

# WT&T

## GREEN INDUSTRY NEWS

### Outstanding residential designs take top honors

Landscape firms throughout the nation received six residential landscape awards and eight certificates of merit for distinguished work in residential landscaping by the National Landscape Association.

John Wight, Jr., president of the American Association of Nurserymen, presented the awards at a luncheon this winter during the Landscape/Garden Center Management Clinic in Louisville, Kentucky.

In the single family residence category, John Sterling of Sterling Landscape Co., Boise, ID, received one of two first place awards for the design and planting of a home in Boise. Chazz Cox Associates and Gateway Gardens, Inc., both of Florida, received the other first place award in this category for their design and planting of a Winter Park, FL, home.

Wight presented certificates of merit to Rudi Harbauer of Atlantic Nursery & Landscaping of Freeport, NY, for design and planting of a Bellmore, NY, home; and Alley Pond Nurseries of Huntington, Inc., Melville, NY, for de-



**This single family residence** in Laurel Hollow, NY, received a certificate of merit award from the National Landscape Association. Alley Pond Nurseries of Huntington, Inc., Melville, NY, did the landscaping.



**The design and planting** of this Bellmore, NY, home garnered a certificate of merit award for Rudi Harbauer of Atlantic Nursery & Landscaping of Freeport, NY.

sign and planting of a home in Laurel Hollow, NY.

The top honor in the entrance category went to Jim Gibbs of Green Brothers Landscape Co., Smyrna, GA, for his design and planting of an entrance area for an Atlanta home. Two others received certificates of merit: Thornton Landscape, Inc. of Maineville, OH, for landscaping the entrance to a Crescent Springs, KY, home; and Harold Timmer of Bunch Nurseries, Inc., Terre Haute, IN, for the design and planting of a Terre Haute home.

In the active use category, Steven Dubner Landscaping of Dix Hills, NY, was awarded the first place honors for a Dix Hills residence. Dubner also received a certificate of merit for a residence in Kings Point, NY, and Michael Hartnett of Contemporary Landscape, Inc., Fairlawn, NJ, received a merit

honor for a residence in Pompton Lakes, NJ.

Two entries were recognized with first place awards in the passive use category. Vista Landscaping, Inc. of Orlando, FL, and Bunch Nurseries, Inc. of Terre Haute, IN, received first place honors for residences in their respective cities. Green Brothers Landscaping of Smyrna, GA, was awarded a certificate of merit for the planting of an Atlanta home and Lakeland Nursery of Willmar, MN, was awarded a certificate for the planting of a Spicer, MN, home.

This year's award winners will be displayed in color and in greater detail in the July issue of *Weeds Trees & Turf*. We will discuss the challenges each landscaper faced with his particular site and the judges' comments.

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# LANDSCAPE

News from page 5

## NURSERYMEN

### **Texas short course features merchandizing**

Melvin Brady of Brea, California, gave Texas Nurserymen a brief course in marketing at the nurserymen's short course at College Station.

Brady talked about meeting the challenge of the discount chains by (1) defining your target market, (2) matching your inventory to that market, (3) finding the unique selling point to make your nursery different, (4) practicing differential pricing, and (5) providing knowledgeable service.

In merchandising, stores are usually classified by what they sell, Brady said. But he proposed a different classification, by type of merchandise: convenience, shopping, or specialty items. A nursery is a specialty store, he said, and its target market is the middle income, middle-age market — the people who are established in a home, have a family, and are interested in creating a beautiful environment for that family.

Neil Sperry of Dallas praised radio as an advertising medium for the nursery industry. In the past 10 years, Sperry said, radio listenership has gone up 63 percent while newspaper readership has gone down 4 percent. The cost of radio has risen 63 percent, while newspaper advertising has gone up 111 percent.

## CONVENTION

### **Mid-Am/81 show sets record at new site**

The 1981 Mid-America Horticultural Trade Show attracted 6,240 at the new Hyatt Regency Chicago, surpassing the former record of 5,744 that attended Mid-Am/80.

