

WT&T

GREEN INDUSTRY NEWS

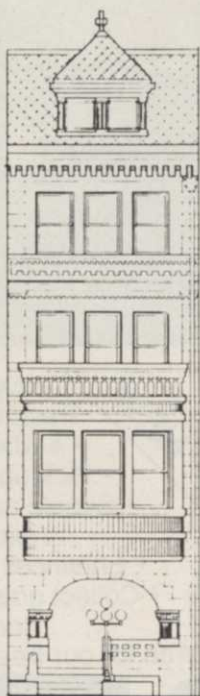
LANDSCAPE

Fire postpones move to new ASLA offices

Within two weeks of the scheduled move date, a renovated brownstone which is to be the future offices of the American Society of Landscape Architects in Washington, D.C., was damaged by fire.

The association has been carefully renovating the building to preserve woodwork, old brick, and wide staircases. Change of address notices had been mailed and the association staff was ready to move.

Fortunately, executive director Ed Able secured temporary office space in the existing building in downtown Washington until repairs could be made. Seven months is the hoped for short delay until the move to the building located at 1733 Connecticut Ave. Able hopes to have his staff in the building by December.



Future ASLA Headquarters being renovated for the second time after a fire gutted the lower floors one week prior to occupancy.

ASLA hopes to have the building back in shape for viewing by members during its annual meeting in Washington Nov. 22-25. More than \$145,000 of a \$400,000 goal for building fund pledges has been received.

"Nearly all the building will have to

be reconstructed," said Able. "About 90 percent of the lobby woodwork will have to be replaced from the first floor down, and will match the existing woodwork above the first floor. Design-wise, the building will be the same."

GOLF

Editor, training director leave GCSAA staff

Dick Hale, editor of *Golf Course Management*, and Palmer Maples, training director for the Golf Course Superintendents Association of America, have left the association. The departures were not related according to Larry Goldsmith, manager-informational services.

Zahid Ikbal, a former member of the Kansas City Star staff and instructor at Kansas University, is the new editor. No major changes in the magazine's content or direction are expected.

An announcement is expected soon on Palmers Maples' replacement. Maples was acting executive director of the association after Conrad Sheetz left and before James McLoughlin took over. The director of training controls perhaps the largest training program for golf course superintendents in the country.

Management and publishes Park Maintenance.

The association intends to hold a concurrent conference with the 11th NIPGM conference Nov. 1-6 in Kansas City, Missouri. Dues will be \$30 per year. Membership is open to professionals who are in charge of stadiums, college level sports areas, secondary school sports areas and others managing industrial and private sports areas.

Richard Ericson of Bloomington, Minnesota was elected president; Harry Gill of Milwaukee vice president; and Dan Weisenberger of W. Lafayette, Indiana, treasurer.

The goals of the association are to unite those persons engaged in the construction and maintenance of athletic turf areas for better playing conditions; to promote the interchange of ideas among members and other organizations; and to encourage the dissemination of scientific and practical knowledge.

SPORTS TURF

Organization launched at Midwest Conference

Dr. William Daniel of Purdue led a group of sports turf professionals through an organizational meeting of the Sports Turf Managers Association during the Midwest Turf Conference this spring. The new group will be managed by Eric Madisen of Appleton, Wisconsin, who also manages the National Institute on Park and Grounds

HORTICULTURE

Arboretum honoring Chadwick is dedicated

The Ohio State University Board of Trustees dedicated in May a two-and-one-half acre horticultural garden in Columbus as the Chadwick Arboretum honoring OSU professor and author Lewis C. Chadwick.

Chadwick, who retired in 1967, has contributed a tremendous deal to the field of horticulture in 38 years of teaching and writing. Many leading

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LANDSCAPE

CONTRACTOR NEWS

ALCA's ILD Conference to Emphasize Management

"Professional Growth through Management and Technology" is the theme of the 1981 Landscape Contractors of America Interior Landscape Division Conference, to be held at the Hyatt/Regency, Atlanta, on September 9-12, 1981. The program will include a "dual track" approach with much of the programming split into concurrent sessions, one session on a business management topic and the other on a horticultural technical subject.

A highlight of the conference promises to be the keynote address by Rod Bailey of Evergreen Services Corporation in Seattle, WA. A professional in the landscape contracting industry and a consulting professional to firms with organizational problems, Bailey will speak on personnel management and how to reduce turnover.

