

focus on "employee development". Responding to a shortage of trained personnel, the Association will encourage development of two- and four-year college programs in tree care and orient more high school student to careers in arboriculture.

Other elections which took place at the Association's recent meeting in Newport Beach, CA, are:

First Vice President Bruce M. Walgren, Walgren Tree Experts, West Hartford, CN.

Second Vice President Walter Money, Guardian Tree Experts, Inc., Rockville, MD.

Secretary Erik Haupt, Haupt Tree Co., Sheffield, MASS.

Treasurer Lee Lesh, Lee's Tree Surgeons, Saratoga, CA.

Board members elected were Robert Mullane, Alpine Tree Care, White Plains, NY; George Tyler, Consolidated Utility Equipment Co., Amherst, NH; Neil Engledow, Mid-Western Tree Experts, Indianapolis, IN; and Robert Bartlett Jr., F.A. Bartlett Tree Expert Co., Stamford, CN. Ken Kirk, Shield Shade Tree Specialists, Clayton, MO is past president.

## SOUTHERN TURF

### **Centipede shade tolerance matches St. Augustine**

Preliminary research by Dr. Earl Barrios, Jr., at the Louisiana Agricultural Experiment Station in Baton Rouge indicates that Centipede grass is as shade tolerant as St. Augustine grass.

In the three-year study centipede grew better in dense shade than Floratam and St. Augustine and as well as zoysia. St. Augustine has been damaged by a virus, St. Augustine decline (SAD) in much of the state. Barrios also noted that the centipede was not affected as greatly by chinchbugs, but is prone to Brown Patch disease like St. Augustine. The centipede did withstand low temperatures better than the St. Augustine.

## EQUIPMENT

### **Jacobsen sells assets of Sod Master to Turfco**

Turfco Manufacturing Inc., Minneapolis, MN, has purchased the assets of the Sod Master division of Jacobsen Manufacturing Co., ac-

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## **Students compete at ALCA Field Day**

More than 250 students from seven colleges faced off at Texas Tech University in March in a series of competitive events. Surveying, plant identification, landscape design, cut and fill estimating, back hoe operation, sales, business problem solving, trenching, tree climbing, and cross-cut sawing were the events. Students from Texas Tech, Mississippi State, Ohio State University, Ohio Agricultural Technical Institute, Richland College, and Oklahoma Tech were the contestants.

Texas Tech, with a home court advantage, grabbed the lead, Mississippi State claimed second, and Ohio State and Oklahoma State tied for third.

Texas Tech advisor Ron Smith said the great participation indicated increased interest in programs which teach the new generation of landscapers.

## **Landscape business growth expected**

According to a survey taken by the National Landscape Association, managers of landscape businesses expect 1979 growth to match last year's growth with the exception of commercial renovation work.

Based upon survey data, landscape business should increase between 15 and 20 percent nationally in 1979. On a regional basis, the Pacific Coast landscapers expect nearly 30 percent more business this year. On the low end, landscapers in the western plains expect only an 11 percent gain. Managers in the Southwest predicted a 20 percent gain. Great Lakes, Northeast, and Southeast managers all anticipate a 15 percent rise.

NLA qualified the response by saying that the survey is characteristically conservative and said 1978 estimates were lower than the actual results by five percent.

The commercial renovation market seems depressed however, especially in the Southwest. The Great Lakes region expects less growth in new commercial as well. Residential work seems to remain strong for both new and renovation work, with only a slight overall drop. Commercial work must reflect economic problems more than residential.

## **Disaster information service strengthened**

The Council of Tree and Landscape Appraisers has beefed up a "Rapid Response" program to inform the public how to recoup financial losses from damage to landscapes caused by natural disasters.

Rapid Response sends news stories to media in affected areas so that the media can inform the public how they can recapture some of the financial losses incurred when plants and landscape are damaged by storms. The service also directs the public to tree, nursery, and landscape professionals for advice and counsel.

Although a service of CTLA, the program is supported by the American Association of Nurserymen, American Society of Consulting Arborists, Associated Landscape Contractors of America, International Society of Arboriculture, and the National Arborist Association.

Paul Dawson, director of communications for CTLA, said the "Rapid Response" phone number (202/347-8219) is distributed to members of all five associations. "They post it somewhere to remind them to phone the Council if an event which damages trees and landscape strikes their area."

"When somebody phones us we immediately prepare a press release which is sent by mailgram to most of the media in the affected area," Dawson added. "The story tells the public how to arrange to get an appraisal from a landscape professional, how to deal with their homeowner's insurance . . . and how to approach the tax loss situation."