

GREEN INDUSTRY NEWS

Mrs. Reagan presents landscape awards

First Lady Nancy Reagan presented Award Plaques to more than 75 landscape contractors, architects, and property owners in September during the 26th Landscape Award Program. It was the 10th time a First Lady has presented the awards and the sixth time the event was held in the White House.

Nearly 300 industry representatives observed the ceremony in the East Room. Mrs. Reagan presented the awards as American Association of Nurserymen Executive Director Robert Lederer announced the winners. The precision-planned event took the scheduled 25 minutes without a hitch.

The group met at the East Gate of the White House early in the afternoon.

They were led through the Executive Office Wing to the East Room where a brass ensemble played. At precisely 3 p.m. the music stopped and Lederer, AAN President Weller, and Mrs. Reagan entered the room. Mrs. Reagan said, "Now that I have all of you here, I'd like your advice." She mentioned the President's attraction for the outdoors and her fondness for gardens. Both award winners and observers were impressed with her sincerity, naturalness, and casual remarks.

Following the award presentations, Mrs. Reagan shared iced tea with the group and gave them each a Blue Angel Holly. Before and after the ceremonies the visitors could roam the rooms in the

first floor of the White House and view the art work and historical items of past presidents.

The event takes place every other year and began in 1950. There is little doubt the nursery and landscape industry gains recognition and respect from this event.

The night before the award ceremony, a reception was held for the winners by Presidential Advisor Ed Meese. He chatted easily with everyone in the reception line. Winners and observers went home impressed and glad to have had the opportunity to visit the White House and meet the First Lady.

INTERNATIONAL

World turf experts gather in Canada

Turf experts from 21 countries got together at the University of Guelph, Canada, in July for the Fourth Research Conference of the International Turfgrass Society.

The purpose of the meeting was for international educators and researchers to compare notes. More than 70 papers were presented and will be published as a proceedings. Nearly 250 delegates travelled from United Kingdom, Switzerland, Denmark, West Germany, France, Japan, Australia, the Netherlands, and other places to attend the meeting. Tours before and after the conference acquainted delegates with Canadian and United States golf courses, parks, athletic facilities, and research centers. A tour of the seed production areas of Canada and the U.S. followed the meeting.

The Fifth Meeting of ITS will be held in 1985 in France. Toro's Jim Watson was appointed a director, and R.E. Schmidt and J. Shoulders of Virginia Polytechnic Institute in Blacksburg are officers. The new president is Paul

Mansat of France and H. Vos of the Netherlands is vice president.

A representative from the U.S.S.R. attended the conference for the first time. G.G. Abramashvili of the Turfgrass Research Section of the USSR Sportscommittee in Moscow is responsible for more than 400 stadia in Russia and was responsible for the Olympic stadium during the Moscow games in 1980.

Abramashvili said the primary turfgrass used for sports turf in the USSR is a mixture of Baron, Merion, and perennial ryegrass and red fescue. Most turf equipment is American made.

Persons interested in a copy of the proceedings should contact C.M. Switzer, University of Guelph, Dept. of Hort. Science, Guelph, Ontario, Canada N1G 2W1.

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Comparing the Guelph turf plots to their own back home are (left to right) Euel Coats of Mississippi State University, Jack Eggers of the University of Guelph, and R.V. Sturgeon of Oklahoma State University.

UPDATE

Harley-Davidson managers buy from AMF

Members of the Harley-Davidson management team have purchased the Harley-Davidson Motor Co., Milwaukee, WI, from AMF Corp. for an undisclosed sum.

The management group was led by former AMF vice president and motorcycle products group executive Vaughn Beals, who has been named chairman of the board and chief executive officer of the stand-alone company.

The purchase, which comprised an undisclosed amount of cash and securities, included all Harley-Davidson facilities in Wisconsin and related facilities in York, PA; motorcycle and golf car divisions; parts and accessories division; and related assembly operations.

New officers of the company include: Charles Thompson, president and chief operating officer; Jack Hamilton, Chris Sartalis, Jim Paterson, Kurt Woerpel, Peter Profumo, Jeffrey Bleustein, Thomas Gelb, William Davidson, and Tim Hoelster, all vice presidents. The president of the divisions are: John Davidson, golf; David Caruso, parts and accessories; Ralph Swenson, York; and David Lickerman, Harley-Davidson International.

"We see this as a unique business opportunity," said Beals, "Harley-Davidson is known worldwide and an increasingly broad spectrum of people are now turning to motorcycling for recreation and fuel-efficient transportation.

