

IRRIGATION

Toro to expand irrigation division

The Toro Co. has announced that it will invest more than \$3 million over three years in a new expansion program for its Irrigation Division in Riverside, Calif.

The expansion plans call for the addition of 118,000 square feet of factory, office, and warehouse space at an estimated cost of about \$3.4 million. Toro's current facility in Riverside totals about 159,000 square feet.

Toro Chairman David T. McLaughlin said Irrigation Division sales have increased more than 100 percent during the past two years. In the last fiscal year, which ended July 31, irrigation sales accounted for \$24.2 million of the company's \$227 million in total sales.

SEED

Oregon seed groups repair Capital turf

The Oregon Grass Seed Industry rallied to the aid of the 24 acres of lawn in the Nation's Capital which were damaged during the farmers' occupation last winter.

A combined effort of the Oregon Seed Council, Seed Trade Association, and Seed Grower's League produced the 7200 pounds of special grass seed mixture which was required for the project.

The seed, all Oregon grown, is a special mix which was requested by the National Parks Service. It is Kentucky Bluegrass, Penn Lawn Red Fescue, and Fawn Tall Fescue. It is a mixture designed to be most effective for the climate and the specific needs of the area to be planted.

The idea was born during an Oregon Seed Council meeting. It was noted that nurserymen were going to replant the shrubbery and Maryland farmers were going to prepare a seedbed. C. M. "Brownie" Brownell, Treasurer of the Council, coordinated an effort that brought the other seed organizations into the picture.

Operating cost survey developed

An operating cost ratio survey of the landscape contracting industry is currently being conducted by the Associated Landscape Contractors of America (ALCA). The survey is completely confidential and will focus on operating cost data, along with pertinent data on standard financial reports.

John Shaw, ALCA president, said the survey is being sent to about 3800 landscape contractors across the United States. "The purpose of the survey is to develop statistical information about the industry," he said.

The survey is constructed so the complete confidentiality of the reported information is guaranteed through a response verification system. Further responses are directed straight to the data processing firm which will compile the data.

The report information will be broken down into a variety of areas including company size and geographical area covered, along with an analysis of department and division data. The final report will also include a narrative analysis of the data.

The survey report, to be published this fall, will be sent directly to all landscape contractors who participated in the survey and will be available for sale to all others. Additional survey information is available from ALCA, 1750 Old Meadow Road, McLean, VA 22102.

Judges named in CLCA competition

The California Landscape Contractors Association recently named the judges for its 20th Annual Landscape Beautification Awards Program, according to Bill Vandergeest, 1979 program chairman and owner of Vandergeest Landscape Care, Santa Ana, Calif.

Judges include Keith French, landscape coordinator for S & S Construction Co.; Jerry Driscoll, manager of California Trees, Inc.; and Fred Ridge, president of PCM, Inc.

Judging for the annual awards will be held June 2-3 and the awards will be presented at the organization's annual banquet, June 27, at the Revere House Restaurant, Tustin, Calif. Winners will not be announced until the awards banquet.

Commercial and residential landscaping projects which have been completed since May 1, 1978 qualify for the competition. For further information contact the Landscape Beautification Awards, c/o Bill Vandergeest, 3342 Castor St., Santa Ana, CA 92704.

Residential design program planned

The ALCA Residential Design Short Course will be held in Phoenix, Ariz. and Seattle, Wash. in late June. The three-day program features lectures, problem-solving sessions, and board exercises on all aspects of residential landscape design.

The program will again be conducted by Jot Carpenter, chairman of the Ohio State University Landscape Architecture Department. Additional OSU resource personnel will also participate in the sessions.

The Phoenix program, co-sponsored by the Arizona Landscape Contractors Association, will be held June 21-23 at the Townhouse Hotel. The Seattle program, co-sponsored by the Washington Nurserymen's Association, will be held June 25-27 at the Lutheran Institute of Seattle.

The course is intended for landscape contractors involved in landscape installation who don't have any formal training or previous experience in design. All phases of landscape design will be discussed including scaling, lettering and graphics, functional diagrams, form and composition, plant functions, design principles, plan development, and final designs.

The program is open to all interested persons. For further information or registration materials contact the Associated Landscape Contractors of America, 1750 Old Meadow Road, McLean, VA 22102.