I.J. Jackson, a representative of the Fails Management Institute, will speak on strategies to improve human resources. Jackson will also administer the D.I.S.C. Profile test to interested individuals and provide direct feedback to each participant on self-perception response as expected by others and the individual's response to pressure.

Other experts will participate in panels on operational efficiency, developing a lease program, developing a company image, and automation. The Awards Presentation Luncheon will honor interior project winners of ALCA's 11th annual Environmental Improvement Awards.

Other Convention highlights will be the "Suppliers Night" with up-to-date information on equipment, and an informal roundtable discussion program with the conference speakers and industry leaders at the close of the conference.

Directory of contractors available

The 1981/1982 *Who's Who in Landscape Contracting*, containing over 900 listings of commercial landscape contractors throughout the U.S., has been published by the Associated Landscape Contractors of America.

The directory lists the members of ALCA and provides the full name, address, and phone number for each contractor, as well as the name of the principle contact person. Each listing also contains a size index and the specialties for that contractor.

To receive the directory, send \$3 to ALCA Publications, 1750 Old Meadow Road, McLean, VA 22102.

Housing Starts Continue Slide

Landscapers and other businessmen affected by the housing industry are distressed that the number of housing starts continues to fall. After rising to an annual rate of 1.66 million starts in the construction of homes and apartments in January, housing starts plunged to an annual rate of 1.15 million units in May. This is the lowest level since the 938,000 starts of May, 1980, when the 1980 recession was in full swing.

"It's unquestionably interest rates," says Adren Cooper, a Commerce Department analyst. Although they have declined somewhat since then, mortgage rates were averaging a near-record 16.1 percent in early May.

"While the immediate future of the housing industry is not rosy," according to Commerce Secretary Malcolm Baldrige, "we are seeing some initial decline in inflation, and more recently in interest rates.

"If we can achieve lasting relief from inflation, then interest rates will come down," Baldrige added. "In this case, the next housing recovery could be more lasting than the recent one."

News from page 6

horticulturists of today were Chadwick's students. Some tree names carry the name "Chadwicki" having been selected by the professor.

The goals of the arboretum is to provide the place to expand on the number of improved landscape plants; to acquaint the public with landscape plants by displays; to provide subjects for student study and research; and to provide a collection of plants for study of hardiness, adaptability, and specific characteristics.

The idea for the arboretum originated with the Northern Columbus Kiwanis Club in 1979. The Ohio Nurserymen's Association contributed to the arboretum and assisted in its development.

CHEMICAL

Boots/Fisons combo settles on BFC name

Mergers have their problems, especially trying to find a new name. When Boots Hercules Agrochemicals of Wilmington combined marketing efforts with Fisons Inc. of Bedford, Mass. in January the name FBC was chosen. Unfortunately a regional chemical company in the country already had that name.

Boots had combined with Hercules last year and changes were already causing some confusion. To solve the name problem once and for all, until any future merger, the name BFC Chemicals Inc. was selected. BFC officials have their fingers crossed that they can take this name as their own and stop the series of changes.

URBAN HORTICULTURE

NY Botanical Garden plans futuristic thrust

The New York Botanical Garden has announced its plans to create three new "institutes" to apply botany and horticulture to problems of the present and future. The primary function of the Garden has been to serve scientists with the leading collection of plant information for reference and identification.

The three institutes are the Institute of Ecology, the Institute of Economic Botany, and the Institute of Urban Horticulture. The first will approach environmental deterioration and the role of plants. The second will deal with expanding the number of economically

significant plants for food. The Institute of Urban Horticulture will study and develop plants which can withstand pollution and other environment threats such as disease and insects. Horticulturists, plant pathologists, landscape architects and urban planners will play a part in this institute.

The Garden hopes to use its various facilities located in the New York City area to develop the information for application in problems of today and tomorrow.

LANDSCAPING

Nurserymen advise on energy savings

The proper use of landscape materials—including trees, shrubs, ground cover, grass, earth, fences, walls, and surface materials such as paving, brick, and gravel—can help you modify the air temperature, solar radiation, wind, and humidity that affect a home, says James Hayward, horticulturist and executive secretary of the Illinois State Nurserymen's Association.

For example, the shaded area under a tree is from 15 to 25 degrees lower than the surrounding unshaded area, which means that a home in the shaded area will be cooler in the summer.

A row of evergreens planted as a windbreak can reduce wind velocity up to 20 percent, providing a zone of protection 15 to 20 times the height of the plants, and thus protect the home against heat loss from the wind in winter.