In 1980 Harley-Davidson had a 17% gain on sales of \$290 million.

GCSAA begins seminar series

The Golf Course Superintendents Association of America began its seminar series in October with two separate programs. The first is an Insect Identification and Control seminar taught by Dr. Harry Niemczyk of the Ohio Agricultural Research and Development Center. Niemczyk is a leading entomologist in the U.S. and a specialist in turf. Dr. Houston Couch of Virginia Polytechnic Institute, Blacksburg, is teaching a seminar on turf diseases. Both seminars are being held on the East Coast from Massachusetts to Maryland.

The seminar series is the first expansion of GCSAA's educational program as directed by the Education Committee during a meeting in April and at last year's convention in Anaheim. The association plans to significantly broaden its educational efforts in the next three years. Some of the new programs may benefit non-golf turf managers.

In an article in the September issue of *Golf Course Management*, GCSAA Executive Director James McLoughlin said the association plans more use of audio/visual programs, manuals, seminars and correspondence courses to meet the growing demand for information by its members. He said educational efforts will extend beyond agronomic topics to business planning, computers, career planning and public golf operations. Educational sessions at the annual show in New Orleans will reflect this new direction in training, McLaughlin promised members.

Club membership rises, up from 1970's

Total membership for country and city clubs rose by 4%, according to Patrick O'Meara, national director of club services at Pannel Kerr Forster. The largest growth in membership took place in the East with a 5.7% increase, in contrast to the South which reported only a 0.5% rise.

O'Meara stated that total revenues for country clubs grew by 10.7% last year, offsetting a 10.5% increase in operating costs and expenses. In 1980 golf course maintenance costs climbed by 10.9% and have more than tripled in the last 20 years.

O'Meara said the increase contrasts with membership losses in the 1970's.

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LANDSCAPE

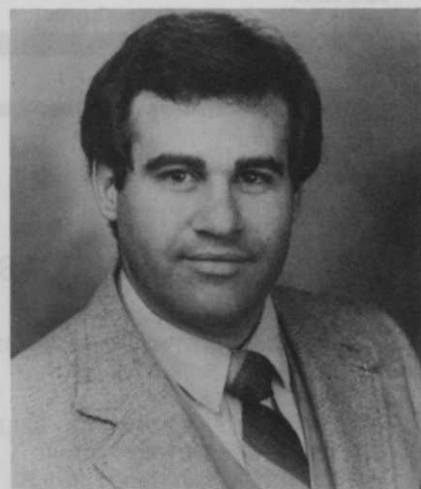
Los Angeles opens trouble-shooting agency

Los Angeles has opened a "one-stop" County Land Development Coordinating Center, designed to reduce the cost of delay in obtaining required building permits.

The center was created to streamline Los Angeles County development approval procedures by providing information, advice and guidance to individuals and developers on the requirements involved in processing plan amendments, zone changes, variances, conditional use permits and subdivisions. The center, located in the Hall of Records, received unanimous approval from the Los Angeles County Board of Supervisors and is expected to encourage the development of new housing.

According to Supervisor Michael Antonovich, the center could cut processing time from at least three months to as much as eight months. He added that conservatives estimates are that for each month of delay, two percent is added to the cost of housing. Antonovich pointed out that on a \$100,000 unit financed with a conventional 30-year loan at 15 percent, the immediate savings would be \$16,000.

The center will operate on an experimental basis for one year, at which time an independent evaluation will be conducted to determine whether or not to continue and possibly expand the program.



Rain Bird Sprinkler Mfg. Corp., Glendora, CA, has promoted Steve Springer to product manager for the turf division. Springer will be involved in the development and coordination of new irrigation products for the company's turf market.

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Irrigation effects outlined in paper

A paper by Jerry Robertson, Department of Horticulture, Ohio State University, has charted the potential impact of watering bans on the landscape industry. Robertson said 90 percent of the industry's firms are located in drought affected areas, with more than 50 percent in the states of Pennsylvania, New York, Ohio, California, and Florida.

The problem is more distribution of rainfall than amount of rainfall. Furthermore, less than 1 percent of water used in the U.S. goes toward irrigating landscape plants.

A ban on irrigation could damage more than \$500 billion worth of residential and commercial landscaping in the U.S. Certainly there is reason to study risks versus benefits of landscape irrigation bans.

