

# HOT TOPICS

## How goes the green industry?

### Early indications good as 1994 golf and landscape growing season begins.

**CLEVELAND**—According to statistics from various sources, the green industry is alive and well and enjoying the recent slight upturn in the overall economy.

For instance, according to the Outdoor Power Equipment Institute, all categories except rear engine riding mowers are expected to show increased shipments in both the 1994 and 1995 model years.

The OPEI's forecast predicts positive increases in housing starts and disposable income to be contributors to the overall outdoor power equipment growth. Additionally, foreign economic growth among major trading partners and a somewhat weaker dollar should help an already strong power equipment export market grow, the OPEI notes.

From Irwin Broh & Associates comes its ninth annual survey of more than 900 landscape contractors and lawn maintenance services. Of the six product categories studied, the intention to buy for 1994 was highest for string trimmers.

Finally, from Green Exports USA comes word that export sales of U.S. nursery products exhibited a two percent increase over last year's sales during the first half of 1993.

Sales to the European Economic Community (EC) more than offset lower sales to Canada. Cut foliage and fresh cut flowers exhibited some of the strongest gains with increases of 18 and 23 percent, respectively.

### ANNUAL EXPORT SALES OF NURSERY PRODUCTS AND CUT FLOWERS



Source: Green Exports USA

For more information, or to purchase studies, contact:

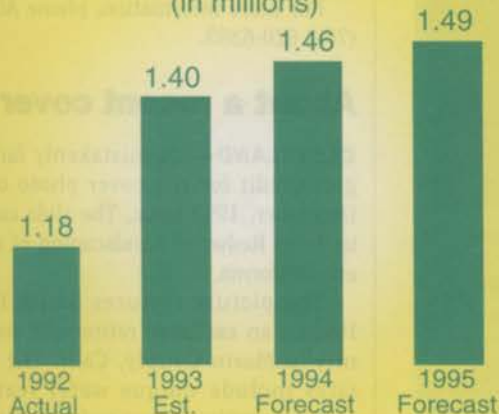
**Outdoor Power Equipment Institute**  
341 South Patrick St.  
Old Town Alexandria,  
VA 22314  
(703) 549-7600

**Irwin Broh & Associates Inc.**  
1011 East Touhy Ave.  
Des Plaines, IL 60018  
(708) 297-7515

**Green Exports USA**  
300 West America St.  
Orlando, FL 32801-3614  
(407) 843-3487

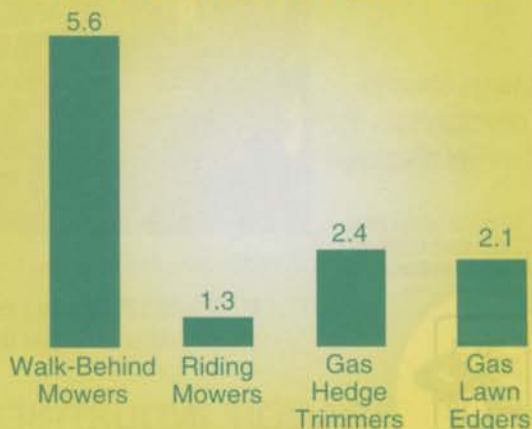
### UNIT SHIPMENTS OF RIDING MOWERS

(in millions)



Source: Outdoor Power Equipment Inst.

### EQUIPMENT OWNED BY AVERAGE MOWING SERVICE



Source: Broh & Associates



# HOT STUFF

## Landscaping marketing stuffers

**RESTON, Va.**—The Associated Landscape Contractors of America offers six marketing stuffers, designed specifically for the exterior landscape professional.

The full-color promotional stuffers focus on selling landscape services. They are:

- "Making a splash"
- "Irrigate"
- "Creating curb appeal"
- "Create an environment"
- "Colorful landscapes"
- "Making light of it"

The stuffers can be enclosed with sales letters, inserted in your company brochure, included with invoices, mailed with a direct mail piece or handed out in person. They are available in individual quantities of 50. For more information, phone ALCA at (703) 620-6363 or (800) 395-2522.

## Free compliance program

**WEST PALM BEACH, Fla.**—RGF Environmental Systems has a program containing pertinent information on total EPA compliance standards and technology for the turf maintenance industry.

The program contains practical solutions, alternatives and

plans for:

- storm water management;
- waste problems related to rinsing and pressure washing of turf maintenance and pesticide application equipment;
- mixing and loading facilities;
- pesticide storage;
- storm water runoff of pesticide spills; and
- other related pollution problems.

For a free copy, contact RGF at (407) 848-1826 or (800) 842-7771.

## Scholarship established

**TANGENT, Ore.**—The late William Kent Wiley Jr., one of the founders of Pickseed West, was honored when the company endowed a fellowship through Oregon State University.

The Wiley Memorial Fellowship is designated for graduate students in the Grass Seed Science program within the Department of Crop and Soil Science at OSU.