The following guidelines prepared by William Nelson Jr., extension landscape architect at the University of Illinois, can be used in planning the energy-efficient landscape:

1. The west wall of the home will benefit most from shading against the summer sun. If there is space for only one tree, place it up to 25 feet from the house where it will shade the west wall from 3 to 5 p.m., when the sun's heating effect is greatest. If there is room for a second tree, put it where it will shade the south end of the west wall from 1 to 2 p.m., as close as 15 feet from the house.

2. Shade is generally not necessary on the east wall, unless there are large glass areas that catch the morning sun. If shade is needed, a tree can be planted to shade the south end of the east wall at the 11 a.m. sun angle.

3. Because the summer sun is at its highest at mid-day, the shadow it casts

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Supreme Court Upholds Surface Mine Act

The decade-old battle over federal strip mining regulation took yet another complex twist in June. On June 15, the Supreme Court unanimously upheld the constitutionality of the four-year-old Surface Mining Control and Reclamation Act.

The Act, enacted after a nine year battle in Congress, called for the Federal Government to enforce the law in the "interim" phase, with the states eventually enforcing the law in the "permanent" phase, once they had developed acceptable programs.

Mine owners, mining industry groups and the Virginia and Indiana governments challenged Congress' right to impose stringent environmental regulations on unwilling states and property owners. Lower Federal courts in Virginia and Indiana found the act unconstitutional, but the Supreme Court held that the 10th Amendment does not bar Congressional regulation of strip mining.

The Court's decision was particularly distressing for James Watt, the Secretary of the Interior. Under Watt's predecessor, the Interior Department had appealed the lower courts' ruling, while Watt had filed a brief on the coal mining operators' behalf. Before the decision was announced, Watt told the National Coal Association that the Office of Surface Mining had to be reorganized because it contained "every abuse of government." He added: "what a shame, what a shame. I promise you it will be changed."

The Interior Department had no comment on the government's unwelcome legal victory.

Federal Plant Care In-House Only

In 1979, Senator James Sasser, Tennessee, upon learning that the General Services Administration (GSA) was contracting for professional services to care for the plants in the Federal Government offices, championed a bill that would eliminate this practice and save the taxpayer's money — \$251,000 in 1977, \$181,000 in 1978 and \$157,000 in 1979.

Now GSA has its own four member gardening staff watering, spraying and feeding 3,688 tropical plants in 32 different agencies in the Washington, D.C. area. They work from 2 A.M. until mid-morning and are paid \$13.24 an hour. A fifth person will be needed next year.

The cost for 1980 was about \$243,600 or about \$60,000 a year more than the professional plant care services charged. GSA estimates that contracting would save about 20 cents per plant per month.

It appears that the Sasser plant bill has added to the national debt. This does not consider the cost of two separate General Accounting Office (Congress' watchdog) reports on plant conditions in the Federal offices.

Where were most of the tropical plants? In 1977, they were in the Department of Interior, Department of Energy, the Veterans Administration, the Environmental Protection Agency and the Department of Agriculture.

Cathey to Direct National Arboretum

Henry Marc Cathey was recently named director of the U.S. National Arboretum in Washington, D.C. Dr. Cathey started with the USDA in Beltsville, Maryland, in 1956 where he did research on the interrelations of light, temperature and chemicals in the growth, flowering and production of florist and nursery plants. Since 1972 he has been chief of the Florist and Nursery Crop Laboratory at Beltsville.

The National Arboretum, established in 1927 and one of the world's great arboretums, is a research and educational institution with an active and acclaimed staff of horticultural scientists. Among the outstanding attractions are the new National Herb Garden, the National Bonsai collection, the Gotelli collection of dwarf and slow-growing conifers, azaleas, crabapples, dogwoods and magnolias, and the community youth gardens.

on the south wall is minimal, so a roof overhang will do a better job than a shade tree of keeping the direct sunlight from entering the home. If a tree is used, it should be deciduous, so the sun can shine through the branches in winter.

4. Vines are an alternative to shade the walls of a home. They can grow directly on brick walls, but for frame houses they should be grown on trellises to protect the wall surface from moisture damage. Trellises should be removable so the wall can be reached for painting when needed.

5. The north wall of a home seldom needs shading but may need wind protection in the winter. An evergreen windbreak is usually recommended because it doesn't lose its leaves in winter. The zone of protection is 20 times the height of the plants; thus, a 10-foot-high evergreen windbreak will screen the wind for 200 feet.