First massive reclamation program

Secretary of the Interior James Watt has announced that West Virginia will receive a grant of \$2.27 million to correct major damage caused by earlier surface mining. The grant is the first major use of funds collected from mine operators under the Surface Mining Control and Reclamation Act.

West Virginia has nearly 180,000 acres of unreclaimed abandoned mine land and 3,100 miles of streams damaged by mining practices. The state plans to spend more than \$30 million on reclamation of old sites in the future.

The state's Department of Natural Resources has selected 11 projects in eight counties for funding.

Council offers tree appraisal aids

The Council of Tree & Landscape Appraisers are assisting landscape professionals in calculating and reporting tree and plant values to their customers with new forms.

Dr. L.C. Chadwick, chairman of CTLA, said the forms, "Seem to meet the working needs we all encounter in making tree evaluations. They help to enhance the professionalism of the appraiser."

Documentation not only proves invaluable during insurance claims, but supports the investment in tree maintenance. Forms are available from CTLA, 232 Southern Building, Washington, D.C. 20005. The cost is \$1 each for up to 50 copies, 75 cents for 50-100, and 50 cents for more than 100.

Landscape architect directory is free

The 1981 National Directory of Landscape Architecture Firms is available free of charge to individuals, corporations, and government agencies interested in contracting for landscape architectural services. The 140-page directory lists firms by alphabetical order, geographic location, and specialty. It also lists representative projects of each firm for reference purposes. The publication is available from the American Society of Landscape Architects, 1900 M St. NW, Washington, D.C. 20036.

ASLA meets in Washington D.C.

A program for small to large landscape architectural firms has been arranged for November 21-24 at the Washington Hilton Hotel. Architecture students are also welcome at this annual event.

Although the new headquarters building will not be completed as planned when the meeting was first scheduled, the fire damage has been removed and renovation is again underway.

Special sessions will cover managing the small firm, marketing, energy conservation, historic preservation, technology of tomorrow, and financial planning. Contact ASLA for more information.

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WEEDS

Extension specialists publish colorful aquatic weed bulletin

Bulletin 839, *Identification and Control of Weeds in Southern Ponds*, has been published by the Georgia Cooperative Extension Service, in cooperation with U.S. Department of the Interior, Fish and Wildlife Service. The bulletin features 47 four-color photographs and a descriptive text written by two extension specialists. George W. Lewis, an extension fisheries specialist, and James F. Miller, an extension agronomist-weeds science specialist collaborated on the 28-page bulletin.

The Fish and Wildlife Service funded the preparation and printing as a result of a cooperative agreement to provide fish and wildlife extension services.

Copies of the publication can be obtained from two sources: United States Department of the Interior, Fish and Wildlife Service, 75 Spring Street, S.W. Atlanta, GA 30303 or Publications Editor, Georgia Cooperative Extension Service, University of Georgia, Athens, GA 30602.

SOD

Southland Sod Farms adds Thomas McClure

Southland Sod Farms, Camarillo, CA, has added Thomas McClure to its customer relations/sales staff.



Prior to his move to Southland, McClure was a territory manager for Amfac Garden Cal Turf and a horticulture instructor for the North Orange County Regional Occupational Program for four years. He entered the landscape/nursery industry in 1973 as a branch manager with Roger's Gardens.

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More than 800 people attended the grand opening of the new corporate headquarters of Environmental Industries, Inc., in Calabasas, CA. The tri-level, \$1 million structure sported lush green landscaping designed by Peridian Group, Landscape Architects. The building serves as a showpiece of the corporation's four subsidiaries: Environmental Care, Valley Crest Landscape, Valley Crest Tree Co., and Western Landscape Construction.

TREES

Red maples rated for wound recovery

The results of research performed by Sydnor and Gallagher at Ohio State University show Autumn Glory, Autumn Flame, Schlesinger, and Red Sunset as red maples with the fastest wound closure out of 12 cultivars. The research was conducted to obtain information on maintenance of trees as opposed to appearance.

The slowest cultivars for wound closure were October Glory and Gerling. Medium closure cultivars were Armstrong, Bowhall, Columnare, Scanlon, Doric, and Tilford.



The F.E. Myers Co.'s national sweepstakes was won by Bob Hubbard (center), owner/general manager of the Oxford Hills Golf & Country Club, Oxford, MI. Myers dealer George Carson (left), W.F. Miller Co., Birmingham, MI, presented the specially prepared Myers Turf Sprayer, model VTL-10ESG. John Chiera, F.E. Myers sales manager, looks on.

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