

# WT&T

## GREEN INDUSTRY NEWS

### First lawn care conference pleases suppliers, delegates

Hot on the heels of what many exhibitors and lawn care businessmen called "the best show we've ever attended," the Professional Lawn Care Association of America (PLCAA) has finalized plans for next year's conference and show — to be held Nov. 18-20, again at the Commonwealth Convention Center in Louisville.

More than 700 lawn care businessmen traveled from all over the country to attend PLCAA's first annual conference and show. This figure does not include representatives from the more than 50 exhibiting companies who filled close to 100 booths.

Exhibitors were happy, especially Lakeshore Equipment & Supply Co., Elyria, OH, and Professional Turf Specialties, Normal, IL. Lakeshore wrote over \$1 million worth of orders on the show floor, and Professional Turf sold its demonstration truck right off the floor. Dan Duncan and Ed McKinzie of Apex Pest Control & Lawn Care, Inc., picked up the keys to the 1,200-gallon-tank spray truck following the show

and drove it home to Bradenton, FL.

Standing-room-only education sessions were the rule for the three-day conference, including excellent presentations by Gordon Ober, Dr. Roger Funk and Jerry Faulring. Ober, general manager of Davey Lawnscape Service, Kent, OH, brought the house down with a comical yet informative slide presentation on employee training. The final-session talk by Davey research director Dr. Funk on pesticide use in the 1980's kept attendees in their seats until the end. And Faulring outlined a blueprint for the lawn care industry with his "Issues You Can't Avoid in the 1980's." Faulring, of Hydro Lawn, Gaithersburg, MD, was elected president at PLCAA's first annual business meeting.

Elected as vice president was Douglas Baker of Leisure Lawn, Dayton, OH, John Latting of Lawn Groomer, Normal, IL, was elected secretary-treasurer. Elected to the board of directors were: Larry Brandt, Spray-A-Lawn, Cincinnati, OH; Don Burton,

Lawn Medic, Bergen, NY; Steve Derrick, Latick, Inc., Normal, IL; Rick Eldred, A-Perm-o-Green Lawns, Austin, TX; Dr. Robert Miller, Chem-Lawn Corp., Columbus, OH; Davey's Ober; Dr. Paul Schnare, Atkins Lawn Care, Columbia, MO; Richard White, Village Green Lawns, West Chicago, IL; and Ronnie Zwiebel, Chem-Care Lawn Service of Birmingham, AL. Robert Earley, editor/publisher of *LAWN CARE INDUSTRY* was named industry liaison.

For information about attending or exhibiting at next year's PLCAA Conference and Trade Show, contact: Jane Stecker, PLCAA, Suite 1717, 435 N. Michigan Ave., Chicago, IL 60611, (312) 644-0828.

#### ENERGY

### Peat may be Canadian energy alternative

The construction of a peat-fired steam-electric generating station in northeastern New Brunswick would be technically and economically feasible, according to a preliminary study prepared for the Canadian Government by Montreal Engineering Company Limited.

The study indicates that, as in Ireland and Finland, peat could be an economical alternative to oil in Canada and could create a significant number of permanent jobs. The preliminary findings will be evaluated by the federal and provincial governments and the New Brunswick Electric Power Commission to determine whether there is a basis for proceeding with pre-engineering and detailed design studies.

#### SALES

### Greater demand for horticultural service

Horticultural services are on the increase, according to statistics released

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Bustling exhibit floor at PLCAA convention.

# LANDSCAPE

## CONTRACTOR NEWS

### Expanding frontiers earmark ASLA meeting

Speakers at the American Society of Landscape Architect's annual meeting in Denver stressed the awareness and involvement of the industry in a wide diversity of work.

"The scope has arrived that we are involved in every facet of life," says Bill Oyler, director of programs and administration for ASLA. The November meeting forwarded that theme to more than 1,600 attendees.

Keynote speaker John Naisbitt—publisher, author, futurist, and newspaper columnist—spoke at the opening session about the change to which landscape architects will be expected to respond in the 1980's. The 22 individual educational sessions that followed emphasized this in specific ways. The programs were divided into five major education topics—energy, economics, communications, creative management, and design quality and values—and each of these were divided into five or six sessions.

