

GREEN INDUSTRY NEWS

Nurserymen discuss national issues in Atlanta

Small business consideration, national marketing impact, and participation in national reforestation and beautification programs were among the topics discussed during the joint American Association of Nurserymen and Southern Nurserymen's Association meeting in Atlanta in August.

More than 2,500 nurserymen participated in the educational and business sessions as well as the trade show. Exhibitors overflowed into hallways and extra exhibit space at the Atlanta Civic Center.

Milton Stewart, chief counsel for Advocacy at the Small Business Administration and John Lewis, president of the National Small Business Association, were featured speakers on the topic "Identifying the Enemy — Government Regulation."

Lewis told delegates small businessmen must unite to stop the trend toward oligarchy in the U.S. He said Congress and the White House need to be convinced that

there are major differences between small businesses and giant business. Form regulations and taxation levels discriminate against the small business which constitutes 98 percent of the businesses and 59 percent of the jobs in the U.S. Lewis urged two-tiering of corporate income taxes and the investment tax credit.

Stewart said one nursery in Indiana had to fill out 105 separate forms last year to meet government regulations. Stewart urged businesses below \$2 million in service to participate in SBA programs.

LEGISLATION

Weed-Eater loses case of trimmer patents

A federal judge has declared invalid the patents held by Weed-Eater, Inc., a Houston-based firm which manufactures nylon-line lawn trimmers.

The decision ended more than four years of legal action that involved charges by Weed-Eater against the Toro Co. of Minneapolis, K&S Industries Inc., Fort Worth, Texas, and Allied Industries of Garden City, Kansas.

Weed-Eater contended that the other companies had usurped its patents for the rotary head lawn trimmers, famous for their safe fishing line cutting edge. The other lawn trimmer companies claimed in turn that Weed-Eater had obtained the patents from the U.S. Patent Office by fraud.

U.S. District Court Judge George Templar, ruling on the case on July 27, stated that the patents obtained by Weed-Eater do not cover new developments but information that was known already in the business.

Templar, who heard the case for more than a month and a half, concluded that the improvements Weed-Eater made on the lawn trimmers were not sufficiently unique from several earlier trimmers to warrant a patent.

COMPANIES

Toro buys Barefoot; into lawn care service

The Toro Co. has purchased Barefoot Grass Lawn Service, Inc., a five-year-old, Columbus, Ohio-based company, for an undisclosed amount of cash.

Barefoot Grass started as a subsidiary of O.M. Scott & Sons, but since 1975 it has operated independently. Sales this year are expected to be approximately \$3 million.

"We believe the lawn care service business is a logical diversification for our traditional lawn and turf equipment business," says Toro chairman David T. McLaughlin. "We are convinced that the company has both the systems and products to emerge as a leader in the fast-growing lawn care service industry."



Professor Dennis Ryan of the State University of New York at Farmingdale instructs an employee of a National Arborist Association firm during a pilot field training program in Ohio. The three-day program will be offered four times a year and covers all arborist basics such as pruning, climbing, knots and classroom instruction.

Barefoot Grass, unlike many others in that industry, uses granular instead of liquid products for lawn care. The company currently operates in 12 U.S. metropolitan areas with primary emphasis in Ohio.

McLaughlin says that the acquisition is an investment opportunity, and is expected to have no significant impact on earnings over the next two years.

Strategies for marketing and promotions have not been decided at this point.

WEEDS

Plant specialists discuss problem weeds

About 240 aquatic weed scientists from throughout the world attended speeches which concerned major aquatic weed problems and research being conducted on them at the 19th annual meeting of the Aquatic Plant Management Society.

Much of the discussion at the meeting, held in Chattanooga, Tenn., June 15-18, focused on the Eurasian watermilfoil and hydrilla, two threatening weeds.

The first paper was given by Arnett C. Mace, director of the Aquatic Weed Research Center at the University of Florida, Gainesville. His topic was: "The Aquatic Weed Research Center: Objectives and Approach," in which he stressed university involvement with aquatic weeds.

The second paper was "The Tentative Water Resources of the Tennessee Valley," given by Dr. Ralph Brooks, assistant director of aquatic resources at the Tennessee Valley Authority.

A large group of people from other countries contributed to the international session with talks from England, Canada, the Sudan, Australia, Mexico, and others.

