

GREEN INDUSTRY NEWS

Meeting held to form national lawn care association

The lawn care industry got a shot in the arm last month when 42 persons representing 25 lawn care companies across the country met at a Holiday Inn in Fort Mitchell, Kentucky and took the first steps towards organizing a national lawn care association.

The companies in attendance collectively kicked in a total of \$15,000 of seed money to get the association off the ground.

Jerry Faulring, of Hydro Lawn, Gaithersburg, Md., was unanimously elected president by those lawn care businessmen in attendance. Doug Baker, of Leisure Lawn, Inc., West Carrollton, Ohio, was elected vice president. John Latting, of Lawn Groomer, Bloomington, Ill. was elec-

ted secretary-treasurer.

Four major committees were formed and consist of members of the board of directors and other volunteers from among those who attended the meeting. The committees formed are: Membership/Dues — to decide on classifications of members and a dues structure; Bylaws — to draft a proposed set of bylaws for the organization; Name and Incorporation — to decide on a name and to go through legal stages of incorporation; and Management — to decide on how the organization will be managed on a day-to-day basis.

Those in attendance hired a Chicago association management firm — Bostrom & Associates — on a

90-day basis to aid the organization in legal incorporation and other start-up tasks. Although no final name for the organization has been chosen, all preliminary work will be done under the name of the Professional Lawn Care Association.

Broad goals discussed by those in attendance include: serving as a liaison between the lawn care industry and federal, state and local governments; organization of training programs for staff and management of lawn care companies across the country; drafting a code of lawn care standards/ethics; work together with other green industry associations for mutual benefit; institute an annual national lawn care conference and trade show.

EQUIPMENT

Toro to build own engines in future

The Toro Co. plans to spend more than \$15 million over the next two years to build two new plants and expand a third, which will also get them into the engine making business.

The company will begin production of its own two-cycle engine, build a new plant for the assembly of consumer products, and add much-needed production capacity to its fast-growing irrigation operation. Toro will continue to buy as many engines as it has from the U.S. manufacturers who supply them.

Toro will gain design flexibility by making its own engines. The new engines are being developed with the idea that their design will closely integrate with the products they run, McLaughlin says.

Toro plans to invest approximately \$6 million in Willmar, Minn., to begin manufacturing gasoline engines for snowthrowers, flexible line trimmers, and other yard care equipment. Production is expected

to begin at the Willmar plant no later than December 1980.

Expansion has already begun at Toro's Irrigation plant in Riverside, Calif., where the company plans to spend \$3.4 million on additional factory, office, and warehouse space.

Toro has grown very rapidly in recent years with sales in fiscal 1978 advancing 41 percent to \$227 million. McLaughlin says sales in fiscal 1979 are expected to surpass \$350 million.

EDUCATION

Research may probe water needs for grass

The Toro Co. is contemplating a research program through the University of California at Riverside to study the water requirements of the various types of turf grasses.

According to Thomas J. Schlitz, director of education and technical services for The Irrigation Assoc., there are no reliable figures available on the requirements of turf grasses, and this information would probably save millions of gallons of water in the state of California each year.

NURSERY

Nurserymen mix shows in Atlanta in July

The American Association of Nurserymen is combining its annual convention with the horticultural trade show of the Southern Nurserymen's Association for the first time.

Nine other national associations will be meeting at the same time, July 28 through August 1, at the Peachtree Plaza Hotel in Atlanta, Ga. Various committee meetings, regional caucuses, legislative and research conferences, and state meetings will be held there along with educational sessions, youth activities, and social functions.

The SNA Trade Show has expanded to capacity this year and will offer 540 booths displaying all variety of plant material and nursery supplies. There will be five general sessions, one each day of the convention, covering topics from developments in the nursery industry to functions of garden center graphics.