Booth space was filled and included companies selling computers, lighting, irrigation equipment, turf, indoor-outdoor furniture, bridges, recreation equipment, and management consulting services. Oyler expects that the meeting next year in Washington, DC, will contain 100 booths, a good percentage more than this year's 67.

### California show will cover entire field

The California Landscape Contractors Association's 1981 Landscape Industry show, scheduled for March 26-27 at the Long Beach Convention Center, promises to be a complete show for the landscape industry.

The planning committee is hoping to gather people and products from every aspect of the industry, including the related services and products used in the offices of landscape contractors as well as those used in the field. The organizers are urging suppliers of stationery, office furniture and equipment, computer and communication systems, public relations people, and financial consultants to exhibit.

This marks the second such show sponsored by CLCA. For further information about it, contact David Concannon, 1419 21st St., Sacramento, CA 95814, 916/448-2522.

### Irrigation Association plans full course

The Irrigation Association will hold its first two-week Landscape Irrigation Institute in cooperation with the University of California at Riverside, March 23-April 3.

The intensive two-week course, designed for personnel of manufacturing, distributing, contracting, and consulting firms, will comprise 11 days of instruction and field trips.

Topics of instruction include basic principles of soil and water; principles of turfgrass, adaptation, growth, and maintenance; irrigation components and types; hydraulic principles; and installation, management, and scheduling of irrigation systems. Field trips will go to an irrigation pipe manufacturer, sprinkler manufacturers, irrigation systems, and laboratories.

Registration information is available from: The Irrigation Association, 13975 Connecticut Avenue, Silver Spring, MD 20906, 301/871-1200.

by the Agricultural Services Census for 1978.

The census indicated \$2.6 billion gross receipts for that year, nearly double the amount reported in 1974, although part of this increase may be due to more complete reporting. More than 36,000 landscape planting and maintenance service firms who derive their major source of income from garden services had gross receipts of \$1.4 billion; over 19,500 arboricultural firms showed gross receipts of \$1.06 billion; and 5,228 landscape planning and counseling services reported \$.18 billion in gross receipts.

Since more limitations are being placed on the pesticides that homeowners may use, professional landscape and horticultural services are expected to be in greater demand in the future.

### FERTILIZER

#### Fertilizer movement advances in October

Domestic market movement for fertilizers from producers increased 3% in October above the same month in 1979, even though total month-end inventories also reached higher levels, according to a report by The Fertilizer Institute.

Domestic disappearance for October of both nitrogen and potash products was well ahead of the same month last year, while exports of all finished phosphate products also advanced.

"The October report clearly shows the rapid pickup in mid-fall movement that had been expected," noted Institute President Edwin M. Wheeler. "Recent industry reports from the field indicate that this improvement has continued into November for most products."

### EROSION CONTROL

#### Scientists study reasons for erosion

In the Pacific Northwest, flooding and erosion are most likely to be caused by rainfall on top of frozen soil.

Myron Molnau and D. K. McCool, researchers at the Idaho Water Energy Resources Research Institute of the University of Idaho, are studying erosion to determine the extent to which it occurs on frozen soils. They plan to evaluate the effect of various land use practices, such as tillage, on the severity of runoff from frozen soils.

Their preliminary data suggests that minimum tillage controls erosion best.

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# GOVERNMENT UPDATE

## **EPA says no RPAR against chlordane**

The Environmental Protection Agency's Office of Pesticide Programs has recommended there be no RPAR against chlordane, says an officer for Velsicol Chemical Corp., a manufacturer of the substance.

Charles Frommer, director of regulatory affairs for Velsicol, says, "Instead, EPA plans a comprehensive review of all compounds with termite labels. Some 30 active ingredients are involved."

Speculation over the status of chlordane spread last summer when the General Accounting Office sent a letter to EPA Administrator Douglas M. Costle, calling for a formal RPAR of the pesticide. GAO cites information from the Defense Department that showed high concentrations of chlordane in some homes where heating ducts became contaminated. They contend that there may be millions of homes in the U.S. affected in this manner.

Velsicol contends that such air plenum contamination is the result of misapplication and that no health hazard exists when proper application procedures are followed.

