

## ASSOCIATIONS

### STMA vows stronger sports turf push

The Sports Turf Managers Association (STMA), in an effort to bolster membership and take a stronger stand in the promotion of natural grass athletic fields, named Dr. Kent Kurtz to the post of executive secretary. The appointment of Dr. Kurtz, professor of horticulture at Cal Poly, Pomona, CA, and field consultant, took place at the STMA Conference in Denver recently.

"Our biggest accomplishment at the meeting was the structuring of a goal," STMA President Dave Frey, tells *WT&T*. "Our goal has always been the promotion of natural grass athletic fields and their proper care, but we now have a structure which we feel we can work with to accomplish this."

Members of the STMA board agreed to begin gathering lists of prospective members in preparation for a more vigorous drive for members and recognition in the turf world.

Frey added that the STMA is also considering asking for research grants in its efforts to improve turf playing surfaces nationwide.

"The intent of the STMA has not changed whatsoever," Vice President Mike Schiller, superintendent Northbrook, IL, parks, adds, "but our executive offices have been separated and now we have to make more of an effort to make this a more valuable organization."

Schiller emphasizes that although the organization boasts some of the top stadium grounds superintendents in the



#### Sports turf leaders

Some of the top experts in the care and maintenance of natural turf athletic fields attended the Sports Turf Managers Association (STMA) meeting in Denver recently. Pictured here are some of the leaders in the organization. Standing (l to r) are Dick Erickson, STMA President Dave Frey, Treasurer Steve Wightman, Melissa Marshall, and Vice President Mike Schiller. Seated (l to r) Roy Zehren, Harry Gill, Dr. Bill Daniel, and Executive Secretary Dr. Kent Kurtz. Gill and Erickson are past presidents of the organization.

nation as members, it provides information and services that are vital to parks and playground supervisors as well.

In line with the more aggressive posture by the STMA, newsletters and other correspondence are being

prepared and should be distributed to members in early 1985.

Speaking at the STMA conference were Dr. James Watson of Toro, Dr. Bill Daniel of Purdue University, *continued on page 14*

## ASSOCIATIONS

### PLCAA shows strength at Tampa convention

Professional Lawn Care Association of America (PLCAA) Executive Director Jim Brooks says that organization doesn't intend to "rest on its laurels" in spite of an excellent year capped by a record-breaking conference.

More than 1,650 lawn care operators attended the PLCAA convention in Tampa in November. It was the largest conference in the still-young history of the organization. The 1983 conference in Indianapolis drew 1,297 participants. In addition, there was a 45 percent increase in the number of

exhibits over the previous conference. The trade show floor featured 230 booths.

"We've got an even greater year coming," Brooks says. "As a young organization we have a lot to accomplish and a lot out there that we can call opportunity."

The PLCAA grew by 250 new members in fiscal 1984 and the membership now exceeds 600. Says Brooks, "I'm convinced that there's no way except for this association to become the preeminent association in

the turfgrass industry."

Missing from the Tampa activities was PLCAA President John Kenney who was recovering from an ear ailment. In-coming president Bill Fischer, Plainfield, IL, claims Kenney's efforts gave the organization a healthy boost by increasing membership, organizing the Tampa conference, and publishing an industry safety manual. Says Fischer, "John should certainly be quite proud of his administration."

Joining Fischer as new officers in *continued on page 14*

## Storr Tractor scores with dealers

Landscape contractors are not as easy to find as many people think. It takes extra leg work to find them, and when you do, they are often using homeowner or agricultural equipment.

But, they are out there and Storr Tractor of New Jersey and the manufacturers it represents (Toro, Smithco, etc.) wanted to find them.

The assignment was handed to Harold Block two years ago. The answer turned out to be self-employed dealers instead of more distributor salesmen. Storr set up 35 small dealerships in the New York metropolitan area, backed them up with direct mail and mini-shows, and is now reaping business it wasn't getting before. Storr's manufacturers are happy with the results and are encouraging other distributors to do the same.

"It's hard to tell your distributors his salesmen are missing accounts," says Toro's Jim Link. "Distributors have become order takers," exclaims Locke's Kevin McGrath. "The responsibility for finding incremental business is the distributor's," Ted Smith of Smithco points out.

Block said one of the advantages of dealers is you supply them the equipment boxed up. There is no set-up.

One thing is clear to both manufacturers and distributors, high replacement parts should be provided in a package to the customer. Depending upon the distributor or dealer for all service is not reasonable, as lawn care operators have been saying for years.

## LESCO adds wholesale outlets

Frank Kollath has taken on the biggest challenge of his career, setting up a chain of wholesale outlets in key cities for LESCO, based in Rocky River, OH. The first two stores should open their doors this month in Boca Raton and Fort Lauderdale. Scott Sincerbeau and Mont Mottice have been named regional managers for LESCO's new operation.