Landscape architects, landscape contractors, nurserymen, garden center operators, florists, and other horticultural professionals purchased more than \$1.5 million worth of goods and services at the three-day show. Both buyers and suppliers, representing virtually every aspect of the industry, journeyed from all regions of the country to inspect products and services. Among the suppliers were sellers of plant materials, stock, all types of machinery and heavy equipment, soil conditioners, chemicals, lawn and garden accessories, watering systems, communications systems, ornamentals, tools, and data processing systems.

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# CONTRACTOR NEWS

### **HRI publishes 1979 operating cost study**

The 1979 operating cost study, tenth in a series begun in 1965 by the Horticultural Research Institute, presents operating costs for retail, landscape, and production firms.

The study presents three separate cost studies in a single volume, according to HRI president, Bob Siebenthaler. "This means that retail garden centers, landscape firms, and growers can compare their operating costs with all other firms doing the same type of business and similar operations of comparable size," says Siebenthaler.

In an annual trends section, there is a seven-year comparative history, showing information gathered from previous studies for landscape firms, a six-year comparison for growers, and a five-year comparison for retail garden centers.

The study reveals that the total cost production for landscape firms decreases as sales volume increases. Conversely, gross profit increases slightly as sales volume increases. In addition, selling expenses decrease as firm size increases.

A copy of the full report can be obtained for \$6.50 from HRI, 230 Southern Building, Washington, D.C. 20005.

### **Massachusetts pros discuss state topics**

An expansive array of subjects and exhibits brought success to the seventh annual Massachusetts Hort Congress at Dunfey's Hyannis Resort.

The congress broke all records for attendance and exhibitors, who displayed nursery stock, sod, fertilizers, irrigation equipment, tools, chemicals, seeds, birdfeeders, and pottery.

The 1,000 registered attendees heard discussion on topics, such as gypsy moth control, guarantees, marketing, fertilizer, cost accounting for proper bidding, and trends in workmen's compensation. One speaker examined energy saving usages of plant material and another discussed horizontal and vertical solutions to difficult landscape situations.

Members of the Massachusetts Nurserymen's Association and Massachusetts Arborists Association moderated the educational sessions. These groups, along with the state's cooperative extension service, sponsored the event.

### **Brochure published for consumers of L.A.**

The California State Board of Landscape Architects has recently published a brochure entitled, "Professional Responsibility: The Landscape Architect," authored by Nancy Hardesty, current president of the California State Board.

The brochure supports Governor Jerry Brown's policy of consumer protection and education. This policy is further reflected in the governor's appointments to the board, which now has four public members and two landscape architects, Ms. Hardesty of Northern California and Paul Saito of Southern California.

Ms. Hardesty has spent two years assembling the data for the brochure, which is written "in an easy, light style for consumer understanding," she says. "It describes the landscape architects' educational background, areas of expertise, design responsibilities and California license requirements, and includes a section on how to locate and hire a landscape architect." The board plans to distribute the brochure at local chambers of commerce, city and county building departments, and at high school career days.

## UPDATE

Information on next year's show, scheduled for Jan. 15-17, can be obtained from: Mid-Am, 4300-L Avenue, Rolling Meadows, IL 60008, 312/359-8160.

### PEOPLE

#### Oscar Jacobsen dies; built mower empire

Oscar T. Jacobsen, co-founder and former president and chairman of the board of the company that manufactured and marketed the first power mower with an internal combustion engine, died February 1.

Jacobsen, 85, along with his father, Knud, co-founded the Jacobsen Manufacturing Company (now Jacobsen Division of Textron Inc.) in 1920 in Racine, WI. While initially testing the company's first product, the 4-Acre Power Mower, Mr. Jacobsen developed its first distribution network. He is also credited with developing the first power greens mower in 1924.

Mr. Jacobsen became vice president in 1930, and one year later pioneered development of the automatic recoil starter and the use of rubber tires on lawn mowers. In 1938, he was named president and general manager, and introduced the Lawn Queen, Jacobsen's first power lawn mower for homeowners. He became chairman of the board in 1958, a position he retained until 1969 when the company was acquired by Allegheny-Ludlum.

### GOLF DESIGN

#### Designer expects courses like old days

Joseph Finger, a golf course architect, predicts that unless something is done soon to bring down the cost of golf course construction, "Golf will revert to the rich man's game it was 75 years ago."

