

## Rohm and Haas Company Discovers New Rodenticides

A new class of highly effective rodenticides has been announced by the Rohm and Haas Company.

Classed as carbamates, the new rodenticides have high activity against rodents, yet do not pose a hazard to other species. A wide margin of safety is present to dogs, cats, chickens, pigeons and various songbirds. Secondary hazards in feeding rats killed by the rodenticides to dogs and cats have resulted in no adverse effects.

According to a Company spokesman, only a single feeding of a poisoned bait is required. Baits containing the rodenticides are readily accepted by rodents. Even when the bait contained 10 percent of the rodenticide — more than ten times the amount required for fatal results—the rats ate the poisoned bait without hesitation and died.

## Operating Cost Study Released By Nursery Industry

One of the nursery industry's most applauded research publications has been released for the seventh consecutive year by the Horticultural Research Institute. It's the HRI Operating Cost Study covering the year 1971.

The 31-page document actually presents three separate cost studies in a single volume, permitting each basic type of business in the industry (wholesale production, landscape nursery, retail garden center) to compare its operating costs with similar types and sizes of businesses. Detailed listings of the various cost items related to the operation of a business are given in percentages of total sales, making the publication an efficient, easy-to-use management tool.

The Operating Cost Study has been sent, without cost, to HRI members and participants, and is available to others at a cost of \$5. Inquiries should be directed to Horticultural Research Institute, 230 Southern Building, Washington, D.C. 20005.

## Emory Hunter Appointed 1973 Expo Chairman

The Northern California Turfgrass Council has named Emory Hunter of Warren's Turf Nursery as chair-

man for the 1973 Exposition.

Confirmation of the appointment was made at the August board meeting of the Council.

Exposition sites and dates have not been selected. Persons interested in working on the various committees for this show are asked to contact Emory Hunter or write to the Northern California Turfgrass Council, P. O. Box 268, Lafayette, Calif. 94549.

## Calif. Pesticide Applicators To Form New Association

Pesticide Applicators and Advisors Association of Southern California, a new group, is being formed to head off emotional legislations on the banning of certain environmental protection chemicals.

"Ground rig pesticide applicators and advisors have been inadequately represented both in Sacramento and in Washington D. C.," says Paul G. Walker, chairmen of organization for the new group. "Anyone in the ground rig application business is welcome to join this group and pledge support for the safe and wise use of environmental protection chemicals."

The kickoff meeting will be held November 17 in the Balboa room, Newporter Inn, 1107 Jamboree Rd., Newport Beach. Cocktails and dinner at 7:30 p.m. will precede the adoption of by-laws and election of officers.

All licensed applicators /advisors are invited to attend. For reservations, contact Paul G. Walker, 4358 Poplar St., San Diego, Calif. 92105 or call (714) 281-0470.

## Grass Identification Guide Available From O.M. Scott

Here's an identification guide that was designed to be carried into the field.

It's the ProTurf Identification Guide to Grasses, a pocket-sized field manual written for experienced turf managers as well as students and laymen.

Sixty varieties of grasses are cross-indexed, first by characteristics, then by name, while graphic black-and-white illustrations demonstrate identifying features of each grass. Price is \$2.00, including professionals' discount. Order from Jim Converse, ProTurf Division, O. M. Scott & Sons, Marysville, Ohio 43040.



## Conrad L. Scheetz Is New GCSAA Exec. Director

A Drexel University graduate with a "consistent record of successes, especially in association management activities," has been selected from a field of 325 candidates as executive director of the Golf Course Superintendents Association of America.

Conrad L. Scheetz, 42, assumed the position in early August. It was vacated earlier this year by Ben J. Chlevin who resigned in January to return to public relations within the golf industry.

"We're very fortunate to have a man with 'Connie' Scheetz's many years of varied business experience," said GCSAA president, Robert V. Mitchell. "The valuable skills he brings to the GCSAA include not only a well-rounded background in association work but also a knowledge of budgets, personnel, accounting, data processing, membership services and conference management, all of which are vital areas in serving a growing membership and expanding member services."

Scheetz was formerly business manager with International Reading Association. During his seven years of employment, the Newark, Delaware based firm experienced an almost 60 percent jump in membership. Member services also increased and the budget quadrupled to over one million dollars.

The new director has also worked extensively with budgets and electronic data processing as head of budgets for the data processing division of Educational Testing Service in Princeton, N.J. Earlier in his career, he served as a project administrator in the missile and surface radar division of RCA in Moorestown, N. J.

Scheetz is a member of the Tau Kappa Epsilon fraternity and the American Society of Association Executives. He is married and has four children.