

GREEN INDUSTRY NEWS

Winter Marks Beginning of Show Season



Rutgers Field Day had both good weather and attendance in October.

As the cool weather began to roll into the various parts of the United States, three well-attended turf shows in such diverse areas as New Jersey, California and Florida marked the beginning of show season.

More than 600 turf managers attended the **New Jersey Turfgrass Field Day** at Rutgers Stadium in October. **Dr. Henry Indyk** led demonstrations of athletic field care and renovation while distributors displayed their equipment on the nearby golf course.

Seed, chemical and equipment distributors were able to show their wares, describe them, and clear up confusion as to shortages for the coming year. Equipment distributors showed their new models for 1982. Show attendants were able to try out all models for themselves if they chose.

There was considerable discussion of shortages of Dacthal and possible substitutes, especially in fertilizer mixtures. Seed and chemical company technical representatives were there to

explain management techniques and product performance.

The field day precedes the **New Jersey Turf Expo** in Cherry Hill by two months, so those who were introduced to products at the field day can get final answers at the Expo on December 7-10. It is a system that New Jersey turf managers appear to like and support.

California

"Well planned, superbly conducted; informative and fulfilling" were some of the comments of the 185 industry personnel who attended the **University of California Turfgrass Field Day** at the South Coast Field Station, Santa Ana, CA.

Highlighting the latest research information were farm advisors **John Van Dam** and **Mike Henry**, turfgrass specialist **Dr. Victor Gibeault**, plant

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John Van Dam (second from left) discusses cool season cultivars with industry leaders at the University of California Turfgrass Field, South Coast Field Station, Santa Ana, CA.

GOLF

UPDATE

Prusa is new GCSAA education director

Jim Prusa, superintendent of buildings and grounds and acting general manager of Pasatiempo Country Club in Santa Cruz, California, has been named to the position of Educational Director of the Golf Course Superintendents Association of America to replace Palmer Maples who left in June. Prusa's father is superintendent of Aquamarine Golf Course in Avon Lake, Ohio.

After a stint in the Navy, Jim attended Orange Coast Community College in Costa Mesa and California State Polytechnic Institute in Pomona. He was Kent Kurtz's turf technician at Cal Poly and was awarded the GCSAA student scholarship in 1973. He was also president of the Cal Poly Horticultural Alumni Association.

Prusa first served as superintendent to China Lake Golf Course and then moved to Pasatiempo. He is currently working on an MBA under a scholarship from the Club Management Association at the University of Santa Clara.

Attendance record for 1982 GCSAA Show

With nearly 8000 attendees already registered, the **Golf Course Superintendent Association of America's 53 International Turfgrass Conference and Show** in New Orleans (January 28-February 5) is set for a record turnout.

"Managing Change, with GCSAA at the helm," is the theme of the show. Along those lines, the educational program has been bolstered. Six preconference seminars are scheduled for Saturday and Sunday. Optional examinations with points towards certification renewal will be offered. A water symposium is scheduled for Monday and Tuesday afternoon, while the USGA Green Section's educational program will be held on Wednesday. GCSAA's educational program will wrap up with a full day of seminars on Thursday.

The 1982 GCSAA Golf Championships will be held January 28-29 at Walt Disney World in Orlando, FL. The men will compete on the Palm and Magnolia courses and the women will play on the Lake Buena Vista links. Jim McKay, ABC TV sports commentator, will deliver the keynote address to kick off the show.

Over 200 exhibiting companies have "sold-out" the Rivergate Convention Center. The 1982 show also marks the first use of a computerized registration and inquiry system. This system allows exhibitors to send additional information to attendees via their badge number. As an added service to its members, GCSAA has scheduled various New Orleans-style social events during show week.

Golf leaders agree to increased promotion

In an effort to stem the decrease in the number of players, courses, and rounds of golf, 142 industry leaders attended the **Forum Of Golf** at the Amfac Hotel and Resort, Dallas, TX. The consensus of the meeting, sponsored by the **National Golf Foundation**, was that golf needs increased marketing and promotion via a unified industry voice.

"Over the last 20 years the golf industry has taken the same market and cut it up—at each other expense," said **Deane Beman**, commissioner of the PGA Tour. "We need to expand our market." **Ray Volpe**, commissioner of the LPGA, said, "If anybody is going to help the game of golf, it is the people in this room. The NFL, NBA and NHL all have their own marketing departments to promote themselves. What golf needs is a single voice, a coordinating action point. I believe that the National Golf Foundation should be that voice."

The forum was attended by representatives from nearly every major golf organization and related manufacturing companies. NGF added the Club Managers Association, American Society of Golf Course Architects, Touring Professionals Association, Golf Course Superintendents Association of America, Professional Golfers Association and Ladies Professional Golfers Association to its board of governors.

breeder Victor Younger and field station technician Stanley Spaulding. Attendees came away from the event with many new concepts, sound practical information and progress of the Western Regional Cultivar Testing Program.

Faced with the possibility of reduced water availability within five years, the thrust of the University of California research effort has been on developing and evaluating turfgrasses with potential for greater water use efficiency than present day cultivars.

