

WT&T

GREEN INDUSTRY NEWS

GOLF

Greens at Masters once too slow, now too fast

Although there is a definite hush and adherence to protocol at Augusta National, the conversion of its greens from Bermuda to bentgrass to add challenge to the course irritated some professionals during the Masters.

Some newspapers, such as the *Chicago Sun Times* went to lengths to infer that grass was a small matter of no general consequence and that courses should convert to AstroTurf. Cute quips from sportswriters only added to the ignorance of the public to golf management.

The course maintained its tight policy that only the club chairman could speak on club matters, thus stopping any interviews with the superintendent. The full story is still not known and pieces of information, right or wrong, are coming from players rather than the superintendent.

The greens were renovated last August after an advisory committee and a number of other consultants met with Hord Hardin, the chairman. The Bermuda greens were fumigated with methyl bromide and seeded with PennCross. The greens were not rebuilt to USGA specifications for bentgrass. The club thought they could limit rebuilding to only those greens which showed problems.

Weather took over from there with an unusually hot September, rainy October, and cold winter. Club members

were allowed to play on the greens in mid-October. Some inferred fungicides had burned some of the young PennCross but this has not been proven.

So far the problem has only been linked to bad weather and the poor soil structure of some greens.

If you consider the number of experts that were involved and who made the final decisions, superintendent Lloyd

Mackenzie should be clear of any guilt.

In an article in *Golf Digest*, Hardin said those greens that were involved are likely to be rebuilt as originally planned.

Some players inferred that the greens have been hard for a long time. The lure of fast greens in the future may be tempered with consideration of the rootzone.

CONVENTION

Nurserymen to hold annual in Cincinnati

The American Association of Nurserymen is planning its 106th annual convention and trade show at Stouffer's Cincinnati Towers July 18-22.

Themed "An Industry Together-Pathway to Profit," the convention will highlight educational sessions by each of the AAN family groups: Garden Centers of America, Wholesale Nursery Growers of America, National Landscape Association, and Horticultural Research Institute.

Topics will deal with concerns of the nursery industry and solutions to existing problems. Tours of Cincinnati-area wholesale, retail, and landscape businesses and tours for spouses attending the convention are also planned.

For more information, write American Association of Nurserymen, 230 Southern Building, Washington, D.C. 20005, 202/737-4060.

PROMOTION

Clifford advances in post at Mallinckrodt

Mallinckrodt, Inc. has promoted Nick Clifford from senior business manager to business director for specialty agricultural products in the specialty chemicals division.

Clifford joined Mallinckrodt, a lead-

ing supplier of specialty agricultural chemicals to the turf and ornamental industries, in 1965. He has held a variety of sales and marketing positions in the specialty chemicals division.

CONVENTION

Florists to stress marketing at meeting

Themed "Advertising, Merchandising and Marketing: Strategy for Success," the annual meeting of the Society of American Florists promises to focus on the critical issue to the floral industry. Speakers and programs at the meeting planned for July 29 through August 1 at the Denver Hilton have been specifically scheduled for their expertise in marketing.

Somers White, a nationally known motivational speaker, will address the crowd on "Being Sold on Yourself and Selling to Others." Herb Mitchell, AAF, AIFD, will discuss "Teaching Your Employees to be Salespeople." George Kresch, professor of marketing at Colorado State University, will give a program on various types of advertising, analyze the good from the bad, and explain what members of the association can do.

Former President Gerald Ford will speak at the Friday luncheon. The New Varieties Exhibit on the first day gives growers a chance to compare their fresh flowers, decorative foliage, flowering plants, foliage plants, and bedding plants with their competitors.

Continues on page 12



The Nebraska Turfgrass Foundation gave its Distinguished Service Award to Harold Glissmann (left) of Omaha during the Nebraska Turfgrass Conference. Keith Weidler, turf foundation president, presented the award.

LANDSCAPE

CONTRACTOR NEWS

Landscape business outlook good for 1981

Members of the National Landscape Association are predicting another good landscaping year—one that gradually improves, according to the annual economic survey.

Last year, when the annual survey was taken, 85 percent of the landscape firms responding predicted increased sales in 1980. This year's survey, while slightly less optimistic—75 percent are predicting increases—shows that expectations are still high among landscapers.

