

SOD PRODUCERS'

Meeting of the Year Is July 28-30

Sod producers will hear reports of the most comprehensive — and intensive—look at their industry thus far at the fourth annual Conference and Field Day of the American Sod Producers Association.

The lengthened event is July 28-30, with activities taking place at, and branching from, the Ramada Inn at Dolton, Ill.

Summed up, the three-day event consists of tours the first day, educational sessions the second, and demonstrations of equipment the third.

Tours are from 1-6 p.m., beginning from the Ramada Inn. Destinations are the turfgrass research plots of Warren's Turf Nursery at Palos Park and the Evergreen Sod Farm

at Peotone.

Ben Warren, president of Warren's Turf Nursery, is chairman of the program committee.

Wiley Miner, president of Princeton Turf Farms and of the American Sod Producers Association opens the education conference at 8:45 a.m. Registration begins at 8 a.m. Although this conference is an official ASPA event, non-members are welcome. There is no registration fee for ASPA members. Non-members registering by July 15 pay \$25. Otherwise the fee is \$30 at the door.

Drawing on fresh statistics, Arthur V. Edwards, editorial director of WEEDS TREES and TURF magazine, will size up the sod industry nationally. His findings are

based on questionnaires returned within the past 60 days. The survey updates the first in-depth nationwide study of the sod industry, published in March, 1969.

Donald D. Juchartz, Wayne County extension director, follows Edward's presentation with report on the status of the Michigan sod industry.

After a break, the session goes nationally again with a survey report on production costs, compiled by Harry Kallick and Jack Richter of Becker, Blackman, Kallick and Company, Certified Public Accountants, Chicago. The CPA firm, auditors for Warren's Turf Nursery, conducted the survey.

"Our objective," Kallick said,



ASPA tours take in Warren's Turf Nursery, Palos Park, and Evergreen Sod Farm, Peotone. W. Dean Hupe and an unidentified gentleman are looking at what an estimated 750 to 1,000 turf specialists will see, July 28.



Dale, left, and Carl Habenicht host the field demonstrations.

tivities begin at 9 a.m. and continue all day. A catered lunch will be served at noon.

A landing strip for light aircraft will be available at H & E Sod Farm. If you wish to use the strip, contact Dale Habenicht, H & E Sod Nursery, 4301 West Flossmoor Rd., Tinley Park, Ill. 60477, or phone AC 312 798-2210.

Poa Annua Control Plans

A booklet has been published by Diamond Shamrock Chemicals detailing three programs by which Dacthal preemergence herbicide may be used in turf to control *Poa annua*.

Plan 1 is used when no reseeding is anticipated for an entire season, or where mature *Poa annua* survives the summer. The second plan is designed for use where mid-summer reseeding is planned. For serious *Poa annua* infestations, Plan 3 includes directions for a complete spring renovation program, plus instructions for a yearly preventive program to protect against reinfestation, and a section how to apply Dacthal herbicide. For copies, circle (719) on the reply card.

"will be to analyze the results, pointing out apparent trouble areas, and focusing, if possible, on improvement of profitability."

Evan Lemley, program coordinator of management services at Rutgers University, winds up the morning agenda with the topic: "Management—Speaking Objectively."

Afternoon sessions, with William Huber, president of Mid-America Sod Growers Association, presiding, shape up like this:

1:30—Promoting and Merchandising Your Product, Miss Margaret Herbst, director of information, Merion Bluegrass Association, New York City.

2:00—New Developments in Turfgrass Varieties, Dr. Robert Miller, associate professor in turf, Ohio State University.

2:45—Production of High Quality Seed, Doyle Jacklin, president of Jacklin Seed Company, Dishman, Wash.

3:15—Salt Tolerance of Highway Turf, Dr. J. D. Butler, assistant professor in turf, University of Illinois.

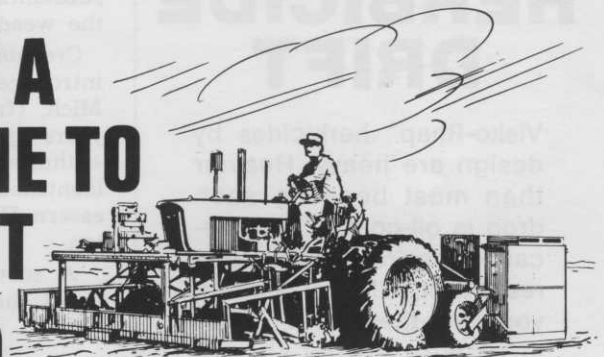
4:00—Business meeting.

A cocktail hour, courtesy of Mid-America Sod Producers, beginning at 6:30, precedes the banquet session in Viking Hall. Dr. Fred Grau, Grasslyn, Inc., is banquet speaker, on the topic of "The Future of the Turfgrass Industry." Joseph McDermott, Loveland Lawns and president

of the Midwest Turfgrass Growers Association, is toastmaster.

Field demonstrations will be conducted at the H & E Sod Farm, just off Route 114, at Momence, Ill. Ac-

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