

GREEN INDUSTRY NEWS

NURSERY

National marketing plan to have spring test

The Nursery Marketing Council has announced plans to begin testing its proposed national advertising campaign in specific markets this spring. According to Richard Hutton, chairman of NMC's Steering Committee, the marketing plan was developed by Ketchum, MacLeod & Grove, NMC's agency, in three initial steps.

"First, the creative team at KM&G took our original selling concept — 'A nice looking yard enhances the value of my property' — and translated it into actual advertising," explains Hutton. "Secondly, the media team established the most efficient ways to deliver that message to the largest number of our most likely prospective customers in the U.S. and Canada. And, finally, the research team devised ways all this can be tested to see what works best, and how the best efforts can be made to work even better."

Based on the sales message to be delivered and the anticipated budget available, the agency has advised NMC the wisest choice for advertising medium is radio. "We're talking about a 'nice looking yard,'" says Hutton. "If we try to show a picture of a nice looking yard in newspapers or magazines or on television, the one that will be right for one part of the country won't be right in another."

"But if we talk about a nice looking yard, every listener can visualize his own ideal in the 'theater of the mind.' And not only that," says Hutton, "the listeners can picture who will do the things necessary — someone in the family, a landscape firm, whoever. And picture where those purchases will be made — nursery, garden center, mailorder, wherever."

The media team at KM&G has developed a sophisticated procedure to schedule NMC radio



advertising once the campaign is in a fully operational year. The advertising has the potential of reaching everybody, but it is specifically targeted to single-dwelling homeowners aged 25 to 54, with a household income of \$15,000 and above, and at least a high school education. This target audience was deemed to be the most likely to increase their purchases of living plants, related products and services.

The advertising for the first going year will be concentrated in the period March through May. In order to get the greatest frequency, the advertising will be aired in two five- or six-week schedules during that time. According to accepted broadcast statistics, NMC's advertising is expected to reach over 75% of its target audience. Fifty-nine percent of the nursery industry's top prospects will hear the message two or more times in any given five or six week schedule; 38 percent will hear it six or more times in the same period.

In order to insure that the creative approach is accurate and that the media plan will be effective, the campaign will be "tested" before going national (international, including Canada).

Before actual testing begins, however, the Nursery Marketing Council's advertising concept and actual radio commercials will be "pre-tested." All through the month of February in two cities — Atlanta and Pittsburgh — a number of focus groups will be convened to hear the NMC radio spots. Each will be made up of owners of single-family

detached dwellings; half will be male, half female. After each commercial has been played, the listeners will answer a long and detailed questionnaire devised to learn just what and how much they got from the advertising, and all the subtle feelings they may have about it.

"We already know we have the strongest possible selling concept — 'a nice looking yard enhances the value of my property' —" says NMC spokesman Hutton. "Our nine months of research last year told us that. But now we will know if our advertising expresses that concept properly. If it sells. We will know what is strongest in our commercials. What is weakest. What to do to make them better."

Full details on the Nursery Marketing Council, the research which has been accomplished, the marketing plans, funding, etc., may be obtained by writing NMC, 230 Southern Building, Washington, DC 20005.

TREES

USDA funds study of elm diseases

Jay Stipes, a professor of plant pathology at the Virginia Polytechnical Institute and State University, Blacksburg, Va., has been awarded a \$69,500 grant from the United States Department of Agriculture to prepare and publish a "Compendium of Elm Diseases."

Working with him as co-editor will be Richard Campana, a professor of forest pathology at the University of Maine, Orono, Maine. Contributions from plant pathologists in Europe and North America will also be included.

The compendium will contain an evaluation of all known diseases of

elms and certain diseases of other trees in the elm family.

Stipes has specialized in Dutch Elm disease research in the Midwest and South for 16 years and is best known for his work in chemotherapy for disease control.

Campana has specialized in Dutch Elm disease research in the Midwest, Northeast, and California for 27 years and is best known for his work regarding development and control of diseases in urban elms.

TURF

Southern California institute set for April

The Southern California Turfgrass Council recently announced the dates and locations of the 1979 Spring Turf & Landscape Institute and the annual Turfgrass/Landscape Equipment & Materials Educational Exposition.

The institute, co-sponsored by the council and the University of California Cooperative Extension, will be held April 18 and 19 at the Anaheim Convention Center. The theme of the show is "Economics and Maintenance."

Cost for two-day registration which will include institute attendance, two luncheons, and an evening banquet is \$37 per person. Basic registration (no meals) is \$15 and student fee is \$5.

Registration information can be obtained from Ed McNeill, 1000 Concha St., Altadena, Calif. 91001 or call (213) 798-1715.

The educational exposition, also sponsored by the council, will be held October 17 and 18 at the Orange County Fairgrounds in Costa Mesa, Calif.