## **OSHA Book tells full story of agency**

All About OSHA, 1980 edition, contains much information about the agency and is available for no cost. To obtain a free copy, write: OSHA Publications Office, Rm. S-1212, Department of Labor, 200 Constitution Ave., N.W., Washington, DC 20210.

## **Government agencies find dioxins in 2,4-D**

The Environmental Protection Agency and Agriculture Canada have found dioxins in 2,4-D samples, but have taken no regulatory action. EPA and Agricultural Canada officials said that decisions on regulatory action, if any, would be made before the next 2,4-D season, March in the U.S. and June in Canada.

EPA's response to the findings was to prepare a request to all 2,4-D manufacturers for technical samples of the pesticide used in the U.S. and descriptions of 2,4-D manufacturing processes. Some EPA officials suspect the dioxin contamination might be keyed to a particular manufacturing process. Dow Chemical, Diamond Shamrock, and PBI Gordon have already submitted samples.

Agriculture Canada emphasized that it had not found the "most acutely toxic member of the dioxin family, the 2,3,7,8-TCDD isomer" in 2,4-D samples tested.

## **Social Security, minimum wage increases**

On January 1, the tax base for Social Security rose to \$29,700 and the rate to 6.65%. This means an employee earning \$29,700 will pay \$1,975.05 in Social Security taxes, and the same amount will be paid by his employer. Also, the minimum wage has increased to \$3.35 an hour.

## **National Arboretum begins bonsai holding**

The chief of the U.S. Department of Agriculture's Forest Service, R. Max Peterson, presented the National Arboretum with the first tree to be included in a new American bonsai collection.

The presentation was part of a series of national activities held last year to commemorate the 75th anniversary of the Forest Service.

Ralph J. McCracken, USDA associate director of Science and Education, accepted the bonsai on behalf of the National Arboretum's managers—USDA's Science and Education Administration.

The tree, a naturally dwarfed Ponderosa pine about 150 years old, was found growing on the Gifford Pinchot National Forest in Washington.

"Freeze cycles in the Pacific Northwest, especially, have a lot to do with erosion," says Molnau. "They first break down soil clods, creating a smooth surface for the water to run over." He explains that after a rain and freeze-thaw cycle, water collects on top of the rough frozen surface rather than infiltrating the soil. Since it is warmer than the underlying soil, it slowly breaks down frozen clods and forms a thin layer of mud on the surface. Then, if there is a large amount of precipitation, the thin layer of sediment is washed off and erosion occurs.

## **EQUIPMENT**

### **Tiller shipments up; mowers show decline**

Rotary tiller shipments by domestic manufacturers rose 9.8% during the year ended August 31, 1980, while factory shipments of walk-behind and riding mowers, lawn tractors, and riding garden tractors declined for the first time in four years, according to recent estimates of the Outdoor Power Equipment Institute.

In 1980, 621,000 tillers were shipped, compared with 565,400 in the previous year. Factory value increased from \$123.3 million to \$148.4 million, or 20.4%.

Shipments of riding garden tractors declined 16.9% to 196,000 units with an F.O.B. factory value of \$312.5 million. Last year's 236,000 units were valued at \$339.3 million.

Estimated shipments of lawn tractors/riding mowers totaled 721,000 for 1980, down 9.6%. F.O.B. factory value increased 3.2% from \$458.5 million to \$473.3 million.

Walk-behind power mower shipments fell 3.5% to 5.7 million units, a decline of 200,000 units from the 5.9 million shipped in 1979, while factory value increased 7%, from \$656 million to \$701 million.

## **AWARDS**

### **AAN governors present Green Survival Awards**

The Governor's Green Survival Award, established by the American Association of Nurserymen for a superb contribution to environmental improvement through the use of living plants, was presented in recognition of two outstanding outdoor plantings in the States of Michigan and Illinois.

John Light, II, governor of the Michigan chapter of the AAN, presented one award to the City of Marshall for its

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contribution to the environment through a Sesquicentennial Project. The citizens of Marshall had planted more than 16 new trees and created a self-guiding "Tree Tour" to help celebrate the city's 150th birthday.