"We are looking for incremental business missed by our truck salesmen and mail order business," Sincerbeau said. "We are not competing with the trucks. The stores will be in areas of known high landscape business. We will have inventories of product for immediate pickup."

## Lofts builds new base in Phoenix

The overseeding business is greener than ever in Phoenix and Lofts Seed has set up a new distributor there to capture its share. Dave Schneider, formerly with Valley Seed, is now on his own offering the Loft's line to Phoenix seed buyers. Dave's new number is (602) 996-8981.

## STMA from page 13

Barney Barron, superintendent of parks in San Francisco, and Dick Erickson of the Minneapolis Metrodome among others.

Highlight of the conference was the presentation of the "Lone Ranger" award to Steve Wightman, grounds superintendent at Mile High Stadium in Denver. Wightman was honored for his dedication to the Mile High playing surface in spite of a schedule consisting of two professional football teams, a professional baseball team, concerts, and the annual "Rumble on the Rockies" Drum and Bugle Corps Competition.

Past recipients of the award include Milwaukee County Stadium Superintendent Harry Gill and PAT co-inventor Dr. Daniel.

The new address of the STMA is: STMA, c/o Don Marshall, 2000 S. State College, Anaheim, CA 92806.

## PLCAA from page 13

PLCAA are Vice President Jim Marria, Boise, ID, and Secretary-Treasurer Keith Weidler, Omaha, NB. New board members are Dr. Paul Schnare, Cape Girardeau, MO, Paul Moore, Las Vegas, NV, and Jerry Garnett, Monmouth Junction, NJ.

Next year's convention will again be in Tampa from Nov. 17-21.

In related conference news, Greg Bushman, marketing manager for Stauffer's special products, announced a joint publicity campaign to promote the lawn care industry. Funded by Stauffer and sponsored jointly by Stauffer and the PLCAA, the campaign is targeted for national, regional, and local publications.

"This program is designed to heighten the public's awareness of their lawns, inform them of the complexity of maintaining a quality lawn, and educate them as to the services offered by the lawn care industry," Bushman says. Stauffer will be providing the media with a series of articles.

Of particular note is an article entitled, "Lawn Chemicals—Safer than You Think." Bushman notes, "this story will strive to negate some of the perceived fears surrounding chemicals in general, and lawn chemicals in particular."

## UPDATE

### Kelthane voluntarily suspended

Rohm & Haas has voluntarily suspended sale of the miticide and powdery mildew fungicide Kelthane (dinocap) until additional studies are completed.

Like silvex, dinocap was susceptible to attacks because of biproducts it contains, in this case DDT, rather than the active ingredient. Rohm & Haas attorneys say the company has developed methods to reduce the level of DDT produced as a by-product during manufacturing. Levels of DDT reached 10% during EPA studies.

EPA accepted Rohm & Haas's voluntary suspension and is giving the company until April 1 to produce new research data.

### Elanco enjoys burst of labels

Elanco's fortunes were evidenced by a string of label approvals this winter. The first was Rubigan, a fungicide for turf. This would have been plenty for nearly any chemical company. But, to make the rewards even sweeter, EPA is expected to say yes to new Surflan and Treflan combinations called Team and XL for weed control to add to Elanco's Balan business. A growth regulator called Cutless and an aquatic herbicide named Sonar should be registered within months.

Meanwhile, Ciba Geigy hopes to see approval for the turf insecticide Triumph and the fungicide Banner this winter. Many of these products have been expecting registrations for more than two years.

### Monsanto's Limit now labelled

"A triple to deep center," is what Monsanto President Richard Mahoney calls Limit, the company's new growth regulator. Monsanto calls Roundup one of its home runs.

Limit received EPA registration for utility turf two months ago. Research plots with Limit have looked good in state trials.

### Ruckelshaus' leaving signals cuts

Washington insiders believe William Ruckelshaus, twice administrator of EPA, left his post mainly due to impending budget cutbacks and not simply because he felt he had the Agency back in shape.

Registrations had just started to flow again, more than a year after Anne Gorsuch Burford was replaced. Ruckelshaus successor, Lee M. Thomas, was head of EPA's Toxic Waste program and will focus primarily on those programs.

Any major change of direction in the agency may hamper current momentum established by chemical manufacturers.

## INDUSTRY

### Crowd toasts LESCO's new headquarters

The planners for LESCO's open house of its new headquarters in Rocky River, OH, were expecting 500 guests. Instead the newly painted and polished walls bulged with hundreds more.

Customers and suppliers from as far away as Oregon toured the new building's labs, offices, computer facility, and display truck.

A sense of accomplishment was evident on the faces of Chairman Jim Fitzgibbon, President Bob Burkhardt, and vice presidents Gene Probasco, Herb Cole, Ron Giffen, Skip Burkhardt and Ron Smith. In 22 years, LESCO has grown from a local nursery and golf course supplier into a public corporation ser-



ving the Green Industry in 22 states.