"The \$50,000 we have contributed is enough to get the fellowship established," says Dr. Gerry Pepin of Pickseed West, "but more is needed. We hope that others in our industry will step forward to add to this endowment, which will produce future leaders in the grass seed industry."

Wiley was a well-known green industry personality, a founder of Pickseed West who retired in 1990 and died late in 1992.

For more information, contact the Office of Development, OSU, Snell Hall, 517, Corvallis, OR 97331-1650.

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## Certifying landscapers

**RESTON, Va.**—Landscapers can now receive national certification for professionalism from the Associated Landscape Contractors of America.

The organization offers a six-hour exam with five sections tailored to the industry: (1) business planning, accounting and management; (2) health safety and human resources; (3) production/operations and horticulture; (4) risk, law and contracts; and (5) sales, marketing, communications and public relations.

Those who pass the exam are designated "Certified Landscape Professionals."

For more information, phone ALCA at (703) 620-6363.

## About a recent cover

**CLEVELAND**—LM mistakenly failed to give credit for the cover photo on the December, 1993 issue. The slide came to us from Redwood Landscaping of northern California.

The picture features Smith Ranch Homes, an exclusive retirement community in Marin County, Calif. The home sites include unique water features, putting/sporting greens and lush gardens.

Redwood Landscaping maintains the community.

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## GREEN INDUSTRY EVENTS

### FEBRUARY

**14-16: Pennsylvania Nurserymen and Allied Industries Conference.** Hershey (Pa.) Lodge and Convention Center. Phone: (717) 238-1673.

**15-16: Associated Green Industries of Ohio Trade Show and Educational Meeting.** Strongsville, Ohio. Phone: (614) 261-1221.

**15-17: Landscape Contractors Assn. MD/DC/VA Winter Workshop.** Holiday Inn Crowne Plaza, Rockville, Md. Phone: (301) 948-0810.

**15-18: International Erosion Control Association Conference and Trade Exposition.** Reno (Nev.) Hilton. Phone: (303) 879-3010.

**16-17: California Landscape Industry Show.** Long Beach (Calif.) Convention Center. Phone: (916) 448-2522.

**16-17: IPM in Landscapes Conference.** Tsawwassen Inn, Canada. Phone: Georgena Good, (604) 980-9735.

**16-17: New York State Turf and Grounds Exposition II.** Suffern, N.Y. Phone: (800) 873-8873.

**17-18: Nevada Landscape Conference & Trade Show.** Reno-Sparks Convention Center, Reno, Nev. Phone: Steve Williams, (704) 856-1150.

**20-23: Outdoor Power Equipment Distributors Assn. Annual Meeting.** Disney's Yacht Club Resort, Orlando, Fla. Phone: (215) 564-3484.

**21-23: MexiGolf '94.** Mexico City, Mexico. Phone: Boris J. Franchomme, (510) 526-6922.

**22-24: ProGreen Expo.** Denver (Col.) Convention Center. Phone: (303) 756-7282.

**22: PLCAA Business Management and Risk Survival Workshop.** Albany, N.Y. Phone: (800) 458-3466.

**23-24: Southern Illinois Grounds Maintenance School.** Gateway Convention Center, Collinsville, Ill. Phone: (618) 236-8600.

**23: New Jersey Landscape '94.** Meadowlands Convention Center, Secaucus, N.J. Phone: Jim Stewart, (201) 664-6310.

**23: PLCAA Business Management and Risk Survival Workshop.** King of Prussia, Pa. Phone: (800) 458-3466.

**24: PLCAA Business Management and Risk Survival Workshop.** Worcester, Mass. Phone: (800) 458-3466.

**28-Mar. 2: Massachusetts Turf Conference.** Springfield (Mass.) Civic Center. Phone: Mary Owen, (508) 892-0382.

**28-March 3: Vertebrate Pest Conference.** Westin Motel, Santa Clara, Calif. Phone: Dr. Terrell Salmon, (916) 757-8623.

### MARCH

**3-4: Sports Turf Management Seminars.** Gainesville, Fla. Phone: (414) 733-2301.

**4-5: American Landscape Maintenance Assn. Trade Show.** War Memorial Auditorium, Ft. Lauderdale, Fla. Phone: (305) 925-7996.

**4-5: Golf Course Wastewater Symposium.** Newport Beach, Calif. Phone: Dr. Kim Erusha, (908) 234-2300.

**4-5: Muni-Golf Course Developments.** Atlanta Marriott Marquis. Phone: (800) 285-2332.

**4: Midwest Chapter/STMA Annual Meeting and Awards Luncheon.** Avalon Banquets, Elk Grove, Ill. Phone: Mike Schiller, (708) 439-4727 or Mike Trigg, (708) 360-4750.

**5-8: Canadian Turfgrass Conference & Trade Show.** Calgary (Alberta) Convention Center. Phone: (905) 602-8873 or (800) 387-1056.