FERTILIZER

Estech, Inc. acquires some Agrico interests

Estech, Inc., parent company of Swift, has acquired some of the Florida retail and agricultural fertilizer interests of Agrico Chemical Co., said Joseph P. Sullivan, president and chief executive officer of Estech.

The Agrico fertilizer mixing plants at Tampa and Fort Pierce were part of the acquisitions as well as the GroTone brand of home fertilizer distributed in Florida and some other southern states.

Sullivan said the mixing plants will be operated by Swift Agricultural Chemicals Corp., subsidiary of Estech that operates phosphate mines in Florida, and manufactures

the Vigoro brand line of retail fertilizers, insecticides, and herbicides.

Agrico Chemical Co. is a subsidiary of the Williams Cos., Tulsa, Oklahoma.

RECLAMATION

Gulf States Paper to distribute Enkamat

The Erosion Control Systems Group of Gulf States Paper Corp. will distribute Enkamat, a new erosion control product, and Stablenka, a civil engineering filter fabric, announced J. C. Webb, general manager of new ventures for American Enka Co. and Walter Simons, vice-president of Gulf States. American Enka Co. makes both products.

Enkamat is a flexible, three-dimensional mat of open construction made from heavy nylon monofilaments fused at their intersections. In soil erosion control, Enkamat installs by staking it down over the soil base and burying the edges. The mat fills with soil and sedimentation and grass grows to form a surface capable of withstanding high water velocities.

It is intended for any public or private project which requires permanent surface erosion control at an economical price. This includes ditches, slopes, and waterways.

Enkamat has been used by highway departments in several states to stabilize both natural and artificial embankments, steep excavated slopes, bridge and viaduct aprons, and drainage ditches. It provides an alternative to concrete asphalt, and rip rap in such applications.

Stablenka is a family of non-woven polyester filter fabrics developed specifically for soil engineering purposes.

TREES

Shade tree rated, results available

Scientists at the Ohio Agricultural Research and Development Center (OARDC) have announced the names of trees which currently rate highest for planting along city streets.

Dr. T. D. Sydnor, OARDC horticulturist and head of the Ohio Shade Tree Project, says his list of the so-

Finally, An Aid For Teaching Turfgrass

Superintendents, Contractors, Lawn Care Managers, New, On-the-Job Reference. The Turf Managers' Handbook is a comprehensive, organized approach to turfgrass science and care. It has been designed and written by leading turf specialists from Purdue, Dr. William Daniel and Dr. Ray Freeborg, for on-the-job reference and as a text for students. The book contains 150 illustrations and 96 color photographs. Data includes 240 tables and forms. Included are specifications for rootzones, employment, calculations for



chemical applications, and extensive metric-imperial conversion. Business and technical aspects of turfgrass management are covered in this 424-page Planning, purchasing, hiring, construction, and plant selection are put together for easy on-the-job reference. Markets covered include lawn care, sod production, golf course management, cemeteries, athletic fields, and low maintenance areas. If it concerns turf, it's in the Turf Managers' Handbook.

Ordering Information

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called "top ten" trees is extremely small, considering that 130 types of trees are under evaluation. It represents an average opinion of the evaluation panel regarding the visual impact of the various plants and their suitability as street trees.

The top rated trees include Bloodgood London planetree (*Platanus x acerifolia* 'Bloodgood'), Red Sunset red maple (*Acer rubrum* 'Red Sunset'), Moraine sweetgum (*Liquidambar styraciflua* 'Moraine'), common or European linden (*Tilia x europaea*), Greenspire Littleleaf linden (*Tilia cordata* 'Greenspire'), Select callery pear (*Pyrus calleryana* 'Select'), Korean callery pear (*Pyrus calleryana* 'Faureri'), hedge maple (*Acer campestre*), riverbirch (*Betula nigra*), and upright European hornbeam (*Carpinus betulus* 'Fastigiata').

Sydor says that these plants will not necessarily be the proper ones for a given location. Some people may want their trees to act as a windbreak for the house or to help lower heating costs in the winter and air conditioning costs in the summer. Others may want to attract wildlife, grow their own fruit, or have display flowers.

