Palmer first to receive Morris Award

Arnold Palmer will be the first recipient of the Old Tom Morris Award to be presented at the 54th International Turfgrass Conference and Show in Atlanta, GA, Feb. 19-25, sponsored by the Golf Course Superintendents Association of America. The award has been instituted to recognize “an individual whose selfless commitment to the game of golf has helped further its welfare in a manner exemplified by Old Tom Morris,” one of golf’s foremost enthusiasts.

The award presentation will be only one highlight of the conference, which this year has also expanded its seminars, programs for spouses and initiated an open meeting for the GCSAA membership-at-large. The open meeting is scheduled for Feb. 13, and will provide an open forum for the membership to discuss business, analyze the dues structure and membership concerns.

Jim Prusa, director of education, said this year’s conference will concentrate on providing a show for everyone in the turf industry.

Keynote speakers for the conference have not yet been confirmed.

Delta Airlines is offering a 30 percent fare reduction to conference-goers. By calling toll-free, 1-800-241-6760, plane reservations, car rentals (also at a discount) and post-conference vacations can be arranged.

Forum points to golf “golden age”

Research and presentations from the National Golf Foundation’s recent Forum of Golf indicate golf will continue moving toward a new “golden age” in the United States, effecting every aspect of the sport and industry.

During the second quarter of 1982, the NGF recorded an 8.5 increase in the percentage of rounds played since 1978 among the country’s 17.37 million golfers. Such statistics promoted the “cautious optimism” that prevailed at the NGF’s second annual Forum of Golf in Palm Beach Gardena, FL in October, according to Mark N. Boorman of the NGF.

“This year we noted a definite change in attitude from negative to positive among members concerning the Foundation’s three areas of concern; golfers, golf facilities and rounds played,” Boorman noted.

The four-day forum highlighted 20 speakers addressing all aspects of the industry including golf course maintenance, management, attitudes toward the game and the future of the industry. Among the speakers were four of the country’s foremost golf architects, Jack Snyder, Geoffrey Cornish, Bill Amick and Dick Phelps. David Hueber, director of special projects for the PGA Tour, discussed the Wee Links concept of golf courses for junior golfers and Joe Moresco, head pro at Woodmere Country Club on Long Island, NY, addressed one of the more controversial topics in golf pertaining to creating a new set of women’s tee markers to make golf courses fairer, not only for women, but for seniors and the infirm as well.

Frank Smith, president of the NGF said the second forum was so successful he plans to make next year’s the largest annual meeting in golf.

GOVERNMENT

Report due soon on extension’s future

A report will be forthcoming soon on the findings of a federally-appointed national committee formed to determine the future of cooperative extension in the United States.

The formation of the 21-member committee was prompted by accusations from the American Farm Bureau and other national farm organizations that the Cooperative Extension Service has not had sufficient budget or staff to expand its programs into urban areas, thus diluting its programs to serve only farmers and those living in rural areas. Groups such as Gardens for All and urban dwellers feel the Cooperative Extension should continue to service the people where they live—in the urban areas.

Daniel Aldrich, Chancellor at the University of California-Irvine appointed co-chairman of the committee by U.S. Secretary of Agriculture John Block and Robert Clocius, president of the National Association of State Universities and Land Grant Colleges, said three major factors influenced the committee’s research: the changing needs of counties in America more than in previous decades, changes in technology, media and communications, and the degree of control exerted by federal and local governments and state universities on the Extension programs.

In its research, the committee has taken into consideration questions and concerns sent to them from professionals in the industry and from the private sector.

TREES

Penn State “first” protects Douglas firs

A discovery by the Penn State Department of Agriculture could help protect new plantings of Douglas fir trees against gypsy moths.

Forest scientists at Penn State have discovered gypsy moths prefer some strains of Douglas firs because of the aroma of sap, or "terpenes" in the needles.

Edgar H. Palpant, research assistant in forestry at Penn State, said the discovery could help protect new plantings of resistant trees in plantations currently worth over $75 million in Pennsylvania alone.

Palpant and his associates recom-
More proof that Eclipse is the quality Kentucky bluegrass that's a shade better...and better in the shade! In a three-year bluegrass shade study conducted under natural shade of locust and cherry trees by the Virginia Polytechnic Institute, only Eclipse was rated best in shade performance each year of the test.

Low growing, dark green, disease and insect resistant, Eclipse is the ideal base for sod blends and turf seed mixtures for golf courses, parks, playing fields, and home lawns, coast to coast.

Eclipse gives you the best of both worlds—outstanding overall turf performance plus superb shade tolerance. Any way you look at it, Eclipse outshines them all.

