

Commercial Pesticide Applicators On The Move

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THE 1973 annual convention of the International Pesticide Applicators Association was held in mid-August at the Marriott Inn, Berkeley, Calif.

Host for the meeting which attracted over 100 commercial applicators from many states was the California Chapter of IPAA. Their arrangements for speakers, registration, accommodations and other delegate needs will be an incentive toward

excellence for all future hosts.

A highlight for all was the tour of spray companies in the Bay area. It permitted members to view first-hand situations which confront other commercial applicators. This year's tour included three California operators.

Of particular interest to those from the Pacific Northwest was the size and compactness of equipment. While the northern chapter members

of IPAA generally emphasize bigger and bigger spray pumps, tanks, and other accessories, those applicators in the Bay area use smaller units which are highly mobile.

It was clear that this type of exposure broadened the horizons of many of those present as to the latitude of this expanding market. It also brought much truth to the theory that applicators in one area of the country are interested in what applicators in another part of the country are doing.

The educational program for the meeting was one of the best presented to any group in the nation. Henry Engh, Engh Floral & Garden Center, Salt Lake City, Utah, spoke on "Public Relations and the Pest Control Industry." Known as "Hank, the Petunia King," he told those present that his image has created a viable market for petunias. He explained how he developed this image and what he does to maintain it. Being petunia king has done more to create new business and increase profits than any other factor, he said.

Dr. Carl S. Koehler, University of California entomologist outlined insect and mite pests that attack landscape conifers. He said that one reason for insect attack is lack of water. Trees and ornamental plantings under drought conditions are more susceptible to attack, he said. He pointed out that it is believed that the infestation of bark beetles in Monterey Pines this year was brought about by stress in the trees caused by minimal rainfall. This permitted the bark beetles to take over.

Another speaker was Dr. Dean Jamieson, vector control specialist, Santa Clara City Health Department. He has the ability to make a slide presentation on insects as interesting as when a Mack Senate Serial first hit the motion picture industry. He can keep you anxiously awaiting, for a half hour, his final slide picturing a male scale insect. His dry humor and intermittent reference to that final sexy slide make you forget that you are actually learning. But, you are! Dr. Jamieson planted the seed for a better name to describe the work of the horticultural applicator. He said to call it "Plant Protection" not "Pest Control."

The next speaker on the program was Dr. Larry Galloway, management development manager for Nalley's Fine Foods, a division of W. R. Grace, Co., Spokane, Wash. Galloway

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New officers for the Association are: (l-r) Lew Sefton, corporate secretary; Bob Huntwork, vice president; Don Mock; president; and Ralph Backstrom, executive secretary.



"Create an image" said Henry Engh (above left) of Salt Lake City. Dr. Carl Koehler, University of Calif., Berkeley (center), brought much needed data on conifer problems to the convention. Dean Jamieson (right) makes insect identification interesting and fun.

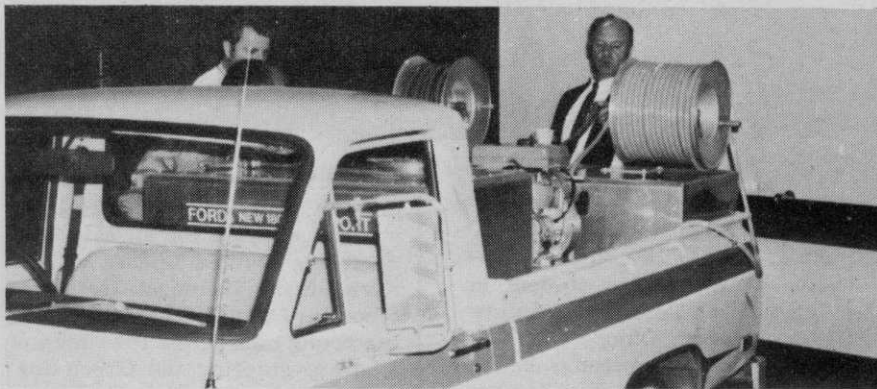
brought out his points in better management by first mentioning some of the good management concepts practiced by everyone. This makes you feel so good that you are anxious to absorb the things you aren't doing right.

Plant pathologist Dr. David Schlagen, University of California, emphasized the need for ornamental applicators to apply agricultural research in their work. "There are no integrated control techniques for garden use," he said. "They are all based on agriculture."

