

# 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-

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# GOVERNMENT

## UPDATE

### **EPA announces pesticide labeling program**

The Environmental Protection Agency recently initiated a program to upgrade labels of pesticide products that provides instructions for their proper use and information on their hazards.

The EPA has designed the Label Improvement Program to enable the Agency to respond rapidly to labeling needs identified within the Agency and by the industry, the users, and the public. This program will also provide for needed uniformity in compliance and enforcement activities.

The Agency will require that registrants amend their registrations to modify their labels in certain ways within reasonable time frames to be established.

For further information, contact Jean Frane, Registration Div. (TS767), Office of Pesticide Programs, EPA, 401 M St. S.W., Washington, D.C. 20460, 202/426-2510.

### **USDA uses parasites against gypsy moths**

Nine species of parasitic flies and wasps are helping the U.S. Department of Agriculture and state agencies wage biological war against the gypsy moth in infested areas of the Northeast.

The parasite lays its eggs in or on the moth's eggs, caterpillars, or pupae. Later, a fly maggot hatches and feeds on the caterpillar, eventually killing it. Some parasites attack only gypsy moths; others also attack other destructive caterpillars.

A pilot project, conducted by the Pennsylvania Department of Environmental Resources with USDA assistance, is underway in a Pennsylvania state park. Gypsy moth experts will survey plots intensively every year and apply light doses of chemical or biological insecticides only when infestations are at a critical level.

According to Stanley McNally, a USDA area director and coordinator, "This is the role we see for parasites—not a replacement for pesticides but one of a variety of tools that can reduce gypsy moth damage within the infested area while allowing pesticides to be used less often."

### **Bergland cites boost in ethanol production**

Secretary of Agriculture Bob Bergland thinks President Carter's goal of producing 500 million gallons of alcohol fuels during 1981 is reachable through a combination of factors.

"These factors include the provision of Federal tax incentives for a substantial portion of the amortized life of a plant (through 1992), continuing increases in the real price of petroleum and gasoline, some clarification of regulatory policies involving the manufacture and use of fuel ethanol, and marked reductions in the cost of debt capital," he said.

Bergland said there are two areas for which the Department of Agriculture has primary responsibility in supporting and accommodating ethanol production. These are:

1. Managing the agricultural programs and policies for which USDA has primary responsibility with sensitivity to the requirements of fuel ethanol plants for farm-produced feedstocks, and reduction of any adverse impacts on the agricultural sector and the economy generally; and
2. Use of the established state and local credit processing and servicing system of USDA to provide loan assistance for expanded distillation capacity to meet the President's production goal.

"In addition," Bergland said, "the USDA in cooperation with the Department of Energy is expanding research and testing activities to find alternative crop and forestry feedstocks for ethanol production (including cellulosic feedstocks), and to improve conversion technologies enabling the use of cellulosic and other alternate feedstocks."

ing the height of the breeding season.

The tests also found that the male beetles were more attracted by the sex attractant early in the season and by the food attractants later. However, the two kinds of attractants are more effective combined than when used separately, said Klein.

### **ARBORISTS**

#### **Ohio ISA to sponsor arborist foreman show**

The special needs of arborist foremen will be the subject of a day-long seminar at the Agricultural Technical Institute in Wooster, OH, on Dec. 6.

Extension horticulturist Fred Buscher, NAA Executive Director Bob Felix, and other tree experts will cover responsibility and management of all areas of arboriculture. The session will run from 10 a.m. to 4 p.m.

Preregistration is strongly advised. Contact Fred Buscher, OARDC, Wooster, OH 44691, 216/262-8176. Lunch is provided to those who preregister.

### **SEMINAR**

#### **Arborists plan talks on tree injuries**

The National Arborist Association will hold its 6th annual technical seminar on Dec. 9-10 concerning "non-parasitic injuries to trees."

Dr. Terry Tatter, associate professor of plant pathology at the Shade Tree Laboratory, University of Massachusetts, will present the program at the Hyatt Regency O'Hare in Chicago. It will cover environmental stress, people pressure, and the interaction between infectious and non-infectious diseases of trees.

For further information, contact: National Arborist Association, 3537 Stratford Road, Wantagh, NY 11793.

### **PROMOTION**

#### **Frazier named pres of Simplicity Mfg.**

Jacques F. Trevillyan, executive vice president of Allis-Chalmers Corp., announced that Warner C. Frazier of Glendale, WI, has been named president of the Simplicity Manufacturing Co., an Allis-Chalmers Co.

Frazier, previously vice president, marketing, has been with Allis-Chalmers since 1955. He also served in engineering application and sales promotion posts in various divisions, as merchandising manager for the Industrial Truck division, and manager of the Material Handling Sales & Service operation.