Eclipse Kentucky bluegrass seed available exclusively from:

- GARFIELD WILLIAMSON, INC., 1072 West Side Avenue, Jersey City, New Jersey 07306
- GEORGE W. HILL & COMPANY, P.O. Box 185, Florence, Kentucky 41042
- JACKLIN SEED COMPANY, W. 5300 Jacklin Avenue, Post Falls, Idaho 83854
- PACIFIC GREEN—NUNES, Camarillo, California 93010; Patterson, California 95363
- PIONEER HI-BRED, Turf Div., P.O. Box 346, Savage, Minnesota 55378
- ROTHWELL SEEDS (IN CANADA), P.O. Box 511, Lindsay, Ontario K9V 4L9

Eclipse has been granted Plant Variety Protection Certificate No. 8000154
ALCA plans financial seminars

Two more financial management seminars have been planned by the Associated Landscape Contractors of America after the success of two new similar workshops in September and October.

Seminars have been scheduled for Feb. 16 in Phoenix and Feb. 28 in Chicago.

The continued emphasis on planning for the financial future in the landscape industry was the focal point of the two seminars held recently; one in San Francisco in September and the other in Dallas in October. Both seminars were presented by Jim Skelton of Ross/Paine and Associates, a financial consulting agency based in Chicago.

The two citys’ “Pricing for Profit” seminars attracted over 60 landscape professionals. The program developed specific financial strategies for the landscape contractor and defined and examined ways to increase profit in today’s economy. Areas covered were evaluation of income statements, forecasting, ways to plan for future growth and budgeting, profit centers, profit performance and pricing strategy.

ALCA Director of Programs Gail Morgan said the increasing concerns of the landscape industry in profitability and marketing in today’s economy have made the financial management seminars valuable to anyone working in the landscape industry.

IPA honored 17 at Annual Meeting

The Interior Plantscape Association acknowledged 17 designs in three categories at its Oct. 26 Annual Meeting and Trade Show.

Judges for this year’s awards included Jacob Kaminsky, landscape architect from Columbus, MD; Darwina Neal, a landscape architect from Washington, D.C.; and Marge M. Talt, an interior designer from Potomac, MD.

Winners were judged in the following categories:

Design Installation: Madelyn Simon of Madelyn Simon & Associates, Inc. of New York, NY; James E. Richardson of Green Expectations, Inc., Dallas, TX;

Leonard A. Kersch of Garden Milieu, Inc. of Ann Arbor, MI; John Mini of John Mini Indoor Landscapes, Ltd., City Island, NY; Mark Morrison of Haines, Lunberg and Waehler, New York, NY; Steven Arkin of New Growth Plantscapes, Ltd., New York, NY; Raymond L. Brooks of Plant People, Phoenix, AZ; and Elaine F. Wilson of The Plant Place, Philadelphia, PA.


SIX AWARDS

Horticultural Society honors Disneyland

Six people involved in horticulture and a landscape staff were honored at the 1982 American Horticultural Society's 57th Annual Meeting in October in Cincinnati. Among those being honored were:

Fred C. Galle, awarded the Liberty Hyde Bailey Medal, the most prestigious annual honor given in American...
Nobody understands the budget squeeze you’re feeling better than Cushman. After all, getting the most work out of every manhour is something Cushman has specialized in for years.

Take the two vehicles below, for instance. On the left is the Cushman Runabout. With an 18-hp OMC engine, it seats two workers and hauls up to 1500 pounds of cargo. A centrifugal clutch is standard, which allows the driver to stop and go without shifting. And a 12-hp model offers even greater economy as well as easy handlebar steering.

On the right is the Cushman Turfcart™. A 7-hp engine is an economical way to get your crew off their feet and moving. Flip up its rear passenger seat and you’ve got room for tools, supplies and equipment.

Either way, Runabout or Turfcart, you’ll get a vehicle that’s easy on gas and easy on the budget.

For free literature and the location of your nearest dealer, call 800-228-4444.
GOVERNMENT UPDATE

Government workers push laws to discourage outside contractors

Government employee unions are fighting hard to push through Congress a bill which would require bidders on Defense Department contractors to pay the cost of a study to determine whether private industry or government workers can do the job cheaper. The added cost of the study could swell proposed bids on jobs to the point where contracting out would not be competitive.

If successful, other agencies would be next. These unions are better organized than many of the groups pushing for contracting out and with a membership of almost one million employees they carry a lot of clout at election time. If they didn’t get what they wanted in the last Congress you can be sure that they will be back when the new session begins in January 1983.

It also appears that the White House, which wanted to save $1 billion worth of activity now being performed in-house, doesn’t care if the contract goes to private contractors or is saved by higher in-house productivity. When it came time for the budget fight, the $1 billion was small when compared to other items and was overlooked. Private business thinks that the Administration could have pushed for contracting out more with Congress.

Gypsy moth quarantine might extend to moving companies

The American Association of Nurserymen told the Office of Management and Budget that nurserymen are still interested in an effective gypsy moth quarantine program. OMB is doing a study on how a quarantine would function and what it would cost.