All the foreign members attended a scientific field tour, hosted by the TVA after the three-day meeting. The two-day tour of TVA lakes and facilities included stops at Nickajack, Guntersville, and Wheeler Reservoirs.

"We looked at some control technologies, such as various chemical treatments and some of the screened barrier tests which are in other places of the country," said Leon Bates, TVA biologist. "It gave the foreign members a good opportunity to see some of the weed problems in this part of the south and to discuss mutual aquatic weed problems."

Three ALCA programs set for November

A seminar for landscape contractors on personnel and organization development has been scheduled for November 5-7 at the Riviera Hotel in Palm Springs, Calif.

The Associated Landscape Contractors of America and the California Landscape Contractors Association are sponsoring the seminar, entitled "How to get more profit and productivity from your people through effective communications." A nationally-recognized expert in the field, Jim Hooker of Jim Hooker & Co. in Chicago, will conduct the three-day event.

On November 5-9, the ALCA Landscape Maintenance Symposium will be held at the Red Carpet Hotel in Milwaukee. The meeting will feature a dual program — one for owners, executives, and managers, and a concurrent, separate program for mechanics and shop managers.

"The Development of the Design/Build Landscaping Firm" will be the overall theme for the 1979 ALCA Design/Build Symposium held on November 28-30 at the Kansas City, Mo., Marriott Hotel. The program will cover a variety of topics and include informal discussions.

Complete information and registration materials for the 1979 seminar and symposiums are available from: ALCA, 1750 Old Meadow Road, McLean, VA 22102.

Plants expert cited for superior teaching

Edward R. Hasselkus, horticulture and landscape architecture professor at the University of Wisconsin-Madison, recently received the 1979 L.C. Chadwick Award of the American Association of Nurserymen at its convention in Atlanta, Ga.

Hasselkus currently serves as extension horticulturist in landscape plants, and teaches and conducts research in landscape plant evaluation. He is a member of the UW Arboretum Committee, and also curator of the Longnecker Horticultural Gardens.

The award recognizes outstanding horticulture instructors who have shown superior performance in teaching, guiding, and motivating their students.

Pallet program nets \$2,000 for 1984 Olympics

The landscape industry in Southern California is helping Los Angeles Mayor Tom Bradley in his drive to bring the 1984 Olympics to this city.

A sod grower in Camarillo, Pacific Green Corp., a subsidiary of Pacific Sod Farms, delivers rolled-up sod to landscape sites on wooden pallets, which are usually left behind at the landscape site when the job is completed.

To get the Pallets back, Pacific Green Corp. offered to contribute a dollar to the Organizing Committee for the 1984 Olympics for each one returned to eight different collection points.

More than 2,000 pallets have been returned so far, and on July 13, Pacific's president, Richard Rogers presented a \$2,000 check to Mayor Bradley.

Arboretum develops hardy landscape plants

The 31-year-old Los Angeles County Arboretum in Arcadia has introduced more than 85 different varieties of plants to the Southern California community.

The hundred-acre plant paradise, with recreations of plant environments from five different continents, conducts research studies and displays plants from all over the world. In addition, it works to protect and preserve endangered species, and introduces plants suitable to the Southern California climate.

SOD

ASPA tops attendance; elects new officers

Record crowds viewed a wide range of equipment, seed, and chemicals at the 13th Annual Summer Convention and Field Days of the American Sod Producers Association held in Columbus, Ohio, from July 18-20.

Over 500 sod producers and their families from the United States, Canada, England, Saudi Arabia, and Israel gathered for exhibits, tours, and demonstrations of the latest sod industry developments around the world.

Tours included the O.M. Scott and Sons facility with acres of test products and a nearby seed testing laboratory. Sod growers met and talked with many of the company's research and turfgrass experts.

There was also a drive-through tour of Princeton Manufacturing Co. and onto Eastside Nursery, who hosted the field day demonstrations. Almost every type of sod equipment from harvesters to netting was demonstrated along with some new and innovative equipment first revealed.

