr. Ken Diesburg; and 3:30 p.m. — Weed Control for Sports Fields, Dr. Frank Rossi.

Sports turf sessions following the ISTMA annual meeting on January 26 are: 8:30 a.m. - Care of the Field After the Game, Dan Wright; 10 a.m. -Cultivation Techniques for Sports Fields, Dr. Clark Throssel; and 10:30 a.m. -Panel Discussion: Flood Damage, Mike Andersen, chair.

For information on the Turfgrass Conference and Trade Show, the ISTMA Annual Meeting, or other chapter activities contact Gary Peterson, (515) 791-0765.

STMA Florida Chapter #1 — For information on the South Florida Chapter and upcoming activities, contact John Mascaro, (305) 93807477 or Ed Birch, (305) 938-0217.

Chesapeake Chapter: STMA — The chapter will hold an all-day board meeting in January to set the agenda for 1994.

For information on the chapter or upcoming activities contact the Chapter Hotline, (301) 865-0667.

Walla Walla Wins Deere Golf Tournament

The Walla Walla Country Club team from Walla Walla, WA, took first place in the recent seventh annual John Deere Team Championship Golf Tournament. The event was held on the Dunes Course at La Quinta Hotel Golf and Tennis Resort in La Quinta, CA.

Members of the winning team are: Jeff Jackson, club superintendent; Steve Stull, golf professional; Jeff Thomas, club manager; Pete Peery, club president; and Gary Santo, distributor represen-

tative. They competed against 30 teams from across the U.S. and Canada to win the international title.

Competing teams were composed of a golf professional, a golf course superintendent, a club manager and a club president (or two members from the board of directors), and representative from the local John Deere golf and turf distributor.

Each team won its slot in the tournament finals by competing at a region-



Members of the winning Walla Walla Country Club team from left are: Gary Santo, Pete Peery, Jeff Thomas, Steve Stull, and Jeff Jackson.

al golf tournament in its home area. A total of 885 teams participated in 30 local tournaments in preparation for the event.

"Once again, the tournament finals offered great competition," said Jeff Gredvig, general manager of Deere's Lawn and Grounds Division. "Each qualifying team is made up of serious golfers who have earned their slots by successfully competing at the local level. Their knowledge of what it takes to design and

maintain a golf course makes them students of the game and sharp competitors."

Gredvig presented checks to the presidents of the Golf Course Superintendents Association of America (GCSAA) and the Canadian Golf Superintendents Association (CGSA) at the awards banquet following the tournament. In his remarks, Gredvig expressed Deere's commitment to support the associations. Again this year, the company contributed \$20 per participating team.

Randy Nichols, president of GCSAA, received a check for \$14,080, which represented the 704 U.S. teams competing.

Accepting the check on behalf of the CGSA was Mark Dufrense, the organization's president.

All members of the winning team received a personalized championship ring. All members of the first-throughthird-place teams received a glass trophy. Individual prizes for first-throughtenth place are based on team scores and consist of cash prizes for professional golfers and gift certificates for amateur players.

Utility Vehicles . . .

Defining your utility vehicle needs, such as towing a topdresser, is critical to successful selection. Photo courtesy: Ransomes America Corporation.



Meet Your Needs

onsider the classic "utility" player in professional baseball. He can handle both infield and outfield chores. He can hit competently, though is far from a batting champ. His foot speed is not blazing, yet he runs well enough. His is not "the best" at anything. Instead, he is good at a number of things, and that versatility makes him invaluable.

The same can be said for many of today's utility vehicles. While no one unit, light-, medium-, or heavy-duty can meet all your needs, utility vehicles are among the most versatile sports turf management tools. Getting from point A to point B is the least of their capabilities. Utility vehicles can be used to haul cargo, from tools to materials like fertilizer and topdressing. They can be used tow implements, such as aerators and spreaders. Outfitted with the proper equipment, they can serve as sprayers. The possibilities are unlimited.

Transforming those possibilities into realities begins with choosing the best utility vehicle for your needs, and that starts with defining them. Before you even begin to look for a vehicle, you'll want to sit down and make a precise list of your needs. Are you looking for simple transportation? Do you need a vehicle that not only moves people, but also has some hauling capacity? Will the vehicle constantly carry heavy payloads, or pull implements for hours on end? Just as buying something too light for heavy use is a mistake, so too is overspending for a heavyduty model that will never see anything but light use - that's an inefficient use of financial resources, and these days those resources are tough to come by.

There are three basic categories of utility vehicles. In general, light-duty utility vehicles have a payload capacity of 500 pounds or less. Medium-duty utility vehicles have payload capacities up to 1,000 pounds. The toughest and most powerful utility vehicles have up to 2,000pound payload capacities.

From the Ground Up

Whether a utility vehicle is light-, medium-, or heavy-duty, it must be at least sturdy enough to stand up to the workload its manufacturer says it can handle. For example, a heavy-duty utility vehicle may be advertised to hold a certain payload and number of passengers, but if it "bottoms out" over small bumps when fully loaded, it's not doing the job properly.

Light, medium, or heavy, a utility vehicle must be built to withstand its designed use. That means you have to consider every aspect of it, from tires to steering wheel.

The best way to begin your research is to ask around. Contact other sports turf professionals in your area about their utility vehicles, keeping in mind that their needs may be different than yours. "Word of mouth" is a powerful tool, and if something is unreliable, poorly constructed, or even badly designed it won't last long on the market. If you're having trouble finding end-users to speak with, ask your local dealers or distributors. They should be able to provide you with a list of references. But remember that no sane dealer or distributor is going to hand out the name of an unsatisfied customer, so as you contact these references, don't be afraid to ask blunt, hard questions about performance, reliability, dealer support in case of breakdowns, and so on.

Once you've narrowed your choice down, there are a couple of key elements to consider. They include:

- Vehicle construction Both the vehicle's body and chassis should be constructed of materials appropriate to its designed use. In the case of heavy-duty utility vehicles, that means heavy-gauge steel, properly welded. (Welded frames are believed by a number of utility vehicle manufacturers to be superior to bolted frames.)
- Power Today's utility vehicles come with a number of high-performance engine options. Regardless of powerplant, however, your needs are fairly simple. First, the engine must provide enough power to do the job. Of course, as any vehicle's load increases, available power (speed, torque, etc.) will decrease, and you shouldn't expect the same snappy power response from a fully loaded utility vehicle that you get in one carrying only a driver. Plus, you probably wouldn't want to travel at top speed with a fully loaded utility vehicle. However, that's not an excuse for a vehicle rated to handle a certain load to "crawl along" when that load is applied. Power should be sufficient to the task.