Lesco Chairman Jim Fitzgibbon and Elanco's Tom Perkins celebrate the opening of Lesco's new headquarters in Rocky River, OH.

## EQUIPMENT

### Deere expands equipment warranty

John Deere announced an expanded warranty for new grounds care equipment starting with purchases made on Oct. 1, 1984.

Under terms of the new warranty homeowner products will be covered for two years instead of one and the two-year warranty also applies to many commercial machines, including walk-behind mowers, certain tractors and the company's new line of front mowers for professional groundskeepers.

The new John Deere limited warranty applies to:

Walk-behind mowers designated

by John Deere as commercial. (Two years)

All other walk-behind equipment (Two years; one year if used for purposes other than personal household use).

Tractor models 650 (14.5 PTO hp) and 750 (18 PTO hp). (Two years or 1,500 operating hours, whichever

comes first.)

All other tractors and riding mowers of 16 hp or less. (Two years or 1,000 operating hours, whichever comes first.)

When a loader, backhoe, snow thrower, material collection system or other attached implement is purchased with a grounds care machine,

the implement is warranted for the same period as the machine.

## SEED

### Idaho field burning issue heats up

The Associated Press reports the Idaho Board of Health and Welfare has adopted controversial new regulations covering grass-burning and other open field burning in the state.

Grass seed growers burn their fields in August and September to get rid of stubble after the seed is harvested.

The measure, however, appears to be headed back to the Idaho legislature because of formal protests from the seed growers in the area.

Residents in the area of Coeur d'Alene, ID, say the smoke fills the valleys, causes health problems and chases tourists away.

The state regulates open field burning and can ban it outright under certain emergency situations.

Don Jacklin of Jacklin Seed, Post Falls, ID, told the Intermountain Grass Growers Association board the industry would like some form of mandatory fee imposed on grass-burners. He said that could help fund research into alternatives to burning. Jacklin said the association now has a voluntary contribution program, but only about half its members participate. Jacklin said growers are participating in on-going research in Oregon and want to continue funding the program.



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## SAFETY

### Standard issued on turf equipment

The revised American National Standard, just published by the American National Standards Institute, establishes safety specifications for mowers and tractors, debris pickup units, and rake attachments for tractors.

These machines can either be self-operated, ride-on machines, towed machines equipped with wheels, or machines controlled by an operator walking behind the unit.

Application of the standard by manufacturers of commercial turf care units is intended to prevent:

- Injury through inadvertent contact with machine blades or rotating parts
- Accidents caused by machine instability
- Injury resulting from inefficiency of mechanical drives on machines
- Fires and burns caused by machine disfunction.

Circle No. 121 on Reader Inquiry Card

General requirements apply to all common turf care units. They cover guarding and shielding to minimize inadvertent contact with hot or moving machinery; labeling; instructions for operation, service and maintenance; and specifications for electrical components and operator's zone and controls.

Other sections of the standard give specific requirements for self-propelled commercial turf walk-behind equipment and ride-on units and turf tractors and attachments. Both include specifications for operator's controls, braking mechanisms and stability.

The Outdoor Power Equipment Institute, Inc., sponsored the development of the standard. Copies of American National Standard Safety Specifications for Commercial Turf Care Equipment (ANSI B71.4-1984), are available from ANSI Sales Department, 1430 Broadway, New York, NY 10018. Cost is \$9.

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## PEOPLE

### Names in the News

Florida is losing entomologist **Dr. Jim Reinert** to Texas A&M. Reinert will assume the Dallas research position formerly held by **Al Turgeon**.

Ohio State University turf pathologist **Dr. Phil Larsen** starts a new job this month as head of the plant pathology department at the University of Minnesota.



Harry Podvia

Lesco Inc., Rocky River, OH, has named **Harry Podvia** "Lawn Care Salesman of the Year." Lesco salesman and Vice President of National Sales **Ron Giffen** was honored for first place in sales. Podvia placed second in that category and **Glen Lessig**, Lesco lawn care salesman for the East Coast, placed third. Product development manager **Paul Morgan** was also recognized for his work in developing the Lesco spreader and Lesco Jet Action Deflector.

In other Lesco news, **Gregory A.**

**Richards** has been named product manager, turf chemicals while **Bob Yarborough** comes over from Mobay to serve as Lesco's production manager for liquid "Prowl." Lesco says goodbye to **Dave Green**, the new national accounts manager for the commercial division for Tru-Green.

**William A. Feury Jr.** of Clifton, NJ, is the new president of the Atlantic Seedsmen's Association.

**Robert L. Tate** has been named manager of the newly created municipal/urban forestry division for the Asplundh Tree Expert Co., Willow Grove, PA.

The Ariens Co., Brillion, WI, has appointed **G. Roger McGrath** vice president of finance.



Robert L. Tate



G. Roger McGrath



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