

GREEN INDUSTRY NEWS

Interior Landscape conference draws trade exhibitors

For the first time, the recently-formed Interior Landscape Division of ALCA gathered trade exhibitors at its annual conference held Sept. 10-13 at the Fairmont Hotel in Denver.

Major manufacturers and suppliers displayed their products and services for the industry during the four-day meeting. Interior specialists also heard a wide range of topics.

The theme for the conference was "Interior Landscaping: Prospering in an Uncertain Economy" and was carried through all of the many sessions. Gary Luing, dean of the School of Business & Public Administration, Florida Atlantic University, gave the keynote address which focused on "The Current Economic Climate and Its Impact on Interior Landscape Firms."

The major portion of the program was devoted to a series of concurrent workshops, including six different topics. Financial consultant E. Gray Payne made two workshop presentations, one on proper accounts and accounting and another on cash flow analysis and budget projections. Personnel administration expert Bill Liley (Colorado State Univ.) worked in another workshop with a panel of interior



Laine Craft, president of Living Interiors, Lake Park, FL, was formally installed as chairman of the Interior Landscape Div. of ALCA.

contractors on current personnel policies and practices in the industry.

Nationally-known John Grogan (Nashville, TN) presented workshops on sales and marketing. The first dealt with techniques of face-to-face sales situations and proven methods of successfully closing. The second delved into promotion and public rela-

tions and analyzed the approaches and philosophy of promotional literature.

In addition to the business topics, one workshop was devoted to the technology of the foliage industry, the current state of foliage plant inventories and future trends, new plant diseases and pest problems, and new pesticide treatments.



The International Society of Arboriculture met for the 56th time in Hartford, CT. Newly elected officers are (left to right): John Z. Duling, Muncie, IN, research trust chairman; Gordon S. King, Amherst, MA, past president; Leslie L. Thot, Detroit, MI, vice president; Robert C. McConnell, Philadelphia, PA, president; Robert N. Berlin, Pasadena, CA, president-elect; R. Dan Nelly, Urbana, IL, editor; Ervin C. Bundy, Urbana, IL, executive director.

FERTILIZER

Jordan will reap a Dead Sea harvest

Jordan's Arab Potash Co., operator of a project that will make Jordan a major world supplier of potash, expects to begin supplying world markets by the spring of 1983, reports Chemical Week.

Financing for the \$425 million project is split among a number of groups. The U.S. Agency for International Development is supplying \$38 million. Another \$35 million is coming from the World Bank. The rest is from the Libyan Bank, the Iraqi Fund, the Kuwait Fund, and a special OPEC fund.

In full production, Arab Potash will be turning out 1.5 million tons a year of

potash. Some material produced will be sold in the Arab world, but most of it is earmarked for marketers located in France, Japan, and the U.S.

PLANT MANAGEMENT

Contributions sought for new publication

A publication planned by the University of Wisconsin-Madison is seeking news and information on the restoration and management of plant and animal communities for its first issue.

Called *Restoration and Management Notes*, the publication is intended to encourage exchange of up-to-date information between ecologists, land managers naturalists, landscape archi-

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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.