The convention also elected new officers for the 1979-1980 year. E. John Hope, Manderley Turf Farms Limited, North Gower, Ontario was elected president; Chris Beasley, Tuckahoe Turf Farms, Canton, Mass., was elected vice-president; Woodrow Wilson, Eastside Nursery Inc., Groveport, Ohio, was elected secretary; and Theodor Mund, Alboa Co., Meedville, Texas, was elected treasurer (serving a second term).

Hope replaces Charles Lain, as past president for the present fiscal year.

Newly elected to the board of trustees are Stephen T. Cockerhan, Rancho Verde Turf Farms, Perris, Calif.; Raymond A. Johnson, Shamrock Turf Nurseries Inc., Hanna, Ind.; and Glenn Markham, Green Hills Sod Farm, Berthoud, Colo.



Princeton Mfg. General Manager Roger Osborne shows new preplugger during ASPA Field Days in Columbus.

Nursery quarantine changes proposed

The U.S. Department of Agriculture may substantially revise the basic quarantine regulations that restrict the import of nursery stock, plants, and seeds from foreign countries.

This is the basic quarantine that protects the U.S. from foreign plant diseases and pests in nursery stock. It affects the nursery industry, plant importers, freight forwarders, customs brokers, international freight carriers, hobbyists, and others concerned with the importation of plant propagative materials.

The proposal, made by the department's Animal and Plant Health Inspection Service (APHIS), will make a number of changes in the kinds of permitted and prohibited items and the countries from which they come. It will affect certain plants in approved growing media.

Major changes include:

- Many kinds of palms, including coconut, may not be imported.
- Strawberry, sweet potato, chrysanthemum, and cassava plants may not be imported from a number of countries.
- Cactus cuttings less than 4 feet long, without roots or branches may be imported.
- Carnation plants from England may be imported, under certain prescribed conditions. Carnation plants from most other countries must be grown under post-entry quarantine agreement as a condition of entry.
- Stem cuttings with leaves, roots, sprouts, or branches 4 inches or less in diameter and 6 feet or less in length, may be imported.

Also, the proposal would permit any herbaceous plant or shrub not otherwise prohibited to be imported if it is grown under certain strict conditions and certified by the exporting country and by APHIS inspectors. The material would have to be established in approved growing media and grown under greenhouse conditions. This would provide for more imports of plants which do not tolerate handling and shipping in the bare-rooted condition.

Budget cuts hit state EPA offices

State EPA programs are feeling the pinch of reduced regional staff caused by cutbacks by the Carter Administration. Simultaneous budget hikes for waste disposal site inspection and enforcement are causing some confusion as to priorities of older programs. The problem of regional EPA office cutbacks was reported by the State FIFRA Issues and Research and Evaluation Group in July.

Gas conservation tips published by EPA

EPA has published a 32 page "Guidelines for Adjustment of Gas Burners for Residential and Commercial Space Heating and Water Heating". It lists measures to reduce gas use by such burners. Copies of the guidelines are available from the Technical Information Service, Mail Drop 64, Industrial Environmental Research Laboratory, Research Triangle Park, NC 27711. Requests should refer to EPA Report 600/8-79-005.

Construction hazards is OSHA topic

The first of six meetings scheduled by the Occupational Safety and Health Administration to discuss hazards to workers at construction sites was held in Washington, D.C. in August.

The OSHA Advisory Committee on Construction Safety and Health is holding the hearings to thoroughly review current OSHA health standards as they relate to construction.

The hearings make input by the landscape industry possible by contacting Ken Hunt, OSHA Information, Third St. and Constitution Ave., N.W., Washington, d.c. 20210.

FERTILIZER

Amount of cadmium limits sludge fertilizer

Excessive cadmium in sewage sludge, a potentially dangerous metal in the food chain, hinders development of a sludge-fertilizer industry in Pennsylvania, say soil chemists at Penn State.

"A worthwhile goal is to develop such a fertilizer industry from sludge containing low amounts of cadmium, no more than 20 to 50 parts per million of cadmium in sludge," says Dr. Dale E. Baker. He describes 50 parts per million of cadmium as equal to 50 pounds in 500 tons.

According to Ann M. Wolf, graduate assistant in agronomy, cadmium in soil must be kept at very low levels since it remains within the plow layer and increases the plant and food chain concentrations of cadmium. Sewage sludge applied to Penn State test plots at 10 dry tons per acre for seven years increased soil test levels of cadmium from less than 1/2 pound per acre to 5 pounds an acre, an excessive level.