In 1980, after 10 percent of firms predicted sales increases, 12 percent reported increases at year's end. This year, 10 percent also predicted business increases.

For the second year in a row, landscapers have indicated that their best prospects for increased sales are in residential renovation landscaping. The second ranked growth potential in this year's survey was new commercial landscaping.

Here is a breakdown of predictions of increases over 1980 by region: Northeast—6%, Southeast—10%, Great Lakes—7%, Western Plains—11%, Other—20%. The national average is an increase of 10%.

Census shows growth in hort services

The 1978 Agricultural Services Census conducted by the U.S. Department of Commerce, Bureau of Census, indicates marked growth in landscape and horticultural services in 1978 over the previous census of 1974.

The number of firms involved primarily with landscape and horticulture services increased 39 percent from 1974 to 46,600. The gross receipts reported by these firms increased 97 percent for a total of \$2.6 billion in 1978. The annual payroll reported by these firms was \$947,000,000 or an increase of 94 percent from the previous census period.

The data is broken into three major categories: landscape counseling and planting; firms engaged in a variety of lawn and garden services—landscape planting and maintenance and, presumably, design services when sold in conjunction with the plants; and ornamental shrub and tree services, which were mostly arborist services.

The data prepared from the census indicates that the number of lawn and garden service firms increased at about the same rate as the other categories, while their gross receipts and annual payrolls increased at more than double the rate of the other two categories.

ASLA assumes lead role in design coalition

The American Society of Landscape Architects (ASLA) has become the leaders in 1981 for the major coalition of professional environmental design organizations in the U.S.

As secretariat of the Interprofessional Council on Environmental Design (ICED), ASLA has been charged with serving as the official communications center for this seven-member coalition. The council meets twice each year to address current issues of mutual concern, exchange information, and promote interprofessional collaboration in environmental design.

"ASLA is honored to serve as secretariat of ICED, since its purpose so completely parallels the attitude of landscape architects toward collaborative design," said ASLA President William Behnke.

The other six members of ICED include: the American Consulting Engineers Council, American Institute of Certified Planners, American Society of Civil Engineers, American Institute of Architects, American Society of Consulting Planners, and the National Society of Professional Engineers.

News from page 8

For more information, contact Barbara Kratchman, Society of American Florists, 901 North Washington Street, Alexandria, VA 22314, 703/836-8700.

NURSERY

Marketing council urges promotion despite drought

Citing an example of citrus losses from frost in Florida, Paul Dawson, director of marketing for the Nursery Marketing Council, is urging nurseries not to reduce advertising this spring due to drought conditions in much of the country.

"The wiser nursery leaders are saying this is a time to increase advertising budgets," Dawson said. "Now is the time to help consumers learn how to care for living plants with limited water resources, to sell those products which require less water, and to keep the public mindful of the important role their green environment plays in all aspects of their lives."

The Nursery Marketing Council represents bedding plant growers, sod producers, landscape architects and contractors, foliage growers, allied suppliers, and nursery retailers. A \$270,000 national radio blitz is occurring on Saturdays in April and May.

CHEMICALS

Name given to new maker of Nitroform

FBC Chemicals, Inc. is the name of the new company formed to market and distribute products in the United States formerly marketed by Fisons, Inc., Bedford, MA, and the Boots Hercules Agrochemicals Co. in Wilmington, DE.

The new U.S. chemical company will have its corporate headquarters in Wilmington. FBC Chemicals, Inc. is the result of an announcement made last year by the two parent companies that they would merge their specialty chemical and agrochemical interests on a worldwide basis.

LAWN CARE

ChemLawn shareholders offer common stock

In an effort to generate working capital in the face of rising interest rates, ChemLawn Corp., Columbus, Ohio, is offering 750,000 shares of common

Continues on page 14

UPDATE

Pesticide testing bears problems

Tests on pesticide toxicity have been judged invalid because of too few or sick animals used, tests were not done at the maximum tolerated dose, incomplete microscopic examination, inaccurate recordkeeping, and poor monitoring, said Marcia Williams, director, Special Pesticide Review Division (SPRD) of the EPA.

She said that reliable data are also lacking with exposure information. Specifically, data are missing on individual exposure to pesticides in food, air, and water and on rates at which pesticides reach target organs. Another lack was a mechanism to factor in individual sensitivities or thresholds, she said. And it is difficult and expensive to design experiments encompassing variables such as wind, temperature, humidity, clothing, and type of application.