6. Where space won't permit an evergreen windbreak, use a slat—not solid—fence. A solid fence creates high-pressure effects that make the wind more vicious. A slatted fence

slows down the wind, allowing some air to penetrate.

7. An alternative to a fence is an earth berm, a contoured mound of earth, that can be used to channel and direct the wind. Berms are best used during the construction of a new home, before the site has its grading finished.

8. Lawns can be effective in reducing air temperature. Grass is 10 to 14 degrees cooler than exposed soil. During the summer, exposed soil near a house will retain radiated heat, thus interfering with cooling.

9. Be careful in using gravel, stone, and paving materials. Gravel and stone mulches, for instance, retain heat and should not be used close to the home. Asphalt also retains heat. Wood, concrete, and brick do not retain as much heat and so are better suited for use close to the house.

10. For additional cooling of a home in summer, plantings on the south and west sides will help. They cool the air while channeling it through open doors and windows.

More detailed information is available in a pamphlet called "Designing

An Energy-Efficient Home Landscape" (Circular 1178) by William Nelson Jr., extension landscape architect, Cooperative Extension Service, College of Agriculture, University of Illinois, Urbana-Champaign, IL.



University and industry leaders in horticulture were initiated as honorary national members into Pi Alpha X, a fraternity of floriculturists and landscape and ornamental horticulturists. From left to right are: Dale Kester at Cal Poly-San Luis Obispo, Davis, CA; Henry Mollgaard, Snohomish, WA; Robert Weidner, Encinitas, CA; and George Oki, Sacramento, CA.

COMPANY NEWS

Janke, Cosper, Rackley, Shepersky

E.P. Janke has been appointed president of Gravely Division of McGraw-Edison in Clemmons, NC. Janke, who has 30 years experience in the outdoor power equipment industry, replaces James Fischer, who has been promoted to vice president, Planning and Development, Commercial and Industrial Group, McGraw-Edison Company, at the corporate headquarters in Rolling Meadows, IL.

Also in North Carolina, Thomas C. Cosper, Jr., has been named director, Lawn/Garden, for the Homelite Division of Textron Inc., Charlotte. Cosper, who has been regional sales manager, North, since 1977, will assume overall marketing responsibility for Homelite's new lawn/garden operation organized following the merger of all consumer products from the Jacobsen Division of Textron Inc.

Anderson H. Rackley has been named business manager of phenoxies

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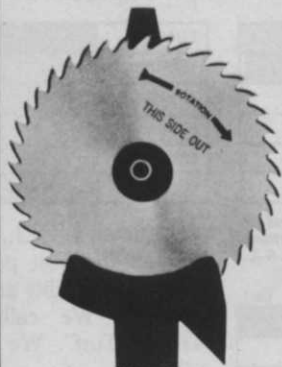
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for the Agricultural Chemicals Division of Diamond Shamrock Corporation. As a result of the recent acquisition of the Fallek-Lankro Corporation's phenoxy herbicide plant in Tuscaloosa, AL, Diamond Shamrock is now putting increased emphasis on its phenoxy business.

In addition to Rackley's promotion, Diamond Shamrock also announced that Dr. Leonard L. Welch has been promoted to the position of business manager of herbicides and Ted L. Kabat has been named as product manager.

Keith Shepersky, formerly district manager for Rain Bird Sprinkler Mfg. Corp.'s western Turf Sales Division, has been appointed manager of training and marketing services for the Turf Division. In his new role, Shepersky

will take responsibility for technical and product educational training programs and the development of sales supporting product comparison and feature benefit presentations.

Mallinckrodt, Inc. has announced that William W. Rhymes, sales executive for its Specialty Chemicals Division, will concentrate his activities exclusively on the specialty agricultural segment of the Division's business.

James R. Coson, president of Royal Coach/Buckner, announces personnel changes and expanded production facilities for the Fresno, CA-based manufacturer of sprinklers, valves, and automatic controllers. Vince Nolletti has been appointed vice president of the company. Nick M. Dvorak has become vice president, sales and marketing.



First Readex Award is presented to P.B.I. Gordon Senior Vice President A.T. Pambechy (center) by Jim Brooks, national sales manager of Weeds Trees & Turf. On the right is Charles Eatough, agency representative for Gordon and creator of the advertisement that won.

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