Les Bork, Jr., governor of the Illinois chapter, gave the other award to Carriage Hill of Glenville, Illinois, for an outstanding use of living plants in its renovation of a 125-unit condominium. Flowers, shrubs, and trees for shaded walkways had been planted to give a new look to Carriage Hill.

The award, a beautifully engraved walnut plaque, is designed for individuals, companies, governmental agencies, churches, clubs, and communities which use the green gifts of nature in publicly accessible locations.

#### ASSOCIATION

### Power equipment distributors organize

The Outdoor Power Equipment Distributors Association was recently formed by leaders of the billion-dollar

industry at the GIA Show in Baltimore, Maryland. Officers and directors of the new association were elected.

Joe H. Brady, Jr., of Joe H. Brady & Associates, Inc., Birmingham, Alabama, was elected president; Wyn Eaton of Eaton Equipment Corporation, Hamburg, New York, was named vice president; Bill Niemeyer of the Niemeyer Corporation, West Chester, Pennsylvania, became secretary; and Joe Porter of Porter Brothers, Inc., Shelby, North Carolina, was voted treasurer.

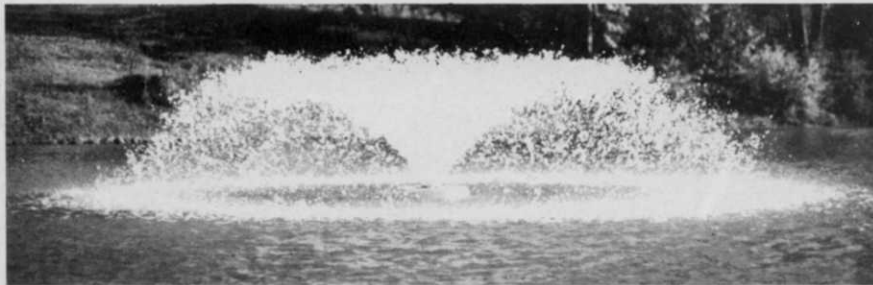
The firm of Fernley & Fernley, Inc., has been retained to provide management services for OPEDA. The Fernley & Fernley offices, at 1900 Arch Street, Philadelphia, Pennsylvania, will serve as association headquarters.

#### PLANT CONTROL

### Meeting held on aquatic plant control

The 15th annual meeting of the Aquatic Plant Control Research Planning and

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### News from page 58

Operations Review was held November 17-20, 1980, at the Sheraton-Savannah Inn in Savannah, Georgia. Approximately 140 engineers and scientists attended.

Reports on aquatic plant problems were presented by various district representatives, and talks were given by specialists in all areas: biological, mechanical, and chemical control.

William N. Rushing of the Waterways Experiment Station in Vicksburg, Mississippi, said, "It was one of the finest meetings we have had because of the caliber of the papers presented and the interest shown by the people there."

### CONFERENCE

#### Expanded turf show draws 1,200 in Jersey

More than 1,200 people attended the New Jersey Turfgrass Expo '80, which commemorated the 10th anniversary of the New Jersey Turfgrass Association.

The conference, held at the Cherry Hill Hyatt House, presented a diversity of programs on turf and received numerous favorable comments on the speaker-topic selection, according to Dr. Henry Indyk, general chairman.

The first day's topics related to insect and weed control; the second day was divided into special sessions on golf and fine turf and lawn and utility turf; and the third day focused on lawns and sod. The golf sessions focused on the needs of bentgrass and control of annual bluegrass. A lively discussion occurred in the utility turf session concerning athletic fields, which also included baseball field care.

### GROUNDS

#### Members of grounds society share ideas

An innovation at the Annual Conference of the Professional Grounds Management Society was a "Brag Night," in which members had a chance to give impromptu 15 to 20-minute talks and slide presentations about their accomplishments.

Attendance at the Conference was better than usual, with about 150 people present, according to Allan Shulder, executive director.

The Society elected new officers for 1981. John Van Vorst, who served last year as president-elect, was automati-

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cally advanced to the presidency. He is supervisor of parks for Tenafly, New Jersey.

The new president-elect is Earl Wilson, vice president of Thornton-Wilson, Inc., Maineville, Ohio. Elected vice president was Fred Rigger, who is assistant manager in charge of grounds, Padonia Swim Club, Cockeysville, Maryland. Robert Fisher was re-elected treasurer.

