

GREEN INDUSTRY NEWS

COMPANY ENCOURAGED

Toro reports first gain in past eight quarters

For the first time in the past eight quarters, the Toro Company has registered an increase in sales from the comparable quarter in 1981.

A net loss of \$100,000 or \$.09 per share on sales of \$50.7 million for the

fourth quarter (which ended July 30, 1982) was reported, compared to a loss of \$4.9 million or \$.95 per share on sales of \$42.1 million for the fourth quarter of the previous year.

For the fiscal year, Toro lost \$8.7 million or \$1.86 per share on sales of \$203.8 million. The loss was an improvement of \$4.4 million from the fiscal 1981 loss of \$13.1 million or \$2.66 per share. Sales that year were \$247 million.

Stephen F. Keating, Chairman of Toro's Executive Committee, said, "The year was characterized by restructuring and cost containment as the company moved aggressively to reduce the size of our debt and field inventories of products."

Keating said it was too early to predict a complete turnaround, but said the company was encouraged by the fourth quarter results.

He also declined to make projections for fiscal 1983, but did say the first quarter will show a loss, but that the loss will be "far smaller" than the \$6.5 million or \$1.24 per share lost in the first quarter of fiscal 1982.

Toro President Kendrick B. Melrose

said that 85 percent of the company's drop in sales from fiscal 1981 to 1982 could be attributed to the snowthrower product line.

"Our total snowthrower sales at the company level were just \$5.9 million," Melrose said. "That's down from \$38.2 million the year before and a peak of \$129.9 million in 1980."

Melrose said the two key improvements in fiscal 1982 were in the areas of debt and operating expense.

"We continued to reduce operating expenses during the year by \$19.5 million over the year before," he said, "and our average total debt was reduced by some \$18.6 million over the course of the year."

Melrose said sales for fiscal 1982 in the company's irrigation product area rose approximately 15 percent while sales in both consumer products and professional turf equipment were down due to already overstocked inventories.

Toro's international business was down 23 percent in sales, principally due to the weakness of the European economy and relative strength of the U.S. dollar.

COMING SOON

January State Turf Shows

North Carolina Turf Conference, Pinehurst Hotel, Jan. 4-6. Contact L. T. Lucas, 3409 Gardner Hall, NCSU, Raleigh, NC 27650.

Tennessee Turf Conference, Music City Rodeway Inn, Nashville, Jan. 6-7. Contact Brenda Goins, 2837 Logan St., Nashville, TN 37211.

Maryland Turfgrass '83, Baltimore Convention Center, Jan. 10-12. Contact Thomas Turner, 112 H.J. Patterson Hall, University of Maryland, College Park, MD 20742.

Nebraska Turf Conference, Holiday Inn, Omaha, Jan. 11-13. Contact Robert Shearman, University of Nebraska, Dept. of Horticulture, 377 Plant Science Bldg., Lincoln, NB 68583.

New Hampshire Turf Conference, Sheraton Wayfarer, Bedford, Jan. 13-14. Contact John Roberts, Extension Specialist, University of New Hampshire, Durham, NH.

Rocky Mountain Turf Conference, Colorado State University, Jan. 13-14. Contact Jack Butler, Dept. of Horticulture, CSU, Ft. Collins, CO.

Michigan Turf Conference, Lansing, Jan. 18-19. Contact Paul Reike, MSU, Crop and Soil Science, East Lansing, MI 48824.

Virginia Turf Conference, Norfolk, Jan. 18-20. Contact John Hall, Agronomy Dept., Virginia Polytechnic Institute, Blacksburg, VA 24061.

Bioengineers clone gene for herbicide resistance to Roundup

Horticulture may be on the verge of a technological breakthrough if Calgene Inc., Davis, CA, can successfully incorporate a herbicide-resistant gene into desired crops.

Calgene's Dr. Luca Comai and his team have cloned (reproduced) a gene (genetic unit) which works in plant bacteria to resist the effects of Roundup. The first crop to be studied for incorporation is cotton. "Cotton has many weed problems," said Calgene Vice President Al Adamson, "and cotton farmers could benefit from herbicide resistant varieties."

"Genetic engineering for herbicide resistance will have tremendous im-

act on productivity and production costs of agriculture," claims Calgene President Norman Goldfarb. He expects the research work of transferring the gene from the bacterium in which it is genetically constructed to a crop plant by sometime in 1983.