Speaking at the Southwest Turfgrass Association and New Mexico State University, Finger told participants that the golf course with "wall to wall greens" is too expensive to build and maintain and uses up precious natural resources. Golf course designing, he said, is one third golf, one third engineering, and one third agronomy.

Construction and labor costs are escalating right along with interest rates and taxes. A natural rough which uses low growing natural grasses is one way to save money and add character to a course, Finger said. A natural

#### Reagan proposes \$600 million cut in EPA

The Reagan administration in across-the-board cuts has proposed to cut the 1982 Carter operating budget of \$1.43 billion for the Environmental Protection Agency to \$1.39 billion. Personnel levels have been cut from 10,621 to 10,387 in fiscal 1981 and are proposed for additional cuts in fiscal 1982.

Specifically in 1982, water pollution control will be cut \$96 million; research and development related to environmental effects of energy development will be cut \$34.8 million; plans for controlling solid wastes and reusing materials will be cut \$12 million; the noise pollution program, \$2.3 million, will be completely eliminated; and pesticide programs will be cut \$7.6 million. Superfund money for hazardous waste dumps will be increased by \$200 million in 1982 after an increase of \$68 million this year.

Most of the pesticide program money would have been spent on efforts to establish registration standards and for integrated pest management, the latter being transferred to the Department of Agriculture. Additions include \$1.9 million for RPAR contracts for risk-benefit assessments. Personnel levels will be reduced from 885 this year to 718 in 1982.

#### EPA decision clears registration of Sevin

The Environmental Protection Agency has decided not to issue a rebuttal presumption against registration (RPAR) for carbaryl (Sevin), a broad-spectrum pesticide used as an insecticide/acaricide and plant growth regulator.

After four years of study, the agency concluded that carbaryl should be returned to the registration process. However, the agency will require additional data from registrants to support existing registrations under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended, and will negotiate appropriate label changes, outside the RPAR process, to ensure that exposure to carbaryl is held to reasonable levels.

The pesticide is registered by the EPA for control of more than 545 different pests on 100 uses, including home and garden, fruit and forage, forest and rangeland, field and vegetable crops. The active ingredient, Sevin carbaryl insecticide, is manufactured by Union Carbide and is formulated by nearly 300 U.S. firms for use in 1,500 federally registered products.

#### Insects' covering may control life cycle

Scientists in Kansas and North Dakota will study ways to curtail the formation of insects' tough outer covering as a possible new biochemical method of insect control.

Both studies involve chitin, the major component of insects' outer coverings, which is synthesized, maintained, and degraded to precise levels at specific times during an insect's life cycle. It is hoped that the research in the 20-month project will aid in developing new kinds of chemicals that interfere with chitin synthesis, according to entomologist Edwin Marks at the Metabolism and Radiation Research Laboratory, Fargo, ND.

The work will occur at North Dakota State University, Fargo, and Kansas State University, Manhattan, under cooperative agreements with the U.S. Department of Agriculture's Science and Education Administration.

rough with intensively maintained greens, tees, and fairway landings also could save on water use and pumping cost.

Low maintenance natural terrain also requires less herbicides, fungi-

cides, and insecticides. Finger also suggested designers be choosy about site selection, keeping in mind the high cost of excavation. A good designer could cut down on the acreage needed for a

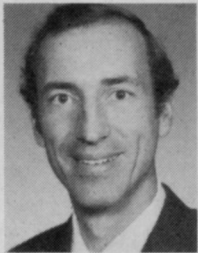
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course without sacrificing the quality of play. Green sizes could be cut down as well.

**GOLF**

**Bavier elected president of GCSAA**

Michael Bavier, superintendent of Inverness Golf Club, Palatine, IL, was elected president of the Golf Course



**Michael Bavier**



**James Wyllie**

Superintendents Association of America at the group's annual meeting in Anaheim.

Also elected were James Wyllie, Bayview Country Club, Thornhill, Ontario, Canada, vice president;

Eugene Baston, Birmingham (AL) Country Club, director; and Riley Stottern, Jeremy Ranch Country Club, Salt Lake City, UT.

