
THE GREEN INDUSTRY/ a self portrait

In this series of exclusive interviews, numerous Industry leaders talk candidly about the Green Industry 1976-1977.

JOHN NUNES
NUNES TURFGRASS NURSERY
PATTERSON, CA.

"On the West Coast we have seen one of the best years in the past several. Machine customers seem to be pretty happy with turf sales and building has not suffered here as it has in other areas of the country. Because of the climate here, we have a year 'round business and our emphasis has been on developing new techniques in marketing and advertising. Actually with a large market there is more pressure to promote our products and improve our public relations. . . ."

"Next year we will begin marketing a new machine which will lay synthetic netting and seed underneath new turf. The netting will act as a root system, and should increase the maturity time for turf. We have finished a number of test plots with considerable success and we are looking forward to another good year."

JAMES LINCOLN
SOUTHWEST HYDRO-MULCHERS
DISTRIBUTING CO.
DALLAS, TX.

"Hydro-mulching has typically in the past been used in erosion control and has been a reasonably good substitute for hay and straw mulching. We are seeing more and more use of hydro-mulching on home lawns, business properties, in city parks, and in almost all facets of the landscape industry. This growth is particularly noted where sod has been used at high cost. I think we'll see a lot more use of hydro-mulching in the landscape industry. We have a long way to go but I think we'll see a lot more of it in getting a bigger chunk of the turf market."

PETE MILLER
FIRESTONE COUNTRY CLUB
AKRON, OH

"In turf care we have seen sort of a backward move. Because of the development of resistant strains, we have gone back to some of the older chemicals. People are going to have to realize that they can't use one chemical longer than one season or two at the most. In turf plants we seem to be going ahead in some areas such as with bluegrasses and ryegrasses. We seem to have developed some good and useful strains. The bentgrasses seem to be at a standstill. The vegetative strains seem to have fallen apart completely. Actually there just isn't the research money in turfgrass that there should be. . . ."

"From a business standpoint, superintendents are going to have to be much more cost conscious with equipment and supplies in the future. The superintendents' association has got to get the move on in symposia to educate. Certification testing is a good move, but an empty one without the educational benefits that go along with it. Certification doesn't mean anything if you're not keeping up."

RICHARD FIELDS
INDUSTRIAL VEGETATION
CONTROL MANAGER
VELSICOL CHEMICAL
CORPORATION
CHICAGO, IL.

"There has been an availability of funds for vegetation control in the railroad industry which we haven't seen for several years. I believe that this is a function of a general upturn in the economy for the railroads which has been reflected in the

availability of more monies for maintenance. We have also seen a good deal of federal monies being allocated to the railroads.

"As far as Velsicol is concerned, we have developed and have an experimental permit for a new soil residual herbicide for grass and broadleaf weed control. Hopefully we will be introducing that with full label registration with the hope that it would be of major consequence in the industry. . . ."

"In the utility market, things seem to be easing up financially. Rate increases have alleviated what was an extremely depressed market in control programs. It seems that when monies are tight, maintenance is the first area which is cut. I would look for a positive trend in the next few years based on the realization of the industry that maintenance is an indispensable part of responsible and well-planned growth."

TOM SCHILTZ
DIRECTOR OF EDUCATIONAL
AND TECHNICAL SERVICES
SPRINKLER IRRIGATION
ASSOCIATION
SILVER SPRINGS, MD.

"We have been pushing for the licensing of irrigation contractors as a quality control measure. We are faced with a lot of moonlighting. In order to separate the weekenders from the professionals, we need some measures like this. . . ."

"Technically, more and more we are getting into wastewater application which will be a tremendous asset to the ecology and to the industry. Once this product is approved, I feel that it will be extremely marketable and useful to the entire green industry. . . ."

"One of our most important projects here will be in the education of architects and others with respect to

irrigation techniques. Very few universities have irrigation programs. People shy away from industrial programs because they feel they might be sold something. I feel that it is our responsibility to bring the various facets of the industry together through education."