EROSION CONTROL

National laboratory set for Purdue site

Construction of a \$3.6 million National Soil Erosion Laboratory at Purdue University, West Lafayette, Ind., should be underway by next summer, according to a U.S. Department of Agriculture spokesman.

Earl R. Glover, acting regional administrator for agricultural research of the department's Science and Education Administration (SEA), said the laboratory should be ready for occupancy by late 1980 or early 1981.

Construction funds were included in the agricultural appropriations bill approved by Congress and signed by President Carter in October.

The two-story building will provide space for about 15 SEA agricultural research scientists and 22 staff personnel. "There also will be space for cooperating Purdue research and teaching staff as well as graduate students and visiting scientists," Glover said. Building plans are currently in the preliminary design stage.

PARKS

Opryland is site of fall institute

The Ninth Annual National Institute on Park and Grounds Management will be held Oct. 28-Nov. 2 at the Opryland Hotel in Nashville, Tenn.

The institute is open to all park and grounds managers. Program topics will cover management, operations and maintenance, along with

updates on technical information. Concurrent sessions are scheduled for both parks and campuses.

Scheduled for the same dates at the Opryland Hotel is the National Turf Management Conference, a national meeting for all non-golf turf managers.

Leading experts will present a variety of programs on all phases of turf at the conference. On-site tours of park and campus operations in the Nashville area will also be presented. For further information contact the National Institute, Box 1936, Appleton, WI 54913.

MANAGEMENT

Davey Tree announces 11 officer changes

The Davey Tree Expert Co. has announced that 11 changes in top management have been made, including the retirement of Alexander M. Smith as chairman of the board and chief executive officer at the company's Kent headquarters.

The company's board of directors recently approved the election of Martin L. Davey, Jr., former company president and vice chairman of the board, to chairman of the board, Jack W. Joy, president and chief operating officer, to president and chief executive officer, and Howard L. Eckel, Jr., vice president of utility services, to senior vice president of operations.

Others elected include Dr. Roger C. Funk, from director of research and development, to vice president of research and development and Donald J. Shope, from sales manager, tree care services, to vice president of tree care services. Although Smith will retire he will continue as a member of the board of directors.

Those named to additional vice presidential positions include James H. Pohl, senior vice president, to executive vice president, Bert D. Stamp, vice president of field services, to senior vice president of field services, Ted A. Baer, from vice president of tree care services, to vice president and assistant to the president, R. Douglas Cowan, from controller, to vice president of finance, and William F. Heim, from utility sales manager, to vice president of utility services.

Continues on page 14



New Davey Tree Vice-Presidents (left to right) Donald Shope, tree care services; Howard Eckel Jr., operations; and Roger Funk, research and development.

GOVERNMENT

UPDATE

Pronamide benefits exceed risks

The Environmental Protection Agency (EPA) has proposed that uses of the pesticide pronamide be allowed to continue as currently used on turf, commercial nursery plantings, and a number of agricultural products, but with additional precautions to reduce potential risks to human health.

Pronamide has been used in the United States since 1969 under the trade name KERB, primarily manufactured by Rohm & Haas, Philadelphia, Pa. The EPA decided to review the safety of the pesticide after research indicated pronamide caused cancer in mice.

"In general, EPA has concluded that for all uses the economic benefits of pronamide outweigh its risks," Steven D. Jellinek, EPA assistant administrator, said.

Pronamide is used primarily to control weeds which compete with lettuce and alfalfa. It is also used to a lesser extent for weed control in turf and commercial nursery plantings.

EPA's proposal is not a final action. The proposal will be reviewed by EPA's Scientific Advisory Panel, the Department of Agriculture, pronamide registrants, environmental groups, and other interested parties. EPA will consider their comments in making a final decision.

Integrated pest management ten years away

A committee formed to evaluate steps toward integrated pest management will report to Congress that such measures will require considerable research, millions of dollars, and at least ten years.

The chairman of the committee, Auburn University's Dennis Rouse, said an inadequate base of information on pests and agricultural products, no way to deliver such information, and a lack of participation by manufacturers in integrated pest management research, have contributed to the committee's findings.

Rouse and his group recommended doubling the current support for research on IPM at land-grant colleges and encouragement of further research by the extension service and other organizations. The cost of such a plan was estimated at \$150 million.

NURSERY

Disease of carnations causes emergency ban

A virus disease which attacks carnations has been discovered for the first time in the United States in Colorado and California and may spread further, according to a United States Department of Agriculture spokesman.

The virus, carnation necrotic fleck, was previously known to exist in Japan, Israel, and Italy. An emergency ban on carnation shipments has been placed on two known infected commercial greenhouses near Denver, Colo. and near Salinas, Calif., according to James O. Lee, deputy administrator of USDA's Animal and Plant Health Inspection Service. The ban covers only infected carnations used for propagation and not cut flowers.

Officials in major carnation-growing states are surveying how ex-

tensively the disease has spread, but it will take considerable time to determine the extent of the outbreak because each sample must be identified individually with an electron microscope.

