

LANDSCAPE

CONTRACTOR NEWS

1981 ALCA Trade Show set for New Orleans

The 1981 ALCA Trade Exhibit in conjunction with the group's annual meeting will be held in the French Market Exhibit Hall of the Hyatt Regency New Orleans on Feb. 10. The theme of the meeting is "Getting the Right Numbers."

The popular industry show will attract roughly 1,000 of the leading commercial landscape contracting firms. Booth space is available on a "first come, first served" basis. Full information and space reservation material is available from: ALCA Exhibit Manager, 1750 Old Meadow Road, McLean VA 22102.

ASLA publishes national directory

The American Society of Landscape Architects has published its 1980 *Members' Handbook*, which contains 471 pages of professionals, affiliated services, and award programs.

The list of landscape architects is grouped alphabetically and includes each individual's full address. A second list groups them geographically. The handbook also contains an extensive list of private landscape architecture firms, government agencies and academic institutions, and the address, telephone number, and names of ASLA members in each organization.

Copies are available to schools and libraries for \$10 and non-members and other organizations for \$40. Send payment to: ASLA Members' Handbook, 1900 M Street N.W., Suite 750H, Washington, DC 20036.

Seattle will host maintenance symposium

Programming at the 1980 ALCA Landscape Maintenance Symposium will be centered around the meeting's theme, "A Framework for Planning and Managing in the '80's," according to program chairman Rod Bailey.

The symposium will be held at the Washington Plaza Hotel, Seattle, WA, on Dec. 1-3. It is designed for owners, managers, and staff of maintenance-oriented businesses who are looking for paths to survival and success in the decade ahead. Sessions will cover markets and services and products and equipment.

For complete information and registration materials, write: ALCA, 1750 Old Meadow Road, McLean, VA 22102.

sects, administrators of conservation agencies and programs, and others concerned about or responsible for ecologically sound approaches to the preservation and management of natural areas.

Notices will be limited to 200 words and may deal with research, field projects, meetings, publications, and other matters related to the active management of the plant and animal communities native to the central and northeastern parts of North America. Deadline for the first issue is Dec. 31, 1980.

Persons interested in contributing or receiving further information should contact: Dr. William Jordan, Editor, The University of Wisconsin-Madison

Arboretum, 1207 Seminole Highway, Madison, WI 53711.

TURF

Manufacturer helps support turf program

A new program offered by Midwest Toro of Omaha will benefit turf research at the University of Nebraska Institute of Agriculture and Natural Resources.

Toro is loaning a \$9,000 85-inch triplex reel mower to the University for one year. The new mower will enable researchers to relate more closely to the golf and sod production industries

which use commercial equipment, according to Bob Shearman, associate professor of horticulture. Until now, home lawn care equipment has been used in the turf research program.

The company's support program was begun this year and is open to U.S. universities with research plots and demonstration areas and a teaching-research-extension program in turf.

CONFERENCE

Lawn & Garden Assn. gathers in Los Angeles

Fifty-five distributor companies and 92 manufacturer companies of the National Lawn & Garden Distributors Association came to the 10th annual convention which was held at the Century Plaza Hotel in Los Angeles.

Howard Jarvis of Proposition 13 fame opened the meeting with a keynote address on "You and Your Taxes." Other speakers discussed making sales and marketing efforts more productive, adapting to future changes, and profiting in spite of inflation.

Retiring President James Beckmann of Turf Products Co., St. Louis, turned over the gavel to newly-elected President Franklin C. Dikeman of M.G.R. Feed Co., Inc., Hammond, IN. Frank Forier of Terminal Sales Corp., Detroit, MI, was elected vice president and George Jarmillo of Las Vegas Fertilizer Co., Las Vegas, NV, was elected secretary-treasurer, of the association.

PESTS

Beetles attracted to bluegrass and sex

Recent tests have found that the Japanese beetle is not only attracted to bluegrass, but it can also be lured into traps by a new sex-attractant bait, says the Ohio Agricultural Research and Development Center in Wooster.

Tests have shown that when two beetle larvae in the underground growth stage were placed in a 6-inch pot of Kentucky bluegrass, they reduced the growth nearly 50 percent by eating the roots away.

When the water supply was limited the damage was much worse, resulting in even less growth or death of the plants.

Research entomologist Michael G. Klein said that USDA researchers have synthesized a material based on an attractant released by female beetles. When the attractant was added to the food baits, it increased the capture of beetles by as much as 800 percent dur-

Continues on page 14