Edward J. Duling of Lakeside, California, was installed 1979-79 president of the 900 member Southern California Turfgrass Council during a July meeting of the trade association in Commerce. Duling, who owns a commercial landscape maintenance firm operating in the San Diego area, succeeded Sydney H. Gordon. Gordon is associated with Robinson Fertilizer Company in Orange.

Other officers inducted included 1st Vice-President Stephen T. Cockerham, Rancho Verde Turf Farms, Perris; 2nd Vice-President John F. Culbertson, Pacific Turf Farms, Camarillo; Secretary William H. Keyser, Valhalla Memorial Park, North Hollywood; and Treasurer Dan Castleberry, Forest Lawn Memorial Park, Glendale.

The Council’s nine-member board was completed with the installation of Directors Dennis Frey, Toro Pacific Distributing, Gardena; Dave Mastroileo, Hillcrest Country Club, Los Angeles; and Don Schaich, Stover Seed Company, Los Angeles.

Vernon L. Shallcross, Jr., has been appointed executive vice president of Green-Lawn, Inc., a professional lawn care company headquartered in Louisville, Kentucky. He will be responsible for administration and will operate out of the company’s Tulsa, Oklahoma, office.

Shallcross said that the company plans to expand into several new markets in the coming year. “We see our largest potential to the south and west,” he noted. “By dividing duties between the Louisville and Tulsa offices, we will operate more efficiently and be able to respond faster to opportunities in both old and new markets.

Green-Lawn currently has over 50,000 customers in Louisville and Lexington, Kentucky; Evansville, Indiana; Nashville and memphis, Tennessee; and Tulsa and Oklahoma City, Oklahoma. Green-Lawn also franchised its first market this year in Jackson, Tennessee. The company has technical arrangements with Green-Lawn operations in several other states.