On properly limed soils, farmers can apply up to 30 tons per acre of low cadmium sludge without increasing levels of cadmium above 3 pounds per acre, Baker says. From this 30 tons an acre, farm crops will take on valuable nutrients, especially nitrogen and phosphorus.

EMPLOYMENT

Arborists speak on employee incentives

Two owners of large tree service firms specializing in private tree care spoke about employee incentives at a recent meeting of the National Association of Arborists.

Warren Tamke and Jerry Osborne have both implemented successful incentive programs, and in different ways. Both seem to be returning profits to their own company.

"We know how to make money in the tree business so we decided that our own corporation was our best investment," Tamke says. To follow through with this and motivate employees, Tamke says "an employer must set up a system to permit an employee to earn more money, share in profits, grow with a company, and have security."

Tamke's firm has used an ESOP, an Employee Stock Option Plan. This

is a government approved profit sharing plan which permits a company to contribute stock and cash in amounts up to 15 percent of the gross pay of all of the eligible employees to a trust fund.

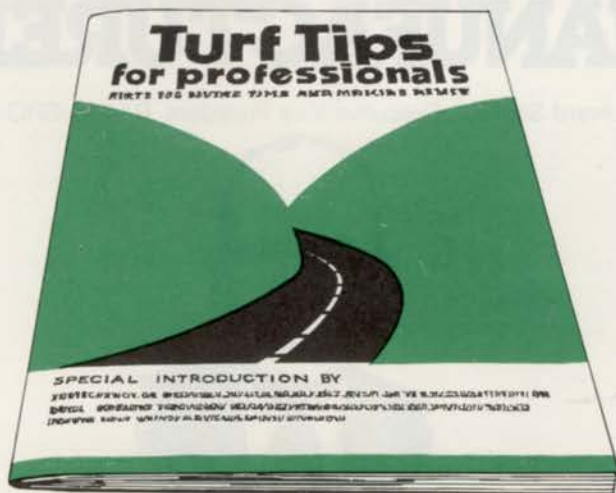
Government approval is necessary, Tamke says, because at the end of the year you are taking taxable profits, purchasing stock, and then giving the stock to or putting the stock in trust for the employees.

"In our case the fund is primarily invested in the stock of our corpora-

tion so that the employees who are eligible will become owners of the corporation," Tamke says. "We can also invest the money in bonds, saving accounts, purchase other companies, insure the life of key employees, and even purchase real estate. Whatever we do is funded totally by the corporation."

Advantages of an ESOP, according to Tamke, include improved productivity and morale, personal involvement for each employee, and security.

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we thought we could
write a book about them.....**



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Osborne started a profit sharing plan in 1970 which grows through investment and is compounded, independent of earning from physical labor.

"We have invested the proceeds in real estate and banks but now we invest in ourselves," says Osborne. "Sometimes instead of contributing cash to the plan at the end of the year, the company will contribute a piece of equipment and then lease it back. We also make car loans to the employees at 1 percent per month."

Pride in their job and equipment plus a friendly work atmosphere are also motivating factors for employees in Osborne's opinion.

His crew keeps their trucks clean and in top repair. Trucks and offices are all equipped with radios for communication among personnel. Tool boxes are well equipped for repairs.

Osborne also believes in company picnics and self-improvement programs. The company pays employees \$100 to complete each series of the NAA's Home Study Program.

"We also use our own operation for self improvement," says Osborne. "Climbers become bucket operators. Tree workers transfer to our landscape division or clearing operation. Instead of moving to another company, an employee can try something else within our own company."

Backgrounding the speeches is the difficulty the arborist industry has in attracting recruits and retaining those who have been trained.

A wage comparison from 1968 to 1978 shows that a groundman making \$2.26 an hour was raised to \$3.12 for a 38 percent increase in ten years; a climber making \$2.82 was raised to \$4.68 for a 66 percent increase; and a foreman making \$3.28 was making \$5.27 in 1978 for a 61 percent increase. Inflation figures show that today's dollar is worth only half as much as 10 years ago and the industry is not keeping pace.

WOOD

Wood makes alcohol; raw material for fuel

The use of wood to make alcohol for gasohol production could hike the nation's transportation fuel supply by at least 10 percent before 1985, says a wood industry executive.