BRUCE CAMENGA
MANAGER OF TECHNICAL SERVICES
THE TORO COMPANY
RIVERSIDE, CA.

"We have been addressing the task of setting standards for testing procedures for irrigation equipment. Designers and users are faced with the problems of a lack of operational definitions of products by manufacturers from catalogue to catalogue. We need uniformity of criteria for describing products and listing figures in the books about irrigation products. . .

"We're trying to make the figures in the catalogue more believable. We must sell our products with integrity. Standard methods of testing and of reporting test data will go a long way towards accomplishing this."

RICK RANDALL
RANDALL AND BLAKE, INC.
ENGLEWOOD, CO.

"We have directed most of our energies towards mining reclamation projects. We have gotten into some aerial seeding by helicopter. In reclamation products we have had considerable success with a new plastic extruded netting which is placed over erosion agents such as straw or hay to hold it on inaccessible areas where you can't crimp it. . .

"In addition to pursuing our mining reclamation interests, we will also have a good percentage of work coming from the highway. One other area that we will be into as far as reclamation is concerned is in experimental test plots for universities and corporations who are involved with oil shale on high altitude and dry land revegetation."

THOMAS STEWART
EXECUTIVE DIRECTOR
ASSOCIATED LANDSCAPE CONTRACTORS OF AMERICA
MCLEAN, VA.

"What we've found in the last two years is that due to the general slowing up in the construction industry our landscape contractors have had to cultivate new markets. One of the most important new markets is in maintenance. Many existing landscaping companies are adding maintenance divisions; there are entrepreneurs who have contracting companies that are starting maintenance firms. Municipalities are turning to maintenance contractors to perform work that their own staff used to do. . .

"Another area that people have become involved in is interior landscape contracting. It is a new industry, and more and more new buildings are going up that to emphasize plant materials. The scale of this work is such that florists are getting into installation, or landscape contractors are picking up that business. . .

"Possibly the worst of the construction industry's problems are over and some contracts are beginning to come back. One thing that did occur as a result of bad times was the formation of the National Construction Industry Council. The organization is trying to impact government from the construction trade standpoint to speak with one voice. We are very interested in seeing this develop so that there is more representation of the construction trades in Washington."

ROBERT F. LEDERER
EXECUTIVE VICE PRESIDENT
AMERICAN ASSOCIATION OF NURSERYMEN
WASHINGTON, D.C.

"We have seen a mixed bag of results in the past year. Although the economic end of our industry seems to be in good health, I feel that nurserymen have suffered somewhat from our own complacency. We are nearing the end of the green industry boom which was aided by great

support from Mrs. Johnson during the Johnson years vis-a-vis the various beautification programs. . .

"We need more professionalism and better merchandising techniques. We all have to become experts in all phases of our industry so that we can educate and communicate with our customers. Green survival is a concept which encompasses a myriad of things. If we can put in people's minds some tangible sense of what green products can mean to them personally, we will have come a long way. I hope that we are headed in this direction in the future."

RICHARD READE
MID CONTINENT AIR CRAFT CO.
HAYTI, MO.

"The trend this year has been towards the certification of applicators based on state law, under pressure from the federal law. This has caused a tremendous increase in expenses for operators but also an increased professionalism. And the groundwork has been for the continued expansion and use of aircraft in the application of pre- and post-emergent herbicides. That, coupled with the increased development and use of fungicides on wheat, soybeans, and rice, has highlighted our year. . .

"The green light that was given NASA to promote and expand their knowledge of the agricultural aviation industry to improve the state of the art and this should have long term impact on the industry. This seven- or eight-year program will help us improve dispersal systems and related flow systems around the aircraft. This should have greater impact in improving the quality of application work than anything since the advent of organic chemicals after World War II."

FARRELL HIGBEE
EXECUTIVE DIRECTOR
NATIONAL AGRICULTURAL AVIATION ASSOCIATION
WASHINGTON, D.C.