By developing herbicide resistance in desired plants, a broader range herbicide can be used to control weeds around the plant. Roundup is a broad spectrum herbicide from Monsanto used in both agriculture and horticulture. Monsanto has no involvement in Calgene or the research program. Calgene is discussing herbicide resistance programs with several companies.

Palmer first to receive Morris Award

Arnold Palmer will be the first recipient of the Old Tom Morris Award to be presented at the 54th International Turfgrass Conference and Show in Atlanta, GA, Feb. 19-25, sponsored by the Golf Course Superintendents Association of America. The award has been instituted to recognize "an individual whose selfless commitment to the game of golf has helped further its welfare in a manner exemplified by Old Tom Morris," one of golf's foremost enthusiasts.

The award presentation will be only one highlight of the conference, which this year has also expanded its seminars, programs for spouses and initiated an open meeting for the GCSAA membership-at-large. The open meeting is scheduled for Feb. 13, and will provide an open forum for the membership to discuss business, analyze the dues structure and membership concerns.

Jim Prusa, director of education, said this year's conference will concentrate on providing a show for everyone in the turf industry.

Keynote speakers for the conference have not yet been confirmed.

Delta Airlines is offering a 30 percent fare reduction to conference-goers. By calling toll-free, 1-800-241-6760, plane reservations, car rentals (also at a discount) and post-conference vacations can be arranged.

Forum points to golf "golden age"

Research and presentations from the National Golf Foundation's recent Forum of Golf indicate golf will continue moving toward a new "golden age" in the United States, effecting every aspect of the sport and industry.

During the second quarter of 1982, the NGF recorded an 8.5 increase in the percentage of rounds played since 1978 among the country's 17.37 million golfers. Such statistics promoted the "cautious optimism" that prevailed at the NGF's second annual Forum of Golf in Palm Beach Gardens, FL in October, according to Mark N. Boorman of the NGF.

"This year we noted a definite change in attitude from negative to positive among members concerning the Foundation's three areas of concern; golfers, golf facilities and rounds played," Boorman noted.

The four-day forum highlighted 20 speakers addressing all aspects of the industry including golf course maintenance, management, attitudes toward the game and the future of the industry. Among the speakers were four of the country's foremost golf architects, Jack Snyder, Geoffrey Cornish, Bill Amick and Dick Phelps. David Hueber, director of special projects for the PGA Tour, discussed the Wee Links concept of golf courses for junior golfers and Joe Moresco, head pro at Woodmere Country Club on Long Island, NY, addressed one of the more controversial topics in golf pertaining to creating a new set of women's tee markers to make golf courses fairer, not only for women, but for seniors and the infirm as well.

Frank Smith, president of the NGF said the second forum was so successful he plans to make next year's the largest annual meeting in golf.

GOVERNMENT

Report due soon on extension's future

A report will be forthcoming soon on the findings of a federally-appointed national committee formed to determine the future of cooperative extension in the United States.

The formation of the 21-member committee was prompted by accusations from the American Farm Bureau and other national farm organizations that the Cooperative Extension Service has not had sufficient budget or staff to expand its programs into urban areas, thus diluting its programs to serve only farmers and those living in rural areas. Groups such as Gardens for All and urban dwellers feel the Cooperative Extension should continue to service the people where they live—in the urban areas.

Daniel Aldrich, Chancellor at the University of California-Irvine appointed co-chairman of the committee by U.S. Secretary of Agriculture John Block and Robert Clodius, president of the National Association of State Universities and Land Grant Colleges, said three major factors influenced the committee's research: the changing needs of counties in America more than in previous decades, changes in technology, media and communications, and the degree of control exerted by federal and local governments and state universities on the Extension programs.

In its research, the committee has taken into consideration questions and concerns sent to them from professionals in the industry and from the private sector.

TREES

Penn State "first" protects Douglas firs

A discovery by the Penn State Department of Agriculture could help protect new plantings of Douglas fir trees against gypsy moths.

Forest scientists at Penn State have discovered gypsy moths prefer some strains of Douglas firs because of the aroma of sap, or "terpenes" in the needles.

Edgar H. Palpant, research assistant in forestry at Penn State, said the discovery could help protect new plantings of resistant trees in plantations currently worth over \$75 million in Pennsylvania alone.

Palpant and his associates recom-

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ALCA plans financial seminars

Two more financial management seminars have been planned by the Associated Landscape Contractors of America after the success of two new similar workshops in September and October.

