

Landscape Contractor News

OSU offers MA in landscape architecture

Ohio State University in Columbus, will offer a master's degree in landscape architecture, beginning with the coming Autumn quarter. OSU will be one of only 19 schools in North America offering such. Their program will focus on environmental planning. This differs from most schools, which tend to focus on environmental analysis. The new graduate program at OSU will also train students to produce designs. The undergraduate degree only prepares students to help implement designs.

While 200 master's degrees are awarded annually in landscape architecture in the U.S., job opportunities exceed the supply of graduates by at least 50 percent, according to a recent OSU bulletin.

ALCA's Denver program detailed

Educational sessions at the Associated Landscape Contractors of America's Erosion Control and Revegetation Symposium in Denver, August 1-3, will include a presentation by Ed Johnston of Weyerhaeuser on "Revegetating Logging Roads." Other topics will include mulch and its effect on seed and surface, an engineered flow study evaluation of temporary erosion control liners, revegetation of a sand dune, and revegetation and stabilization in the coal mining industry.

After the meeting, on Friday, August 4, a two day tour will be sponsored by the High Altitude Revegetation Association. The field trip will visit Trail Ridge Road and other areas revegetation projects in the high Rockies.

For information, contact: Rick Randall, chairman, Erosion Control/Reclamation committee, 6000 S. Old Mill Road, Littleton, Colorado, 80120; or phone 303/795-2582.

NMC releases preliminary consumer findings

The Nursery Marketing Council has released its preliminary findings in an intensive study of the nursery marketplace. Emerging trends show that, in the minds of the typical consumers in the initial focus groups, a "nurseryman" is a businessman who knows what he is doing with living plants, no matter what his specific role.

The homeowner tends to think of the place where plants are installed and growing as simply "the yard." Landscape may be used where there has been some attempt at formal planning and planting. "Garden" seems to mean the place where flowers or vegetables are growing and "lawn" is where the grass is.

Major buying motivation seems to be "appearance" or "beauty." Adding dollar value to the home received more attention than was earlier predicted by some observers. Another possible buying factor is "therapy." As one research analyst put it, "Working with plants lets them relax, get their minds off problems, releases their anger, lets them take out their aggressions by weeding, digging, etc."

Union landscape laborers wages rise

Wages for union landscape labor in Southern California has risen from \$7.95 an hour to \$8.65 an hour as of July 1. Of the 70¢ increase, 40¢ goes directly to workers in increased wages. The remaining 30¢ goes into vacation and health and welfare benefits. These increases affect union contractors signatory to agreements with the Southern California District Council of Laborers, which holds jurisdiction in 12 of the 13 Southern California counties. In San Diego, a total package wage increase of 40¢ per hour was scheduled, increasing laborers' wages from \$11.75 an hour to \$12.15 an hour.

COMPANY NOTES

Branches added, moves announced

The Kioritz Corp. of America has changed its name to Echo, Inc., and moved into new quarters in Northbrook, Ill.

Jacobsen Mfg. Co. has expanded its production facilities in Brookhaven, Miss., and named Turf-Aid of Billings, Mont., a distributor of turf maintenance products. Little Wheels Turf & Equip. Inc. of Iowa City, Ia., has established a second Jacobsen branch in Peoria, Ill.

Brouwer Turf Equip. Ltd. has appointed Mumford Medland Ltd. as its P.T.O. gang mower distributor in the Yukon territory and the provinces of Manitoba and Saskatchewan.

TREES

New tree wrap saves time, labor

Purdue University forestry research by Dr. Walter Beinke has shown a new material used to wrap tree grafts saves time and labor costs in grafting work.

The wrap has a paper-backed plastic film which eliminates the need to paint or dip the graft in paraffin. Work was performed on black walnut trees. Application time was cut to ten seconds from 40 seconds for grafting with paraffin painting.



A check for \$1,500 to begin a special fund for creation of a playground for the developmentally disabled in Salem, Oregon, is presented to Paul Koch (right), Salem recreational director, by Don Hector and Francine Liming of the Manhattan Ryegrass Growers Association. The Growers will also plant the grass for the park at no cost.