

WT&T

GREEN INDUSTRY NEWS

Medfly impact small on contractors

The Mediterranean fruit fly infestation has embarrassed state officials, traumatized consumers and imperiled California's lucrative fruit crop. Arborists and landscapers, however, have not been greatly effected. Tree people throughout the infected area in central California say that they were besieged by requests for help and information but weren't able to do too much to help.

"We had an awful lot of telephone calls. People wanted advice," says Susan Pitt, office manager of S.P. McClenahan Company in the Portola Valley. "We gave them support and advice. There was no real impact on business, but it caused an awful lot of office work."

Jane Lesh, secretary-treasurer of Lee's Tree Surgeons in Saratoga thinks that the controversy may have "caused people to look at their trees and think about them." Lesh voiced a common complaint when she explained that possible business increases from fruit stripping were offset by the "indecision about the whole thing. People would call one day and say 'you have to strip the walnut trees,' and the next day they would be told no."

Gil Mitchell, a partner in Able Tree Surgeons, San Jose, says that in addition to the "vacillation" of officials, demand for stripping was low because "people didn't want to put out the bucks for it. A lot of people thought they could strip the trees themselves or waited for the California Conservation Corps to come by or they just didn't give a damn.

Some didn't think it would be effective."

Even when people were sure they wanted their fruit stripped, tree surgeons weren't always able to be of service. "We just don't have the time to do it," says Susan Pitt. The man hour rate is too expensive to send a tree surgeon to strip trees. We advised clients to get someone local to strip the trees."

Arborists were not asked to spray against the Medfly. The government took care of the aerial and ground spraying and "preferred that people not spray by themselves," according to Pitt. Agricultural Pest Control Operators were asked not to duplicate the job. Mitchell says that there was a negative impact on spray business because people "think that malathion spray is

sufficient for all pest troubles. Sprayers lost a lot of business."

Malathion did eliminate many insects and was good for indoor landscapers, according to Alrie Middlebrook of Interior Landscape Design, Inc. in San Jose.

The long range effects of the infestation are mixed. The public is more aware of the importance of tree care. Some people may want to avoid plants, shrubs or trees that attract the Medfly. Fruit trees may not bear as well next year because of the damage caused by improper stripping.

One thing is clear. As Andrea Golden of Interior Landscape Design observed: "it will certainly be a lot of work for people cleaning up the mess."

Floraboard stalled in Congress

Congressional action on the Floraboard plan to establish a research and promotion program that would increase demand for flower and plant products has been delayed. The bill has been introduced in the House of Representatives, but has not yet been introduced in the Senate.

Floraboard is a "producer's program designed to increase demand for floral products similar to the programs for other agricultural commodities such as cotton, wool and milk," according to Barbara Kratchman, publications editor for the Society of American Florists (SAF).

Under the Floraboard system, growers and importers would be assessed a certain rate of sales per year, thus generating a fund of \$7-9 million in the program's first year. For the first two years producers and importers would pay at a rate of one half of a percent per year. Each year the rate increase may not exceed one quarter of a percent, with a maximum assessment of one and a half percent of sales. Only firms with more than \$100,000 of growth sales would be assessed.

The program will be administered by

the Floraboard, a 75 member board consisting of industry representatives nominated by producers' and importers' organizations, and appointed by the Secretary of Agriculture. The board's major objective, Kratchman says, will be to increase demand for flowers and plants and thereby "even out consumer buying patterns. On five major occasions each year (Valentine's Day, Easter, National Secretary's Week, Mother's Day and Christmas) growers sell all they can. They are forced to produce in an inefficient manner." Kratchman points out that "demand hasn't increased in six years. The full market potential of cut flowers, cut greens and foliage has not been realized.

"The program is producer conceived, created and directed," Kratchman emphasizes. "Because it's a mandatory assessment the government has to have its finger in it, but it is a producer's program. Floraboard will only implement what the producer's okay."

The program must have major industry backing. A referendum will be held and two thirds of all producers have to

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25 year service award is presented during the Central Pennsylvania Golf Course Superintendents Association annual meeting to John Boyd of Hershey Country Club (left) by president David Portz.

LANDSCAPE

UPDATE

NLA landscape tour views Cincinnati

More than 200 members of the National Landscape Association toured a cross section of Cincinnati landscapes during the recent America Association of Nurserymen Convention and Trade Show there.