At the **Central California Turf Day** held in San Luis Obispo in Veterans Memorial Hall over 160 people took part in the educational program and equipment displays. The program was coordinated by **Dr. Tim Gaskin**, professor of turfgrass management at California Polytechnic State University, San Luis Obispo.

The featured speakers included Drs. George Schmitz and Kent Kurtz and turf student Raymond Layland, Cal Poly, Pomona; Wayne Morgan, Kellogg Supply Co., Los Angeles; Dr. Howard Ohr, University of California, Riverside; Dr. John Harris, Cal Poly, San Luis Obispo; and Robert Lilley, San Luis Obispo agricultural inspector. One of the highlights of the conference was the Mow Olympics. This consisted of a written test on principles of mowers and mowing equipment and an obstacle course set up on a large lawn area on the Cal Poly campus. The event was won by Michael Stallings, Grover City Recreation and Parks Department.

Florida

The **29th Florida Turf-Grass Association Conference and Show** held at the Sheraton Twin Towers in Orlando was a rousing success with over 900 people attending. The show also posted a record number of exhibitor booths with 130.

While no outdoor exhibits or demonstrations were held, attendees were enthusiastic about the revamped educational program. An extended session on water management was held the first day while the second day of the show gave way to nine 20-minute presentations in both the commercial turf and home lawn areas. The audience, largely consisting of golf course superintendents and students, was very attentive, eager to hear what kernels of information the speakers had to impart. Sessions on topdressing, irrigation, golf care maintenance and golf course design proved particularly enlightening.

The 1982 show is set for October 3-6 and will return to Tampa.

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NURSERY

NMC fund drive way ahead of schedule

In the first month of fiscal 1982, the Nursery Marketing Council (NMC) has received 45% of the total amount contributed all of the past year. According to NMC Steering Committee Chairman Gordon Bailey, Bailey Nurseries, St. Paul, NM, income for fiscal 1981 (ended June 30) was \$227,379, while income for July, 1981 was close to \$125,000.

"We expect an expanded international radio advertising program for NMC this coming year," said Bailey. "We intend to add more weekends and more weekdays to our advertising schedule—as support funds permit. We are looking at additions to the program, too, in the form of specifically-targeted advertising to narrowly defined markets—such as home-builders."

Bailey noted that major wholesale growers and suppliers are adding a voluntary NMC contribution to their invoices amounting to one-fourth of one percent. When their retailing customers include that amount in their payment, the grower or supplier matches the contribution and sends the total to NMC.

EQUIPMENT

OPEI Working On Shredder Standard

The Outdoor Power Equipment Institute has initiated a voluntary standards development program for shredder grinders. This program is virtually completed. The final proposed standard will be submitted shortly to the American National Standards Institute's Board of Standards Review. Final approval is expected soon.

An OPEI safety seal program for shredders will be initiated next year after the ANSI approval has been obtained.

Bannigan Named E-Z Go Vice President

Ed Bannigan has been named vice president of sales of E-Z Go, Augusta, GA. Bannigan had previously been western regional manager of the company. He began his career with E-Z Go in May of 1978 as Branch manager.

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HORTICULTURE

HRI Names John Flemer President; Heard VP

John Flemer, Princeton Nurseries, Princeton, NJ, has been elected president of the Horticultural Research Institute. Flemer succeeds Robert Siebenthaler who will remain on the executive committee as past president.

Bill Heard, Heard Gardens, Des Moines, IA, has been elected vice president, while Bob Voorheis, Blue Ridge Nurseries, Kansas City, MO, has been elected treasurer. William Adams, Adams Citrus Nursery, Haines City, FL and Tom Pinney Jr., Evergreen Nursery Co., Sturgeon Bay, WI, have also been named to the HRI executive committee.

SEED

Tim Bowyer to head Sunbelt Seed Company

Tim Bowyer, PhD, has been named president and chief executive officer of Sunbelt Seed Co., Tucker, GA. Bowyer was formerly vice president of Southern Turf.



Bowyer has done extensive work in the areas of ornamental and turfgrass management. He was assistant extension plant pathologist at the University of Illinois and assistant professor of plant pathology at the University of Georgia.

Sunbelt Seed is a cooperative venture between Southern Turf Nurseries, Tifton, GA, and Loft's Seed Co., Bound Brook, NJ. Sunbelt markets a full line of grass seed for residential, commercial and athletic field applications.



Century Toro Distributors, in cooperation with Toro Co., has loaned two mowing units to the Ohio State University Turfgrass Research Program. A Turf Pro 84 and Groundmaster 72, which are valued at more than \$20,000, are expected to save the research program much time and expense in labor and equipment maintenance. Pictured (from left to right) are John Fitzgerald, General Sales Manager of Century Toro; Dr. Roy Kottman, Dean of the College of Agriculture; Dr. Berlie Schmidt, Chairman, Department of Agronomy; Dr. John Street, Turf Extension; Dr. Keith Karnok, Turf Research; and Mike Slinger, Sales Representative, Century Toro.

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