Seminars have been scheduled for Feb. 16 in Phoenix and Feb. 28 in Chicago.

The continued emphasis on planning for the financial future in the landscape industry was the focal point of the two seminars held recently; one in San Francisco in September and the other in Dallas in October. Both seminars were presented by Jim Skelton of Ross/Paine and Associates, a financial consulting agency based in Chicago.

The two cities' "Pricing for Profit" seminars attracted over 60 landscape professionals. The program developed specific financial strategies for the landscape contractor and defined and examined ways to increase profit in today's economy. Areas covered were evaluation of income statements, forecasting, ways to plan for future growth and budgeting, profit centers, profit performance and pricing strategy.

ALCA Director of Programs Gail Morgan said the increasing concerns of the landscape industry in profitability and marketing in today's economy have made the financial management seminars valuable to anyone working in the landscape industry.

IPA honored 17 at Annual Meeting

The Interior Plantscape Association acknowledged 17 designs in three categories at its Oct. 26 Annual Meeting and Trade Show.

Judges for this year's awards included Jacob Kaminsky, landscape architect from Columbus, MD; Darwina Neal, a landscape architect from Washington, D.C.; and Marge M. Talt, an interior designer from Potomac, MD.

Winners were judged in the following categories:

Design Installation: Madelyn Simon of Madelyn Simon & Associates, Inc. of New York, NY; James E. Richardson of Green Expectations, Inc., Dallas, TX;

Leonard A. Kersch of Garden Milieu, Inc. of Ann Arbor, MI; John Mini of John Mini Indoor Landscapes, Ltd., City Island, NY; Mark Morrison of Haines, Lunberg and Waehler, New York, NY; Steven Arkin of New Growth

Plantscape, Ltd., New York, NY; Raymond L. Brooks of Plant People, Phoenix, AZ; and Elaine F. Wilson of The Plant Place, Philadelphia, PA.

Maintenance: John Mini of John Mini Indoor Landscapes, Ltd., New York, NY; Raymond L. Brooks of Plant People, Phoenix, AZ; and Dagny DuVal of Plant Specialists, Inc., New York, NY.

Residential: Leonard A. Kersch of Garden Milieu, Inc., Detroit, MI; and Linda Trinkle Wolf of Interiors That Grow, Scarsdale, NY.

Merit Award Winners: James E. Richardson, Green Expectations, Inc.; John Mini, John Mini Indoor Landscapes, Ltd.; Steve Arkin, New Growth Plantscape, Inc.; Raymond L. Brooks, Plant People; Elaine F. Wilson, The Plant Place; Leonard A. Kersch, Garden Milieu, Inc.; and Linda Trinkle Wolf, Interiors That Grow.

mend planting resistant strains of Douglas fir from seed originating in Colorado, Arizona or New Mexico.

"That's the southern range of this tree that ranks second in popularity among all Christmas trees in the nation," he commented. "On the other hand, trees grown from seed originating in British Columbia, Washington, Idaho or Montana are like cake and ice cream to the gypsy moth larvae." Palpant said the resistant trees are the bluish-colored strains common in the southern range of Douglas fir country. Strains damaged by the larvae are the gray variety common to areas of the Pacific Northwest.

Research has shown the larvae are attracted to the trees from the scent of a series of substances called terpenes, part of the liquid mixture that makes up the sap in evergreen trees. Small amounts escape from the needles and attract gypsy moths. Palpant believes some terpenes are repulsive to the gypsy moth larvae. He said other scientists found that three terpenes reduced feeding by larvae at 0.2 percent concentrations.

The scientists first noted the peculiar feeding choice of gypsy moths in 1980 when very young larvae were sucked into a closed greenhouse through the ventilating system. They were deposited randomly among young Douglas fir seedlings. Only seedlings from certain geographic origins were eaten.

Drs. Paul Heller and David Shetlar of the Department of Entomology verified the observations and their analysis continued to point to gypsy moth preference for plants from the Pacific Northwest seed origins. Further experimentation upheld the early findings.

"Our research should serve as a guide to Christmas tree growers in managing Douglas fir plantations," Palpant commented. "If susceptible varieties are grown in the future, because of other favorable traits, then growers will know they must spray with insecticides."