The expense, uncertainty, or unavailability of methods to detect chemicals or contaminants must be considered in economic/benefit information. Williams' talk was directed to the Great Lakes Pesticide Council.

USDA plans \$4.3 mill. in IPM funds by 1990

A national urban Integrated Pest Management program starting in FY 1982 with \$50,000 for 50 pilot workshops and no specific staff could grow into a project with a staff of 101 and a budget of \$4.3 million by 1990, projects the U.S. Department of Agriculture. The plans were issued in a report, "Urban Integrated Pest Management," published by the Cooperative Extension Service, the University of Georgia-Athens.

The report listed seven urban IPM benefits: Offering clients alternative methods of pest control; saving on spiraling pesticide costs where other alternatives are available; public acceptance of commercial control programs that incorporate the concept of threshold pest levels; reduced exposure and environmental contamination; improved pest control; reduced pesticide storage and disposal problems; and delaying the development of pesticide resistance.

The State Cooperative Extension Services are in "a unique position to provide leadership in urban IPM," according to the report, and can do the job given sufficient staff and funds. However, it said, "assigning responsibility for urban IPM to already busy extension specialists in entomology, plant pathology, or other pest control disciplines without additional support has not succeeded in the past. Nor has vesting this responsibility in an urban horticulturist been successful; for such a person is not equipped to deal with public health, household and wood-destroying pests. The employment of multi-discipline-oriented IPM urban leaders in the states is essential."

Scientists examine exposure to 2,4-D

A study of two groups of workers who applied 2,4-D to wheat fields in two areas of the country has concluded that less than 1 gram of this herbicide enters the body of an average 175-pound worker.

Since evidence suggests that the amount of 2,4-D excreted is equal to the amount absorbed, scientists measured the urine of workers involved in ground or aerial applications. Ralph Nash, a U.S. Department of Agriculture chemist who specializes in analyzing pesticide residues, cited studies that 2,4-D is not metabolized in the human body, but rather passes through unchanged after a large dose is ingested. Studies on a similar herbicide, 2,4,5-T, substantiate this finding, he said.

Results showed that absorption is directly related to the type of job, the amount of herbicide applied, and the length of time it is handled. Those who mixed and loaded 2,4-D had the highest total absorption—0.02 milligrams per kilogram of body weight (or 1.6 milligrams for a 175-pound person). The least exposed group, pilots, absorbed less than one-third that amount.

Information from this study and others will be evaluated by the USDA, EPA, and other federal agencies. Absorption data will be compared with toxicity data when 2,4-D is reevaluated.

News from page 12

stock worth more than \$12 million. 350,000 of the shares had been owned by principal shareholders.

Mary Jane Goldwaite, vice-president and general counsel, said her company is optimistic about the stock, valued in January at \$17 per share. The lawn care industry is recognized as a bullish market and ChemLawn is the largest company in the market with sales in excess of \$100 million in 1980.

CONTAINERS

AAN group suggests new container sizes

The use of size designations in gallons for containers has been criticized by the Horticultural Committee of the American Association of Nurserymen.

The committee said that containers or pots which are markedly different in shape may have large variations in volume. The panel recommended a number designation for various pot sizes and shapes to restore direct comparison by nursery buyers. Several wholesale nursery firms have already dropped the gallon designation in their catalogs.

RECLAMATION

Hydrologist recycles native shrubs, grasses

A hydrologist with a Colorado coal company is using the seeds he collects on mining sites to revegetate the same land after mining is over.

Doug Bowman, environmental coordinator for Mid-Continent Resources, Inc., decided to develop his own source of shrubs and grasses when the state of Colorado began encouraging revegetation with natural materials. During the summer, he and a small crew pick seeds on land which will be disturbed from mining, and give them to a large nursery run by the U.S. Forest Service.

Half of the seeds the nursery nurtures it gives back to Bowman as seedlings for revegetation. The seedlings, already acclimatized to the high altitude, short growing season, and scanty rainfall, grow well when replanted.

Bowman faces another problem with a shallow, highly saline soil base. He is hoping to mix an abundant supply of wood chips with sewage sludge to make a topsoil. "About six inches of compost would help tremendously," he says. "Some land is nonrecoverable and we could use it there."