Ken Natorp, president of W.A. Natorp Co., Cincinnati, guided the tour to urban parks, office plazas, suburban apartment complexes, and two residential estates. Much of the construction and design had been performed by Natorp's firm, Thorton Environmental Industries of Maineville, Ohio, and Ammon Nursery, Florence, KN.

Highlights of the tour included Harper's Point, an apartment complex where many water features and plant material provide unusual privacy. Water sound was heard everywhere in the complex due to numerous lakes and waterfalls. One estate contained a three-acre private arboretum with numerous dwarf conifers and an elaborate collection of plant material. The tour also saw baseball star catcher Johnny Bench's home.

The 1982 NLA tour will take place with the AAN Convention in Honolulu, Hawaii, July 17-21. The NLA Board put finishing touches on its management Clinic held each February at the Gault House in Louisville, KY.

Deadline for ALCA award is November 15

Entries for the 12th Annual ALCA Environmental Improvement Awards are sought by the association. Awards in seven categories will be awarded: commercial landscape contracting, residential landscape contracting, interior landscape installation, interior landscape maintenance, exterior landscape maintenance, land reclamation/revegetation, and design/build landscaping.

A panel of judges will evaluate each entry on its own merits, without comparison to other entries. There is no limit to the number of awards the judges can make in any one category and no limit to the size of the project. Project entries will be accepted until November 15, 1981 at a cost of \$85 per entry (\$70 for members). Awards will be presented at the Annual Meeting in January.

Information and entry forms are available from Associated Landscape Contractors of America, 1750 Old Meadow Rd., McLean, VA 22102. Awards chairman is Ann Lambeth.

ALCA prepares for Palm Springs show

Exhibit space for the annual ALCA Trade Exhibit is going faster than usual for the 1982 meeting in Palm Springs, CA. Indoor and outdoor displays make the show attractive to more than 1,000 landscape contractors each year. The date for the show is January 24-27, 1982.

First interior landscape exam nears

The National Council for Interior Horticultural Certification plans to give its first exam during the Interior Plantscape Association Show, October 28-30, at the Radisson Hotel, St. Paul, MN.

NCIHC is an independent self-sustaining council formed to recognize qualified interior landscape contractors and their job worthiness. Requirements for taking the exam include five years experience in the field, four years experience and an associate's degree in horticulture, or three year's experience and a bachelor's degree. Each applicant must submit photographs and documentation of four jobs completed and belong to either IPA or the Interior Landscape Division of ALCA. The applicants must pledge adherence to a code of ethics.

The exam will also be given at the ALCA Show in Palm Springs, CA, in January 1982. ALCA has endorsed NCIHC and its certification program.

For information contact the National Council for Interior Horticultural Certification, PO Box 17148, Washington, D.C. 20041.

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approve of the program or Congress won't pass it. The Floraboard Development Committee of the SAF will administer the referendum, with Congressional oversight.

In the House, the bill's primary sponsor is Rep. Tony Coelho (D.-California). By mid-July, 28 other representatives had signed on as co-sponsors of Floraboard. Floraboard hearings before the House Agriculture Domestic Marketing, Consumer Relations and Nutrition Subcommittee were scheduled for July 14. The hearings were postponed in order to allow the SAF time to respond to some questions raised by officials in the Office of Management and Budget and the Department of Agriculture.

Originally, administration officials contested 11 provisions in the bill. After meeting with SAF representatives, eight of the 11 problems were eliminated. The three remaining issues concern reimbursement of funds used to send out information to educate growers for the referendum, whether or not to have a consumer representative on the board, and the access government departments other than the Justice and Treasury Departments should have to the board's records.

At the SAF's convention in Denver on July 31, special sessions dealing with Floraboard, in general, and the issues dividing the SAF and the Administration, in particular, were held. During Congress' August recess, Administration officials, SAF representatives, and legislators met to iron out the difficulties.

The Senate version of Floraboard is sponsored by Senator S.I. Hayakawa (R.-California). Introduction of the bill was delayed as a result of the avalanche of legislation already introduced, the Senate's preoccupation with President Reagan's economic package and the Administration's objections. Senate strategists are not sure if the revised bill will be introduced in the fall on its own or as an amendment to the Farm Bill, the periodic reauthorization of major farm programs.