SIX AWARDS

Horticultural Society honors Disneyland

Six people involved in horticulture and a landscape staff were honored at the 1982 American Horticultural Society's 37th Annual Meeting in October in Cincinnati. Among those being honored were:

Fred C. Galle, awarded the Liberty Hyde Bailey Medal, the most prestigious annual honor given in American

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UPDATE

Government workers push laws to discourage outside contractors

Government employee unions are fighting hard to push through Congress a bill which would require bidders on Defense Department contractors to pay the cost of a study to determine whether private industry or government workers can do the job cheaper. The added cost of the study could swell proposed bids on jobs to the point where contracting out would not be competitive.

If successful, other agencies would be next. These unions are better organized than many of the groups pushing for contracting out and with a membership of almost one million employees they carry a lot of clout at election time. If they didn't get what they wanted in the last Congress you can be sure that they will be back when the new session begins in January 1983.

It also appears that the White House, which wanted to save \$1 billion worth of activity now being performed in-house, doesn't care if the contract goes to private contractors or is saved by higher in-house productivity. When it came time for the budget fight, the \$1 billion was small when compared to other items and was overlooked. Private business thinks that the Administration could have pushed for contracting out more with Congress.

Gypsy moth quarantine might extend to moving companies

The American Association of Nurserymen told the Office of Management and Budget that nurserymen are still interested in an effective gypsy moth quarantine program. OMB is doing a study on how a quarantine would function and what it would cost.

One possible result of a quarantine program if implemented would be more restrictions on moving companies. Outdoor furniture, firewood, and doghouses would have to be inspected and certified free of gypsy moth egg masses or the moving company would refuse to load them on trucks. USDA would publish pamphlets for moving companies. Restrictions would apply in areas of heavy infestation where people are moving out.

Servicemen exception made for child-resistant residential pesticides

The Environmental Protection Agency (EPA) finalized rules for incorporating child-resistant packaging to pesticides designated for residential use. Pesticides which carry the signal words, DANGER or WARNING, or are especially corrosive to the eyes or the skin will need special packaging to protect children and adults from injury due to accidental ingestion of the chemical.

In order to pin-point the formulations used by commercial applicators, such as ornamental trees, shrubs, flowers, turf and lawn maintenance personnel or exterminators, EPA has exempted registrants who limit their products to sale, use and storage by "servicepersons" from the packaging requirements. *These words must be prominently displayed on the label.* An individual homeowner is not a serviceperson. There are both civil and criminal fines for misuse of such chemicals.

horticulture. Galle is curator at Callaway Gardens, Pine Mountain, GA, and has been in horticulture the past 40 years. Galle writes frequently on horticultural topics and is currently editing the "Azalea Book" by Frederic P. Lee.

Eliot Wadsworth II was awarded the Commercial Citation. He is owner of White Flower Farm Nursery, one of the finest perennial nurseries in the country. The commercial citation is given to an individual whose commitment to the highest standards of excellence in the field of commercial horticulture contributes to the betterment of gardening practices everywhere.

Robert Smaus received this year's Writing Citation. Smaus is associate editor of the Los Angeles Times Home Magazine and is a former contributing editor of Sunset magazine.

The Landscape Staff at Disneyland in California received this year's Landscape Citation, given to those whose work in landscape architecture or design contributes to a better awareness of the field of horticulture. The Disneyland landscape staff of 49 maintains seven acres of flowerbeds filled with 800,000 annuals, three acres of turf and nine acres of shrub areas, as well as 2,500 trees and a sizeable amount of topiary, all grown on the premises.

Marlene Holwadel received the Society's first Local Horticulture Citation, given to an individual or group who has contributed to the improvement of horticulture in the host city for the Society's Annual Meeting. As one of the two founders of the Cincinnati Park Board Volunteers in 1971, Holwadel started the gift shop in the Krohn Conservatory and developed guided tours of both the Conservatory and the Mt. Airy Arboretum. She and her volunteers have contributed plants to the conservatory and have made a number of important physical improvements to the Conservatory's buildings.

Jane Steffey, the Society's Horticultural Information Service Director, was awarded the Meritorious Service Award for her 11 years of volunteer work in various capacities for the Society.

Donald Egolf, a research horticulturist with the U.S. National Arboretum, was given this year's Professional Citation. Egolf has introduced 30 new cultivars since 1958. He has received numerous awards and is credited with making the breeding program at the U.S. National Arboretum one of the most comprehensive of its kind in the world.