**5: Ohio Arborist Foreman Training Meeting.** Holiday Inn Lane Avenue, Columbus, Ohio. Phone: (615) 876-3694.

**6-7: Tampa Bay Horticultural Trade Show.** Tampa (Fla.) Convention Center. Phone: (813) 920-4393.

**6: Women in Horticulture Conference.** Bellevue (Wash.) Conference Center. Phone: Terri Arnold, (206) 935-7951 or Deb Powers, (206) 524-1672.

**7-8: Sports Turf Management Seminars.** Lincoln, Neb. Phone: (414) 733-2301.

**9-10: CALCP Spring Training Conference.** Jefferson County (Col.) Fairgrounds. Phone: (303) 224-2293.

**9-10: Shade Tree Short Course.** Iowa State University, Ames, Iowa. Phone: Dr. Paul Wray, (515) 294-1168.

**9-10: Sports Turf Management.** Riverside, Calif. Phone: (714) 787-5804.

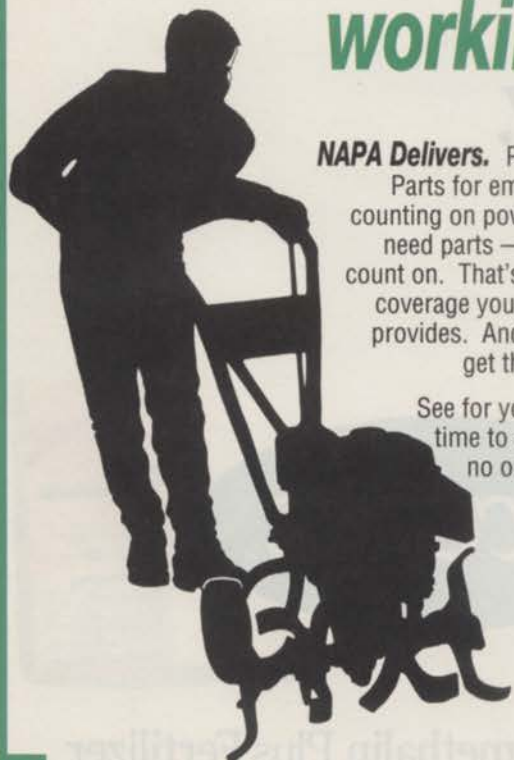
**10: "Building Success in the Workplace."** Holiday Inn Sports Complex, Kansas City, Mo. Phone: Terry Ann Turner, (314) 882-4087.

**10: "Building Success in the Workplace."** Radisson Hotel, St. Louis. Phone: Terry Ann Turner, (314) 882-4087.

**10: Integrated Pest Management Conference.** Swarthmore College. Phone: (215) 489-4315.

**12: Turf Management Seminar.** Cuyamaca College, El Cajon, Calif. Phone: Diana Landis, (619) 670-1980, ext. 262.

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**VANDER KOOI ON LANDSCAPING...**Six titles from Vander Kooi & Assoc. tell landscapers how to better run their businesses: "Estimating and Management Principles," "Labor & Equipment Production Times," "Completing the Circle," "The Employee Packet Sample," "Growing and Selling a Business," and "The Idea Book" (2 volumes). To receive an order form, write or phone Vander Kooi at P.O. Box 621759, Littleton, CO 80162; (303) 697-6467.

**ELECTRICAL HAZARDS...**The International Society of Arboriculture is offering "Trees and Overhead Electric Wires: Proper Pruning and Selection." The nine-page booklet contains full color pictures and diagrams on every page. Each booklet costs \$2 plus shipping and handling. Utilities wishing to place orders of more than 2,500 should contact the ISA office for possible discounts. To order, send Visa or MasterCard number with expiration date to: ISA, P.O. Box GG, Savoy, IL 61874.

**IPM TACTICS...**"Handbook of Integrated Pest Management for Turf and Ornamentals" is available from Lewis Publishers for \$95.00. The book quotes more than 40 experts. It is aimed at urban landscaping with special considerations for golf courses. To order, write Lewis Publishers, 2000 Corporate Blvd. NW, Boca Raton, FL 33431 or phone (800) 272-7737.

**EPA STANDARDS...**The U.S. Environmental Protection Agency has two new pesticide publications dealing with worker protection. One is for employers: "The Worker Protection Standard: How to Comply, What Employers Need to Know." The other, for workers, is printed in both English and Spanish: "Protect Yourself from Pesticides." The publications are available *free* from John Forwalter, U.S. EPA Region 5, Environmental Sciences Division, Pesticides Section SPP-14J, 77 W. Jackson Blvd., Chicago, IL 60604.

**MORE ON STANDARDS...**Gempler's, which provides the protection and compliance equipment to the horticultural market, has a 154-page guide to the new EPA worker protection standards. For more info, phone (800) 382-8473.

**WOOD STUFF...**An updated version of the eight-page booklet "Guide to the Characteristics, Use and Specifications of Pressure-Treated Wood" is available from the Western Wood Preservers Institute. It contains recommended specifications for lumber, plywood, glued-laminated timbers, foundation piling and building poles. For your *free* copy, write Western Wood Preservers Institute, 601 Main St., Suite 401, Vancouver, WA 98660.

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