

GREEN INDUSTRY NEWS

TREES

ISA Show gets away from it all

Take away the choice of restaurants, limited parking, taxicabs, crowded hotels, and the general pressure of a city convention and you have a relaxed, clear-headed learning experience. The International Society of Arboriculture 57th Annual Conference was held in remote Boyne Falls, Michigan, more than 50 miles from the nearest major city, Traverse City. Attendance did not suffer and the arborists and scientists appreciated the change of pace.

It was more like camp than a convention. The deans of horticulture, including L.C. Chadwick, Gordon King, and Clancy Lewis mixed informally with everyone attending. Their students, now making up the technical backbone of the industry, were there in numbers to discuss their research and expertise. Both groups were completely accessible for questions in a no-pressure atmosphere.

Conference Chairman Ted Haskell knew of Boyne Mountain's ski lodge atmosphere. The facility is often used for Michigan association events. It was also conducive to outdoor displays of equipment. Sprayers, chippers, transplanters, stump grinders and aerial lifts had the room to move and the freedom to be noisy while potential buyers watched.

All speakers approached the subject of improved trees and maintenance considerations. Northern city arborists are strongly concerned about winter hardiness, disease resistance, and maintenance levels for street trees. Tree cultivars and seed source were closely examined by the speakers and their audiences. Speakers included: Dr. William Black of Chemscape Div. of ChemLawn, Dr. Douglas Chapman of Dow Gardens, Dr. Victor Dropkin of the University of Missouri, Dr. Henry Gerhold of Pennsylvania State University, Dr. Donald Ham of Clemson University, Dr. David Hamilton of Purdue University, Dr. E.B. Himelick of the Illinois Natural Historical Survey, Dr. Warren Johnson of Cornell University, Dr. David Karnosky of Carey Arboretum, Dr. James Kielbaso of Michigan State University, Dr. Robert Partyka of Chemscape Div. of ChemLawn, Dr. Harold Pellett of the University of Minnesota, Dr. Wilbert Ronald of the Manitoba Research Station in Morden, Dr. Frank Santamour of the U.S. National Arboretum, Dr. Davis Sydnor of Ohio State University, Dr. Alden Townsend of the USDA Tree Research Station in Ohio, Dr. Fred Valentine of the State University of New York-Farmingdale, Dr. George Ware of

Morton Arboretum, and Dr. Gayle Worf of the University of Wisconsin.

Business and marketing were covered for commercial arborists by Larry Holkenborg of Sandusky, Ohio; Bruce Wilhelm of Denver, Colorado; and Gary Maier of Des Moines, Iowa. Most major utility companies were represented at the utility arborist session and the municipal arborists heard of experiences in the cities of Milwaukee; Colorado Springs; Freehold, NJ; and Atlanta.

Sessions were well attended since attention was concentrated on the show by design. All meals, including an outdoor barbecue and dance, were in one place at fixed times. Fishing, golf, tennis and nature trails were adjacent to the lodge. The ski lift was operating most of the time.

Associations and exhibitors can debate at length about location of shows. But there is little doubt that a relaxed environment with few distractions gains the most attention from attendants.

SOD

New housing slowdown causes sod sales slump

"When the housing industry is good, sod is too," said Walter Pemrick, Warren's Turf Nursery, Crystal Lake, IL, "and right now housing isn't too good."

The drop in new housing units (due mainly to high interest rates) has led to a decline in sod sales, according to industry sources. "The general feeling among sod producers is that sales are somewhat down," said Bob Garey, American Sod Producers Association. "A lot of the growers are concerned because they are uncertain about the future of the economy." Garey added that besides the housing slowdown, water shortages in some areas has hurt sod sales.

"Our business is up slightly this

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Boyne Mountain Lodge and its surroundings provided the casual atmosphere for the ISA Show. Outdoor equipment demonstrations and a picnic gave the exhibitors unlimited space and attention for their products.

NGF arranges Forum on Golf

In an effort to identify golf's critical problems and fathom how to solve them, the National Golf Foundation has scheduled a "Forum of Golf" meeting for October 18-20, 1981, in Dallas.

The meeting will be the first step in a proposed restructuring of NGF, to make it a more aggressive force in stimulating new interest and participation in the game of golf. Deane Beman of the PGA Tour told the NGF Board of Directors at their annual meeting that the average age of an American golfer has increased to 42.5 years old, golf is perceived as slow and costly, and "television ratings have decreased considerably in the last five years." Beman, Joe Black (also of the PGA), LPGA's Ray Volpe and NGF's James Long are scheduled to speak at the meeting.