Norval Morey, president of Morbark Industries, Inc., Winn, Mich., says through existing technology and government incentives, wood alcohol (methanol) can be produced at 34 cents a gallon for making gasohol. This proven technology is the cheapest way to make gasohol, an alcohol-gasoline blend.

Morey says methanol is the most feasible energy source for making alcohol fuel because wood is the nation's most abundant, renewable, alternate energy resource. He called "a tragic and monumental waste" the fact that vast quantities of wood now rot and die in the nation's forests.

"There is enough wood going to waste on private and public lands in this country, that if we were to use only one-third of this wood, it could provide gasohol for all the automobiles in this country," he says.

In another development, a new project at Georgia Tech's Engineering Experiment Station is teaching Georgia's industry how to use wood waste for fuel.

Carol Aton of the EES says the Department of Energy has provided almost \$1 million to push wood as an alternate energy source in Georgia.

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

"We are trying to stimulate the use of wood waste because of the current energy situation," says Aton. "Many forest-related industries are already using their wastes for fuel."

In this project EES engineers are looking at industries that have little or no experience with wood fuel. They have chosen the textile, food, carpet, and mineral-processing industries.

RECYCLING

Waste recovery creates huge service market

The recovery of municipal, industrial, and agricultural wastes for use as fuel and raw materials will give rise to a \$13 billion equipment and engineering services market over the next two decades, according to market research specialists.

In a 252-page study, researchers Frost & Sullivan, Inc., in New York City, say recent restrictive legislation on landfills will greatly increase their costs and such sites will disappear in the United States.

Only a few of the many competing solid waste recovery technologies will survive the test of time, the study says. These include Refuse Derived Fuel (a high-bulk density fuel that is easily transported and stored) and pyrolysis (the conversion of refuse to gaseous and liquid fuels).

Energy, one of the most coveted resources to be recovered from solid wastes, would only account for 2 percent of the U.S. energy need. Nevertheless, the study says, increasing energy prices plus long-range mineral shortfalls will spur the use of resource recovery.

SOD

Reed canarygrass: best crop on effluent land

"Reed canarygrass stands alone among eight forages tested as the species best suited for removing nitrogen from sewage effluent and for producing the most protein per acre," says Gordon C. Marten, research agronomist with the U.S. Dept. of Agriculture.

The three years of trials compared two rates of effluent application, 4 inches per week and 2 inches per week on alfalfa (Agate), smooth brome grass (Fox), orchardgrass (Nordstern), Kentucky bluegrass (Park), tall fescue (Kentucky 31),

timothy (Climax), reed canarygrass (Rise), and quackgrass.

Three harvesting patterns — two, three, and four cuttings per season — were evaluated. Marten, soil chemist Charles E. Clapp, and soil scientist William E. Larson checked the forages for persistence, yield, crude protein, and digestible dry matter.

Root rot problems limited alfalfa on the effluent treated plots, Marten said, and timothy and smooth brome grass failed to persist very well.

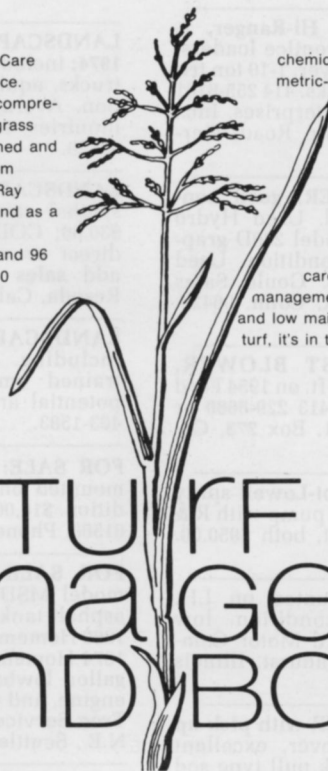
Tall fescue and Kentucky bluegrass failed under the high nitrogen applications when cut only twice per season, but did excellently when they were cut four times per year.

The average yields of all eight species, after three years, was 4.7 tons of dry matter per acre under the 4-inch per week effluent treatment and 4.5 tons per acre from the conventionally treated plots receiving well water and commercial fertilizer.

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.



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