He referred to "residues in the environment that people get worked up about." This is really the pesticide issue which has gained so much publicity on the west coast.

Robert Kuykendall, training program specialist for new applicators, then reviewed what is happening currently in the Environmental Protection Agency. He pointed out that EPA is setting minimum standards and will accept state regulations for environmental protection chemicals en toto as long as they meet these Federal standards. EPA is currently holding public hearings at which applicators may present arguments for or against proposed rulings as outlined in the Federal Environmental Pesticide Control Act.

Dr. Bob Raabe, plant pathologist, University of California, then told the group about the latest advances in the use of systemic fungicides. He said that these new materials do not move throughout the entire plant. Those currently on the market generally exhibit upward (xylem) and outward movement to the leaf



In addition to the tour of member facilities, delegates viewed commercial displays of equipment and chemicals within the meeting room. This complete spray unit was for sale and ready to go.

tips and margins and not downward (phloem) movement. He said that hardened parts of the plant do not pick up materials well.

During the following day's discussions Del Kennedy of the J. J. Mauget Company, Burbank, Calif. explained the Mauget tree injection process and the various products which may be injected into trees for better, sustained growth. He also pointed out how these products could be used to enlarge an applicator's business and augment the services which he currently provides.

This year the International Pesticide Applicators Association present a Distinguished Service Award to Lew Sefton for his contribution and service as executive secretary and editor of the association and its newsletter, The Professional Applicator.

In addition, ladies attending the convention were treated to a Bay cruise to Tiburon, a quaint little

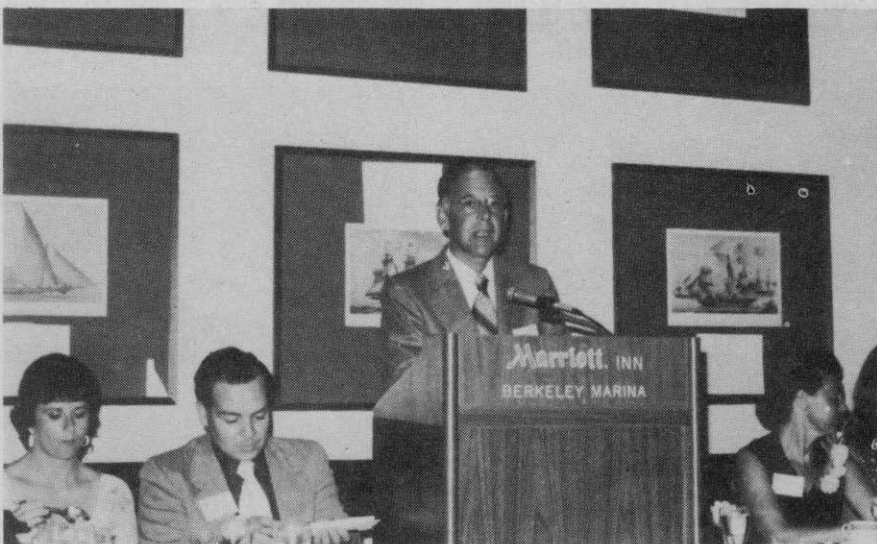
suburb. As part of their tour, the women saw the San Francisco skyline, prisons, bridges, had lunch at an exotic restaurant, and shopped on a little "atmosphere" street in one of the older parts of the city.

Don Mock and Bob Huntwork were re-elected president and vice president, respectively, for the 1973-74 year.

Other officers and board members are: Bob Skanes, Tacoma, Wash.; Jack Daniels, George Harrison, Rod Fairbanks, Stan Raplee, all of Seattle, Wash.; Bill Gildroy, Lake Stevens, Wash.; Lew Sefton, Lake Oswego, Ore.; Garry W. Mulkey, Junction City, Ore.; Bill Owen, Clackamas, Ore.; Charles Seibold, Milt Ellis, Ray Collier, all of Portland, Ore.; Jim Stevenson, Oakland, Calif.; Paul Walker, San Diego, Calif.; Jim Osborn, Danville, Calif.; Alvin Wallman, Sonoma, Calif.; and Don Caldwell, Salt Lake City, Utah, member-at-large. □



"Distinguished Service Award" was presented to Lew Sefton (r) by Don Mock as IPAA first exec. sec. and editor of the newsletter, The Professional Applicator.



Don Mock was re-elected president of IPAA for the next year. Through his leadership the organization plans to build an active membership campaign to include applicators from many other states across the country.