The society will present its first area management workshop, "Business Management Techniques for Professional Grounds Managers," at the Holiday Inn in Jessup, Maryland, on February 18 and 19, from 9:00 a.m. to 4:00 p.m. For information and registration brochure, contact Allan Shulder, Executive Director, Professional Grounds Management Society, 7 Church Lane, Pikesville, MD 21208; telephone 301-653-2742.

TURF DISEASE

**Bitter cold, drought may alter incidence**

Exceptional cold winter temperatures and lack of rainfall in the Northeast may alter turf disease incidence, according to Cornell University turf pathologist Dr. Richard Smiley.

Lack of heavy snow cover and frigid soil temperatures should reduce the incidence of snow molds, says Smiley. However, lack of rainfall and snowfall over the past two years in the Northeast combined with irrigation may increase the incidence of Fusarium Blight, red thread, and dollarspot. Droughty soil combined with surface humidity from irrigation may make summer diseases more prevalent in the region.

Smiley anticipates an increase in summer turf diseases into the mid-80's due to continued drought conditions in the Northeast.

CENSUS

**Farmland value doubles, irrigation more common**

Between 1974 and 1978, the average value of agricultural land and buildings per acre increased from \$336 to \$627, according to the latest data from the Commerce Department's Bureau of the Census. The dependence on irrigation for agriculture increased in the same period to five percent of U.S. farmland.

Although the number of farms continued to decrease, the drop was less

than in previous periods. The nation had one billion acres of productive farmland in 1978 in 2,480,000 farms, down 150,000 farms from 1974. There was an increase in the number of farms with less than 50 acres or more than 500 acres.

Farmers are turning to more efficient use of land and more control of available cropland. Acreage for pasture declined and irrigated acreage increased.

Orchard acreage increased ten percent and the number of orchards increase by a third. Possibly many of these new businesses were less than 50 acres.

Farmers chiseled away at wasteland by increased use of irrigation and decreased use of land for pasture. The net result was an increase in total cropland in 1978.

*Continues on page 73*

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## MARKETS

### Fertilizer producers up output by 5 percent

U.S. fertilizer producers increased production five percent above the previous year's five-month period of July-November, and almost equalled domestic disappearance of an unprecedented record fall in 1979, according to a report of The Fertilizer Institute.

"Nitrogen products remained the strong leaders in domestic disappearance for the five-month period," said Edwin M. Wheller, president of The Fertilizer Institute. "This product group showed a gain of five percent over July-November 1979, whereas all other product groups decreased in market movement."

Wheeler said that continued strong foreign demand for U.S.-produced fertilizers resulted in an increase of 30 percent for exports in the July-November period over 1979. This increase in exports applies broadly to each of the nitrogen, phosphate, and potash product groups. Nitrogen solution exports were more than twice last year's levels. Urea exports increased 58 percent, diammonium phosphate, 38 percent, and potassium muriate, 22 percent over year-ago levels for the five-month period.

## NEW COMPANY

### Irrigation consultant starts California firm

Harold W. Wake, a pioneer in the design and manufacture of low volume irrigation systems, has formed a manufacturing and marketing firm, Misti Maid, Inc., with a new line of home and garden irrigation systems.

Wake says the Misti Maid systems contain unique, advanced features, such as easy installation, great water and energy saving ability, adaptability to all terrain and uses, and the capability to fog, drip, mist, or sprinkle.

Art McNab Agency, Mountain View, CA, will be the manufacturer's representative for the firm in the West.

## COURTS

### Retailers unpaid for 2,4,5-T/Silvex products

Many retailers have not been paid for 2,4,5-T/Silvex products they returned

to suppliers after the Environmental Protection Agency's cancellation order in March, 1980.

Dow Chemical is still appealing the cancellation, but most formulators have agreed in the meantime to take back all supplies subject to EPA reimbursement. Retailers are entitled to cost plus a 15 percent handling charge.

While the EPA has admitted the validity and amounts of major claims, it has refused to pay for lack of funds. Lebanon Chemical sued the government in U.S. Court of Claims last June, and others are following. Favorable court judgments are expected within the next few months, and payment will then follow from court appropriations.

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