Characteristics monitored at the Wooster site include: disease and insect tolerance, environmental stress tolerance, growth habit, rate of growth, crotch angles, and wood strength. Sydor says information and data from researchers, observers, and nurserymen at urban sites around the state are also utilized in determining the shade tree rankings.

TURF

Turf supplier named businessman of year

Leroy F. Strebel, president of Gulf Shore Turf Supply Company, was honored by the Jacksonville district office of the Small Business Administration as its "Small Business Person of the Year."

In making the announcement, Douglas E. McAllister, SBA district director in Jacksonville, said, "In only five years Mr. Strebel transformed a \$400,000 a year loser into a \$5 million a year success. And he did it with flair, imagination, enthusiasm, and integrity — virtues which are held in high esteem by the business community and SBA."



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LANDSCAPE

Aesthetic award for retirement community

Rossmoor Leisure World, Laguna Hills, has been named the "Professional Landscape of the Year" by the California Landscape & Irrigation Council, a trade association of union-

affiliated landscape and irrigation contractors who specialize in commercial and industrial projects.

According to CLIC President Klaus W. Ahlers, "Rossmoor Leisure World is probably the largest continuing landscaping project in the United States. To date, the project covers 1,540 acres of landscaping,

including 55,000 trees, 800,000 shrubs, approximately 800 acres of sodded lawn, and 4,000,000 flowers and ground plants.

The project claims to have the largest electronically-controlled sprinkler system in the world, with 250,000 sprinkler heads, 13,000 automatic valves, 800 clocks, and underground piping installations that cover millions of feet in length.

AN OPEN MESSAGE TO LAWN AND GARDEN MANUFACTURERS

From C. Edward Scofield, Executive Vice President, RA-PID-GRO Corporation



“I've helped the lawn and garden industry to grow to an \$11 billion giant! It has been my privilege to frequently be a part of some of the great new changes and developments. I've also experienced my share of disappointments and mistakes. Without strong trade organizations, dedicated pioneers and competent leaders our industry would only be a fraction of what it is today. Your business would still be struggling, your outlook uncertain, were it not for the great work done by many trade organizations. Now we need one strong, overall lawn and garden association to knit manufacturers, producers and growers into a cohesive group. As President of LAGMA, I promise any time and money you invest in this association will pay off handsomely.”

Help develop and support a strong, effective trade association. For information on membership and benefits for your firm, ask Ed Scofield or contact:

LAGMA

THE LAWN AND GARDEN MANUFACTURERS ASSOCIATION

111 East Wacker Drive, Chicago, Illinois 60601 Telephone: 312/644-6610

APPOINTMENT

Collins awarded new appointments

William H. Collins, staff horticulturist for American Garden-Cole, has been named by Secretary of Agriculture Bob Bergland to the Advisory Council of the National Arboretum in Washington, D.C.

Collins has also been appointed to the advisory board of the new Chadwick Arboretum in Columbus, Ohio. He has worked 18 years for American Garden-Cole, the eastern division of American Garden Products, Inc.

NURSERY

Montreal to host international garden show

Both North American and European horticulturists will competitively display their plants on the Ile Notre Dame and the site of the 1976 Olympics in Montreal in May through September, 1980.

Both an indoor display lasting nearly two weeks and an outdoor display lasting three months help make this international event a first of its kind.

Interested persons and growers should contact "Les Florales internationales de Montreal, Commissaire general, 360, rue St-Jacques, suite 310, Montreal, Quebec, Canada, H2Y 1P5.

A complete range of cultivated European ornamental plants including trees, shrubs, conifers, roses, annuals and perennials will be among the displays. Indoor plants will be featured at the Olympic Velodrome May 17 to 29. Outdoor displays will be featured on Ile Notre Dame May 31 to September 1, 1980.