"We have been increasing our

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business at an approximate rate of 12 percent. This year was a bit below that because of drought in many parts of the country. The number of operators and aircraft has remained about the same with about 8,000 planes and about 3,300 steady operators. . .

"With the introduction of the turbine-powered aircraft this year we have a greater horsepower capability in a lighter unit. This has enabled us to do an ever increasing amount of herbicide work on corn and soybean with greater efficiency. Growth regulators are also becoming a big part of our business. . .

"Our operators are looking at a greater market for their service. If prices remain stable and the export market continues to grow we ought to do quite a bit of work next year."

HYLAND JOHNS JR.
SENIOR VICE PRESIDENT
ASPLUNDH TREE
WILLOW GROVE, PA.

"We need to identify research needs in the green industry so that we can establish our priorities in development. In order to implement our research findings we must feed our results to the practitioners out in the field so that they can utilize the technical developments that are occurring, by government and private industry. . .

"In arboriculture, we would like to establish an information clearinghouse. In our industry, maybe 10 percent of the people belong to the International Society of Arboriculture. I would like to see a liaison among green industry people to advance our collective knowledge, particularly with reference to advocacy of our needs to mold government intervention in business and industry. . .

"We must educate the public as to what we are doing and why. Granted, we need to do a better job at self-regulation. At the same time I think that through better public relations we can make people aware of our in-

tentions to serve them without offending the environment."

TOM WEATHERS
DIRECTOR
ALTON PARK AND
RECREATION COMMISSION
ALTON, IL.

"We have a tree program here in Alton which I feel is among the best in the nation. If we can create green spaces and prevent our cities from becoming asphalt jungles, we can do a great deal for the morale of our cities. Our efforts have been in the area of making people aware of the visual image of their urban environments. In this regard we have created a 645-acre 'green buffer' on the edge of our city complete with recreational facilities. The monies for this have come from donations from foundations and personal gifts. . .

"Citizen input in making decisions with our green spaces has been extremely valuable. When we held a meeting, the citizens were invited to discuss the view into the park. They told us 'please don't cut down our bushes and trees.'"

TROY SCARBOROUGH
SCARBOROUGH GRASSING INC.
BROOKSVILLE, FL.

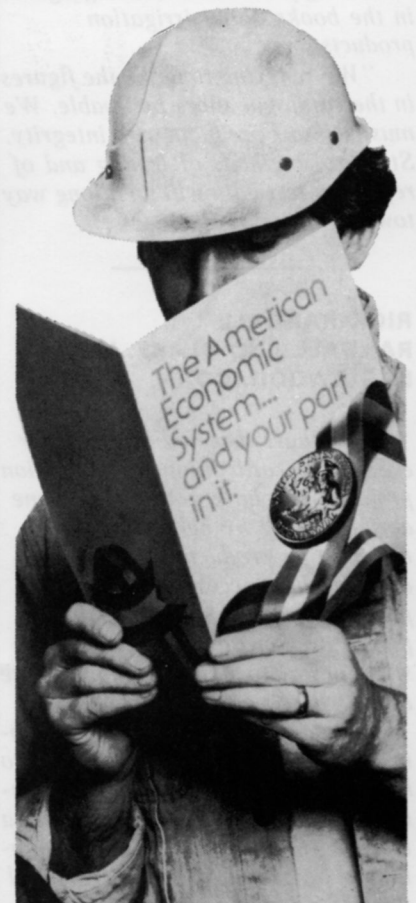
"Our business in Florida has been hurt this year by the overbuilding of condominiums and single family housing. It has become a glutted market, and the banks and REIT's have been hurt badly. New construction is almost at a standstill and you can imagine what that has done to the grass and turf market down here. . .

"I hope for the sake of the construction industry, that we can get some help from the new administration in Washington. If the unions have their way with the 'common situs' issue, it would be an awful blow to our business."

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