Regardless of the route taken, little opposition is expected. Barbara Kratchman says that although there has been some opposition from nonorganized growers, no organizations have come out against Floraboard. Floraboard's similarity to other agricultural boards which have been extremely successful has bestowed legitimacy to the legislation in the eyes of the Congressmen.

The precise time the bill will come

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up is difficult to say. Congressman Coehlo says that Floraboard has an "excellent chance to pass in this Congress. No major objections have been raised. We're very optimistic that we'll get it done."

NURSERY

AAN show excels in Queen City

Despite hotel renovation, rain, and heat, the American Association of Nurserymen Allied Trade Show in Cincinnati was productive and well organized. Nine separate but related groups held board meetings, educational sessions, and visited the exhibits across the street in the convention center.

A few of the highlights were the landscape and garden center tours, the



Bess Myerson spoke during the MAN luncheon pledging her support to help keep that industry consumer conscious.

Mailorder Association of Nurserymen luncheon speaker Bess Myerson, and riverboat cruises at night. The presidents of nearly every Green Industry association were present at the recognition luncheon where Dr. Richard Harris of the University of Louisiana, Dr. Jacob Tinger of the University of Georgia, Dr. Eric Lawson of the University of Syracuse, and Richard Hutton of Conard Pyle were recognized for their contributions to the nursery industry.

Ohio State University was recognized for its 100 years of service to the industry and many OSU staff participated in the educational sessions including Dean Roy Kottman and Dr. Elton Smith. Topics included improving container production, poly house construction, marketing bedding plants, winter hardiness, nursery cooperation with arboreta, tissue culture and marketing.

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EPA reorganizes enforcement

EPA Administrator Anne Gorsuch abolished EPA's offices of Enforcement and Planning and Management in a major reorganization that became effective on July 1. Gorsuch named John Horton, a New Jersey engineer and businessman to be the Assistant Administrator for Administration, a new position created in the reorganization shuffle. Horton will direct personnel, organization, information, data systems, facilities and fiscal and contract management functions. Other Assistant Administrators in the new reorganization will be Pesticides and Toxic Substances, Water, Solid Waste and Emergency Response, Research and Development and Air, Noise and Radiation.

Gorsuch also created two Associate Administrator positions—one for Policy and Resource Management and a second for Legal Enforcement Council. The Office of Policy and Resource Management will oversee resource allocations, standards, policy, regulations, legislative analysis and development processes and program and management evaluation activities.

The reorganization provides that enforcement relating to Pesticides and Toxic Substances, Solid Waste and Superfund, Water, Air and Noise and Radiation will be established in the program offices.

Sanford Harvey, Jr., now Deputy Administrator for Mobile Source, Noise and Radiation Enforcement was chosen by Gorsuch to be Director of the Office of Pesticides and Toxic Substances Enforcement. Kitty Adams, formerly a private environmental consultant, and Joseph A. Cannon, a staff member on the Reagan-Bush Presidential Committee, will each have the title of Gorsuch's special assistant for Regulatory Reform.

Disasters and Finances Plague Minneapolis

One of the most active shade tree programs in the country is in Minneapolis, MN. The spread of the Dutch elm fungus to that part of the nation several years ago destroyed thousands of elm trees and emphasized the need for such a tree program. More than 100,000 trees have been planted on city streets since 1975. Maple, linden, pin oak, hackleberry, green ash, honey locust and ginko trees now stand where elms once stood. While the city still has about 125,000 elm, 4000-5000 trees are lost each year. Over the next thirty years all of the city's elms will fall victim to Dutch elm disease.

This disease is not the only worry of the city forester, Dave DeVoto. Community grant funds from the Minnesota Department of Agriculture have been cut from \$2 million to \$1 million next year. To add to his woes, on June 14, a tornado blew through a part of the city and knocked down more than 4000 trees. It cost \$350,000 to remove downed trees and weakened limbs from trees that were damaged but not uprooted. The trees will not be replaced so quickly since it costs about \$75 for each new tree, not including labor and equipment costs.

Ingredient Analysis Reflects Well

How many times have you looked at a pesticide ingredient and wondered how well the percentage figures actually reflect what is in the product? The Maryland Department of Agriculture has just released the analytical results of about 1,500 analyses of pesticide samples collected from November 1, 1979 through October 31, 1980. Only 47 (approximately three percent) were withdrawn from sale because of adulteration or product quality below guarantee. The samples came from 357 registrants and are a credit to the pesticide industry in the United States.