In other NGF news, the foundation has scheduled its 1981 NGF Golf Course Management Workshop for November 29-December 2 at the Pheasant Run Convention Resort Hotel just outside of Chicago. The theme of the seventh annual workshop is "Survival in the 80's." Scheduled speakers include: Dick Nugent, American Society of Golf Course Architects; Marshall Dann, Western Golfers Association; Mike Bavier, Golf Course Superintendents Association of America; and John Husar, Chicago Tribune golf columnist.

NGF has named Annette Thompson, formerly women's golf coach at Penn State University, director of education services. Harry Eckhoff has moved to director of golf facility, while Mark Boorman has become NGF's director of communications.

Builders enter second decade

The Golf Course Builders of America has embarked on its second decade. The association, headquartered at 725 15th Street, N.W., Washington, DC 20005, was formed in 1970 as a national organization for companies that construct, renovate and rebuild golf courses.

Among its many membership services, GCBA publishes a yearbook-directory that also lists other golf trade groups and includes articles on construction by leading golf course architects. The association exhibits at the Golf Course Superintendents Association convention where it also holds its annual seminar on golf course construction and problems.

In 1981 Frank Underwood, Bowie, TX, was elected for an unprecedented third term as president of GCBA.

In other GCBA news, a sister organization, the British Association of Golf Course Constructors, has been formed. Located at 6 Fitzwalter Place, Chelmsford, Essex, England, it is comprised of contractors and supplier groups with the initial membership reaching 15.

Long Island superintendents choose Reilly

Ann Reilly, executive secretary of the New York State Turfgrass Association has been selected to be executive director of the Long Island Golf Course Superintendents Association. The decision was announced by LIGCSA President Edward Fufaro.

Reilly is also association manager for Mailorder Association of Nurserymen and florist groups in the Northeast. She is familiar with both turf and nursery specialists in the region and nationally.

Employee meal costs not taxable

A recent Supreme Court decision has ruled that FICA/FUCA taxes can not be taken on the cost of meals for employees. Many superintendents eat meals at their clubs so they can be reached in case of problems. This cost is not taxable according to the ruling. Lodging costs are also not taxable in certain circumstances. Refund claims can be filed for the years 1978 to the present. Contact the National Club Association for more information 1625 Eye St., NW, Washington, DC 20006 (202) 466-8424.

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year," said Daryl Spikes, Southern Turf Nurseries, Tifton, GA. "One reason is that a lot of housing construction had already started (before the current interest rate crunch). I think housing sales will be even slower in 1982." Like some other sod producers, Southern Turf Nurseries is planning to work around the housing shortage. "We are going to intensify our marketing strategy," said Spikes. "We're going to try and get a bigger percentage of new housing business and work more closely with the contractors and landscapers." Spikes noted that even in tough times golf courses provide a steady flow of business.

According to Garey, the current sod sales slowdown might have some beneficial side effects. "Sod producers are going to have to increase their management efficiency if they are going to effectively compete," said Garey. "When the economy rebounds and sales pick up, those companies should be in better shape." Garey also noted that growers should be alert to pick up hints from companies that do well during the slowdown. "With sales holding up in the northeast, one of the reasons could be their aggressive sales techniques," he speculated. "They do a good job of promoting sod."

According to sod growers, the mid-west has been hit by the housing slowdown and some areas of the south also report sluggish sales. The northeast and the west seem to be holding their own but many growers have resorted to price cutting for the first time. Sod producers in the Sunbelt and other growing metropolitan areas (e.g. Denver) reported strong sales.

With interest rates remaining high, some sod growers have turned to current home owners as a source of business, according to Garey. "When people can't afford to go into debt to buy a new home they will often spend the money to improve their current one," he said.

CHEMICAL

Houston plant fire wipes out '82 Dacthal

A fire in Diamond Shamrock's plant in Houston, Texas, in late July wiped out the 1982 supply of Dacthal preemergence herbicide for turf. Preemergence herbicides for turf have been in short supply for nearly three years. Losing a major product like Dacthal will send turf managers to suppliers now for 1982

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LANDSCAPE

UPDATE

Interior landscape show set for St. Paul

The third annual meeting of the Interior Plantscape Association, October 28-30, will feature more than 30 speakers on 40 topics as well as the first certification examination for interior landscaping given by the National Council for Interior Horticultural Certification.