One possible result of a quarantine program if implemented would be more restrictions on moving companies. Outdoor furniture, firewood, and doghouses would have to be inspected and certified free of gypsy moth egg masses or the moving company would refuse to load them on trucks. USDA would publish pamphlets for moving companies. Restrictions would apply in areas of heavy infestation where people are moving out.

Servicemen exception made for child-resistant residential pesticides

The Environmental Protection Agency (EPA) finalized rules for incorporating child-resistant packaging to pesticides designated for residential use. Pesticides which carry the signal words, DANGER or WARNING, or are especially corrosive to the eyes or the skin will need special packaging to protect children and adults from injury due to accidental ingestion of the chemical.

In order to pin-point the formulations used by commercial applicators, such as ornamental trees, shrubs, flowers, turf and lawn maintenance personnel or exterminators, EPA has exempted registrants who limit their products to sale, use and storage by “servicepersons” from the packaging requirements. These words must be prominently displayed on the label. An individual homeowner is not a serviceperson. There are both civil and criminal fines for misuse of such chemicals.
Inquiries serviced for 90 days from date of issue. For those countries outside the U.S., please apply appropriate postage before mailing.

**READER SERVICE INFORMATION CARD 12-82**

For more information on products or services mentioned in this issue, circle the corresponding numbers below, fill in appropriate information and mail today.

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**MY PRIMARY BUSINESS AT THIS LOCATION IS:**

(please check one only in either A, B or C)

**A. LANDSCAPING/GROUND CARE AT ONE OF THE FOLLOWING TYPES OF FACILITIES:**

- [ ] Golf courses
- [ ] Sport complexes
- [ ] Parks
- [ ] Rights-of-way maintenance for highways, railroads & utilities
- [ ] Schools, colleges & universities
- [ ] Industrial & office parks/plants
- [ ] Condominiums/apartments/housing developments/hotels/resorts
- [ ] Cemeteries/memorial gardens
- [ ] Military installations & prisons
- [ ] Airports
- [ ] Multiple government/municipal facilities
- [ ] Other type of facility (please specify)

**B. CONTRACTORS/SERVICE COMPANIES/CONSULTANTS:**

- [ ] Landscape contractors (installation & maintenance)
- [ ] Lawn care service companies
- [ ] Landscape architects
- [ ] Extension agents/consultants for horticulture
- [ ] Other contractor or service (please specify)

**C. SUPPLIERS:**

- [ ] Sod growers
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Approximately how many acres of vegetation do you maintain or manage?

What is your title? (please specify)

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in Weeds Trees & Turf's Turf Show Package

January Show Preview Issue OR February Show Issue
PLUS "International Turfgrass Show Dailies"

1 COMPLETE COVERAGE
Reach everyone interested in your product with WTT's GCSAA Show Package for the 54th GCSAA Show in Atlanta, February 22-24, 1983...
• More than 45,000 vegetation maintenance professionals will see WTT's January Show Preview and February Show Issues before the Show, when they're making plans
• Hundreds more golf superintendents will get January and February WTT through bonus distribution at the Show, when they're ready to talk
• 10,000 "International Turfgrass Show Dailies" will be delivered to hotel doors and on the floor Tuesday and Wednesday, at the point of sale

2 HIGH VISIBILITY
WTT's January Show Preview Issue will be read for
• Agenda-planning information
• Landscape Contractor/Lawn Care Profile...for comparing, expanding
WTT's February Show Issue will be read for
• Product and personnel facts, final schedule...before the Show
• Golf Superintendent Profile...for current data, trends, comparisons
WTT's "International Turfgrass Show Dailies" will be read for
• On-the-spot news in Atlanta
• Booth numbers, floor plan, schedule
• Sweepstakes booth listings...for entering to win $1750 in prizes

3 GUARANTEED TRAFFIC
There's little time and a lot of ground to cover.
WTT's Show Package will cover you.
• WTT's Show Issues will get you seen before and at the Show
• WTT's "Show Dailies" will reinforce your message, and tell superintendents where to enter our Folding Green Sweepstakes

4 SPECIAL RATES
Advertising for the Show is a must—our special reduced rates make it more so! For instance, save $910 on a tabloid page in the "Dailies" when you advertise in either January or February WTT...and still get 4 times the visibility!

Before you shout "Fore!" look where you're going. If you're going to the Show, bring your profits in above par by advertising in our GCSAA Show Package. Call collect today! Dick Gore, Jim Brooks or Ron Kempner at (404) 233-1817, or Bob Mierow at (206) 363-2864. AD RESERVATIONS CLOSE NOVEMBER 24 FOR JANUARY, DECEMBER 22 FOR FEBRUARY, FEBRUARY 1 FOR "SHOW DAILIES."
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