Disease symptoms include grayish white spots on leaves during the initial stages of infection and a reddish/purple discoloration of the leaves as the disease worsens. Some infected plants may show no visible symptoms, but act as carriers that help spread the disease.

The infection can be spread by cuttings made for propagation and by the green peach aphid, a common greenhouse pest.

FERTILIZER

Grace buys Peters, expands nutrient line

W. R. Grace & Co. has purchased, for an undisclosed price, the Robert

B. Peters Co., of Allentown, Pa., manufacturers of pre-mixed, water-soluble nutrients for professional growers.

Operations will continue under the supervision of Robert B. Peters, founder of the company in 1952.

The company also announced that specialty nutrients will be marketed as part of the established Grace horticultural product line and will retain the Peters brand identity.

TREES

New York arborists honor Clarence Lewis

The New York State Arborists Association recently elected a number of new officials and presented several awards at their annual convention in Ellenville, NY.

Leo G. Cook, of Goodell Tree Service, Vestal, NY, was reelected president, Raymond M. Smith, of Davey Tree Expert Co., Tonawanda, NY, was selected first vice-president, and Jon Hickey, of Parr & Hanson, Hicksville, NY, was elected second vice-president. Edgar A. Dahlgren, of Davey Tree Expert Co., Latham, NY, was selected third vice-president at the proceedings.

Also at the convention, Clarence Lewis, a longtime educator in New York, was presented the NYSAA Achievement Award for his work in education and training in the horticultural profession.

Palmer Starner, past president of the NYSAA and charter member of the organization, was presented the Award of Merit for his outstanding service to the association.

NURSERY

Ohio arboretum plans unveiled by nurserymen

Plans were unveiled for the Chadwick Arboretum during the 1979 Ohio Nurserymen's Association annual January convention. The arboretum will be located in Inniswood Gardens in a very picturesque setting consisting of 97 acres in the north-east section of Columbus, Ohio.

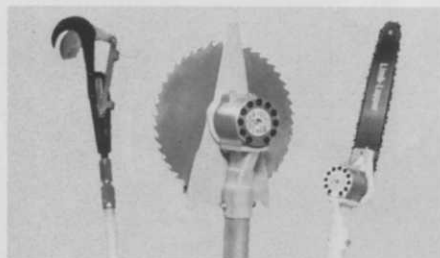
The Chadwick Arboretum began as a tribute to "Chad" by the Kiwanis Club of Northern Columbus. The arboretum concept has been warmly received by the American Nurserymen's Association, the International Society of Arboriculture, the Ohio

Continues on page 86

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NEWS *Continued from page 14*

Nurserymen's Association and the Columbus Landscape Association. Dr. Chadwick has organized a steering committee representatives from the Kiwanis Club, The Ohio State University Horticulture Department, Secrest and Dawes Arboretums, and the Metropolitan Park District of Columbus, Ohio.

A master plan is being proposed that will incorporate the best in new varieties of ornamental plants within the natural beauty of Inniswood Gardens. Some plantings are scheduled during 1979, with the greatest emphasis during the 1980 and 1981 planting seasons.

NURSERY

HRI approves funds for fifteen projects

The Horticultural Research Institute, Washington, D.C., recently approved funding for 15 Richard P. White \$500 Research Grants for 1979.

Any organization conducting nursery research is eligible to apply including state and federal research laboratories, land grant universities, forest research stations, and arboreta.

Recipients are selected on the basis of their responses on a one-page questionnaire. The only restrictions are grant recipients must agree to use the money to purchase supplies or equipment to continue or complete a project and they must report the progress and/or results of their research to HRI for distribution to the nursery industry.

Grant applications are available from HRI, 230 Southern Building, Washington, D.C. 20005, and must be

returned by May 1.

In related news, an expanded edition of the HRI publication *New Horizons* is now available. The booklet has been expanded in 1979 to include reports from HRI contract researchers and Richard P. White grant recipients.

Cost of the 40-page publication is \$2.50 per copy for educators and \$4 per copy for others from HRI, 230 Southern Building, Washington, D.C. 20005.

RESEARCH

Degassed water shows growth advantage

Two Russian scientists have discovered that "degassed" water promotes increased growth in plants. Igor and Vadim Zelepukhin, of the Institute of Fruit-Growing and Vine-Growing of Kazakhstan, Kazakh, U.S.S.R., accidentally discovered that water which is boiled and cooled rapidly is several times more biologically active than meltwater.

Test showed that seeds soaked in the "degassed" water produced increased yields and some crops watered with it produced 10 to 12 percent higher yields.

The researchers said higher yields result because "degassing restructures" the water molecules so they are in the proper pattern to pass more readily through cell walls and be utilized immediately in vital cell functions.

The "degassing" process involves boiling the water, thereby removing dissolved gasses, and quickly cooling it, under airless conditions, so no gasses can re-dissolve into the water.

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