Bavier, who served as GCSAA vice president in 1980, has been a GCSAA member for 15 years. He also served as a director of GCSAA for four years. He has been superintendent of the Inverness Golf Club since 1969, and previously was superintendent of Calumet Country Club, Homewood, IL, from 1965 to 1969. Wyllie has served as a director of the association for three years and has been a GCSAA member for 20 years.

**GOLF**

**Firestone agrees to sell country club**

Firestone Tire & Rubber Co. has agreed to sell its Firestone Country Club and golf complex in Akron, Ohio, to Akron Management Corp., a subsidiary of Club Corp. of America from Dallas. Firestone did not give the price, but said the club has been appraised at \$5 million.

The company said it decided to sell the 500-acre country club and golf complex after several organizations and companies showed interest in purchasing both the North and South courses. The sale includes all land, maintenance buildings, the clubhouse, and all equipment at the club.

The country club will continue to be known as Firestone Country Club.

**PEST CONTROL**

**Pines suffer damage from nematode**

If pines didn't already have enough to tolerate with drought and a dry, cold winter, a Japanese nematode pest is attacking pines in at least 28 states, according to USDA nematologists in Beltsville, MD.

The pinewood nematode is carried by beetles from infested to healthy pine trees where it burrows into crevices in the bark of the branches. Infestations block the resin flow in the tree.

Dr. William Nickle of USDA has reported million of dollars damage to

*Continues on page 69*

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pinus in Japan over the past 30 years. Nickle warns Christmas tree farmers to be on the alert. "Periods of hot, dry weather, as we had last summer, tend to weaken pines that previously showed resistance to the invading nematodes," says Nickles. Researchers suspect some pine mortalities in recent years may have been mistakenly attributed to weather stress or infestation of bark beetles.

For positive nematode identification, send a small branch or chunk of sapwood in a sealed plastic bag to Dr. William Nickle, USDA/SEA/AR, Room 106, BARC-WEST, Beltsville, MD 20705.

#### ASSOCIATION

### PGMS expansion includes 2 branches

Fulfilling a goal of expansion, the Professional Grounds Management Society chartered two new chapters in January, the North Carolina branch and the Ohio Miami Valley branch.

PGMS President John Van Vorst and Executive Director Allan Shulder are leading a move to gain more members and to consolidate allied groups into PGMS. Adding to the momentum is a certification program initiated in 1979.

Van Vorst has travelled and spoken extensively during his term. PGMS membership has risen to more than 800 in the last year. President-elect Earl Wilson is directing a review of PGMS conferences to increase attendance and gain support from allied industries.



**Four Michigan State University** Turfgrass Management students received scholarships from the Golf Course Superintendent's Association of America at the 51st annual Michigan Turfgrass Conference in East Lansing, MI. Left to right are Gary Pulsipher, Steven White, James Timmerman (GCSAA board member), Michael McElroy, and James Johnson.



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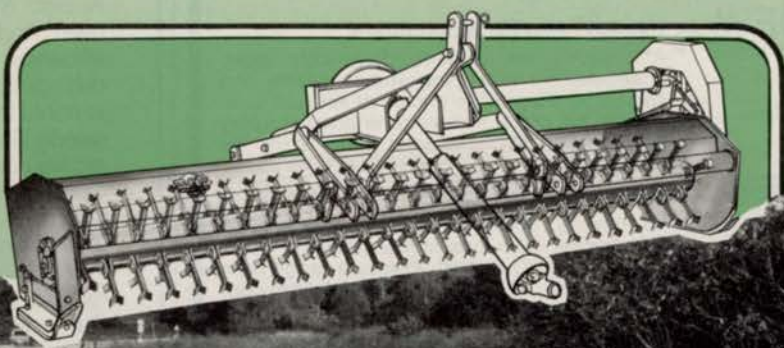
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**Diamond Shamrock** became the second largest producer of phenoxy herbicides in the world with the recent purchase of this plant in Tuscaloosa, Alabama. Diamond Shamrock purchased Fallek-Lankro Corp. in February. Diamond Shamrock also produces phenoxy herbicides at its plant in Belvedere, England.