Basics will be covered as well as trends, including hydroculture, tissue culture, and gravel culture. Business aspects include starting the business, building it, adding computers, and scheduling routes. Speakers include Dr. Richard Lindquist on Insect Control, John Peterson, Dr. Charles Powell, Dr. Paul Reed, Dr. George Manaker, and Dr. Arnold Gussin. Business discussions will be led by leading interior landscapers.

Interested persons should contact IPA, 11800 Sunrise Valley Drive, Reston, VA 22091 (703) 476-8550.

NLA calls for landscape award entries

Entry forms for the 12th annual National Landscape Association residential landscape award program are now available from Ray Brush, NLA, 230 Southern Bldg., Washington, D.C. 20005. Deadline is November 2, 1981.

Awards will be given for the categories including single family residence, entrance, active use area, and passive use area. Entries will be judged on the basis of practicality of design, selection of plants and materials, execution of installation, and maintenance of the project. Awards will be presented during the management clinic, February 8, 1982, in Louisville, KY.

2nd lawn care show has workshop format

The second annual convention and trade show of the Professional Lawn Care Association of America will feature a workshop format November 18-20, 1981, at Louisville, Kentucky's Commonwealth Convention Center.

Last year the association surprised a number of critics with a healthy turnout of both delegates and exhibitors. This year, after planning for more exhibit space, the PLCAA exceeded its expectations. More than 1,000 lawn care businessmen are expected to attend the event. More than 700 attended in the show's first year.

Keynoting this year's convention is Gulf Oil Vice President Ralph Lewis who will speak on "Energy-Yesterday, Today and Tomorrow". Lawn care is highly dependent upon gasoline and fertilizer prices.

Workshop sessions, where panels discuss relevant topics and the audience is invited to participate, will feature personnel management, profit and loss analysis, office management, handling and disposal of pesticides, advertising, management stress, and the 2,4-D situation. Workshops will extend into the evenings on topics such as liquid and dry programs, insects and diseases, ornamental programs, employee fringes, and equipment.

Interested persons should contact PLCAA, 435 North Michigan Ave., Suite 1717, Chicago, IL 60611 (312) 644-0828. Registration is \$90 for non-members and single rooms range in price from \$40 to \$50 per night.

ALCA winter show speakers selected

A construction labor lawyer, a political businessman, a financial consultant to the landscape industry, and a millionaire expert on interpersonal relations will address attendants at the 1982 annual meeting of the Association Landscape Contractors of America, January 24-29, at the Riviera Hotel in Palm Springs, CA.

A record number of exhibitors have reserved booths and space for outdoor demonstrations, an ALCA custom for exhibitors. Interested persons should contact ALCA, 1750 Old Meadow Rd., McLean, VA 22102.

The certification exam for interior landscaping will be given at the ALCA show as will educational sessions on the subject.

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stock. Chances are the suppliers will be unable to provide either Dacthal or Betasan from Stauffer Chemical Co.

Other alternatives are Balan by Elanco, Tupersan by Du Pont, and Ronstar by Rhone-Poulenc. Cost, residual period, and percentage control are less attractive for these substitutes. Stauffer plans to raise the price of Betasan 10-15 percent to cover the cost of expanded production. Herb Day, manager of specialty products for Stauffer, said production for Betasan had already started when they heard of the fire and only limited expansion of production was possible.

Products containing Dacthal and Betasan will either be short or more expensive next year. Much of the production of these chemicals is for private label combinations with major distributors of fertilizers and chemicals.

CONVENTION

NAA Annual Meeting Set for Maui, Feb. 14-18

The National Arborist Association (NAA) has planned its 1982 Annual Meeting for February 14-18 on the Island of Maui, Hawaii. The headquarters hotel will be the Maui Surf Resort on Kaanapali Beach.

"We expect a very good turnout," said Robert Felix, NAA executive vice president. "Over 150 members have already made their reservations and we think the final number will be nearly double that." Felix added that association members should plan to arrive Saturday, February 13, to overcome any jet lag that might result.

Hotel and air space will be assigned on a first-come, first-served basis so the association advises that members make their reservations as soon as possible. The deadline for reservations is December 28.

TURF SEED

Otto Pick buys Ontario company

Otto Pick & Sons Seed Ltd. of Ontario, Canada, has purchased the forage and turf seed division of Maple Leaf Mills Ltd. The purchase includes administrative, processing and research facilities. Maple Leaf is the prime distributor of Fylking Kentucky bluegrass in Canada. Many of the Pick and Maple Leaf efforts will be reorganized and combined.