GOLF

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Participating at the show were American Association of Nurserymen, All-America Rose Selections, Garden Centers of America, Horticultural Research Institute, Mailorder Association of Nurserymen, National Association of Plant Patent Owners, National Landscape Association, Wholesale Nursery Growers of America, and representatives from Associated Landscape Contractors of America, Professional Grounds Management Society, and the National Arborist Association. The 1982 show will take place next July in Honolulu, Hawaii.

LANDSCAPE

Shaw resigns post as ALCA regroups

The executive director of one of the most aggressive associations in the Green Industry, The Associated Landscape Contractors of America, has tendered his resignation to the board as of August 31, 1981. John Shaw served ALCA for four-and-one-half years and was the first full-time director not allied to an association management group.

ALCA's planning board recently approved a goal to regionalize more association functions. Recession has put added pressure on all associations, Shaw said, and the average stay of association executives is four-and-one-half years. "ALCA has a great future, as does the entire industry," Shaw said.

RESEARCH

Nebraska alumni honor Fred Grau

Fred V. Grau, president of the Musser International Turfgrass Foundation and developer of Penngift crownvetch, is one of seven recipients of the 1981 University of Nebraska — Lincoln Alumni Achievement Award. The award recognizes alumni who have compiled an outstanding record of achievement.

Dr. Grau worked with Dr. Musser at Pennsylvania State University, served as head of the United States Golf Association Green Section, and participated in the development of the aerifier, Meyer zoysiagrass, and numerous other turf management technologies. He resides in College Park, MD, and owns a farm where he produces crownvetch seed in Pennsylvania.

UPDATE

San Francisco to welcome supers in '85

Golf Course Superintendents Association of America President Mike Bavier recently announced the selection of the George Moscone Convention Center in San Francisco as the site of the 1985 International Turfgrass Conference and Show, January 30 to February 5.

The growth in size of the show in the past four years has caused the association to look for larger convention facilities. The 1981 show in Anaheim had a gate total of 17,950 and more than 200 exhibitors.

This winter the show will take place in New Orleans and will return to Atlanta in 1983. Las Vegas is set for the 1984 meeting.

Architects predict increase in building

The American Society of Golf Course Architects predict that golf course construction and remodeling will increase next year. ASGCA President Dick Nugent said hazards must be adapted to avoid penalizing the good golfer. ASGCA polled its members for the information. It discovered that members believe most construction will entail real estate developments although solid interest for more municipal and public courses continues in most sections of the country. The natural look will be sought in the future.

Palmer Maples is Summit Chase super

Palmer Maples, long time director of education for the GCSAA, has accepted the superintendent's position at Summit Chase Golf Club in Snellville, Georgia. He began his new position in mid-August and moved his family there in early August. He will contribute significantly to the club and to golf in the Atlanta area.

New York turf conference moves to Albany

The New York State Turfgrass Conference and Trade Show will be held in Albany, NY, from November 17-19 according to Ann Reilly, executive director. The show will take place in the Empire State Plaza. Exhibit space is two-thirds sold already.

This year NYTA has added two afternoons of equipment demonstration especially designed for turf equipment mechanics. This is in addition to a broad educational program for all phases of turfgrass management. Recertification credits are given for attendance and apply toward pesticide license requirements.

For further information contact Ann Reilly, 210 Cartwright Blvd., Massapequa Park, NY 11762. Exhibitors should contact Ed Worthington Corp., 50 Petrova Ave., Saranac Lake, NY 12983.

NGF calls forum to discuss changes

The National Golf Foundation is inviting golf leaders to a "Forum of Golf" in Dallas, October 18-20 to discuss and recommend ways to counteract serious changes in the business of golf in the past few years.

The rising age of the typical golfer and the decreasing rate of participation are just two of many topics the leaders will seek solutions to. James Long, senior vice-president of Spalding and NGF president will chair the meeting. Also attending will be PGA's Deane Beman, LPGA's Ray Volpe, and PGA's Joe Black as well as other members of the NGF board.

The goals of the group are to devise plans to increase the number of golfers, increase the rounds of golf played, and increase the number of golf courses where needed.

NGF is directing more of its effort toward promoting the game of golf, in addition to keeping vital statistics on its state.