

GREEN INDUSTRY NEWS

PEST CONTROL

Oregon zaps gypsy moth explosion

In an effort to avert a repeat of the Northeast's massive defoliation caused by gypsy moths, the Oregon Department of Agriculture overcame community opposition and legal roadblocks before spraying 5000 residential acres of South Salem with Sevin 4-L to eradicate the pests.

On May 20th, one day after U.S. Circuit Court of Appeals Judge Jim Redden denied an opposition group's request to ban the spraying, helicopters completed the first application. A second application was made in early June. Ray Hobson, deputy director of the State Department of Agriculture, feels that they should be able to assess the success of their effort by early August.

The moths, which were detected in the state last year, had spread significantly enough to warrant the use of the insecticide. A group of residents, protesting the use of the chemical in a residential area, postponed the treatment by taking the State as far as the Circuit Court of Appeals before the request was denied. According to Hobson, the example of the Northeast was the most persuasive argument for the use of the chemical.

When the proposal to spray was announced, mailings outlining the precautions that should be taken during the spraying were sent to all residents in the area. Included in the packet was a notice indicating that "no harmful effects have been found using this carbaryl-based insecticide." On the order of Judge Redden, a second notice was sent describing the possible hazards of Sevin. "The residents have been buffeted with information from both sides through informational meetings and public hearings," said Hobson, and added that he felt the silent majority was in favor of the treatment.

To prevent the chemical from entering the water supply, 200 ft. buffer areas around streams were flagged off and treated from the ground. Pregnant women were advised to leave the area



during the spraying.

The gypsy moth's arrival in Oregon has been traced to relocated residents and travelers from northeastern states. To prevent further infestation the state is experimenting with a voluntary quarantine program. The Department of Agriculture is contacting as many newcomers and travelers from the Northeast as possible to inspect property for the insects.

The Department is also setting 10,000

traps to detect any moths coming into the state. Officials would like to avoid the necessity of further large scale sprayings.

Gypsy moths destroyed more than 13 million acres of trees in 1981, mainly in the Northeast. In the recent past, however, larvae have been reported as far south as Florida, in North Central states such as Wisconsin, Illinois, and Michigan and in the West Coast states of California and Washington.

RESEARCH

New lab to develop pest control strategy

The recent development of chemical resistances by some pests has prompted the establishment of the a new laboratory to investigate the replacement of some of the old pesticides with new and more active chemicals as well as improving the application techniques for all pesticides. The Laboratory for Pest Control Application Technology

(LPCAT) opened in October of 1981 with the purpose of developing and coordinating a research effort for more effective pesticide application and use strategies in the '80's.

Headed by Dr. Franklin R. Hall, and staffed by a faculty of 17 state and Federal scientists, the laboratory is working to increase the application efficiency for pest control agents, to design and/or improve equipment and procedures to reduce unnecessary exposure to humans or to non-target organ-

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UPDATE

American golfers number 17,050,000

According to the National Golf Foundation, there are more than 17 million golfers in the United States. In its annual statistical summary, *Golf Facilities in the United States*, NGF noted that an estimated 13.65 million golfers play over 15 rounds of golf annually. An additional 3.4 million play 1-14 rounds per year.

"This year's report depicts golf as growing in 1981," said Research Director Sandra Eriksson. "With continued and combined efforts by course operators/owners and the industry, golf will quite possibly further expand its recreational market through this decade."

The report analyzes in depth the number of golf courses, number of golfers and number of rounds played. There are currently 12,894 golf courses in the U.S., with a 13% growth in the number of new courses opened in 1981. Golfers played some 395 million rounds last year, an increase of 10%.

Superintendents average 41-18-8

Those numbers should have particular significance to golf course superintendents. According to the Golf Course Superintendents Association of America's demographic and market research program, the average Class "A" GCSAA member is 41 years old. He has full grounds maintenance responsibility at an 18-hole private golf course and has been there for almost 8-1/2 years.

The average superintendent has worked at two clubs previously and is college-educated. He plays over 21 rounds of golf during the year and in between landscaping chores maintains a 10-stroke handicap.

In other GCSAA news, John Schilling, formerly GCSAA director of marketing and sales, has rejoined the association as a consultant. Schilling will serve as the head of the conference and show department while GCSAA searches for a permanent director.

GCSAA was also the recent beneficiary of some good fortune generated at this year's Masters Tournament. The Augusta National Golf Club, the tournament host, contributed \$2500 to the association's Scholarship and Research Fund. "It is our hope that future Masters Tournaments will be sufficiently successful to enable us to make such contributions every year," wrote Club Chairman Hord Hardin in a letter accompanying the contribution.

NGF names Smith president

The National Golf Foundation has appointed Frank Smith Jr. as president. Smith was formerly president of CBS Sports. "I come to the Foundation not as a golfer but as a businessman who has been very successful in selling air time," said Smith. From 1966 through 1977 when Smith was vice president in charge of sales and operational resources at CBS, advertising revenues increased from \$250 million to more than \$1 billion annually. "I intend to pursue with vim and vigor the charter of the National Golf Foundation—to enhance the game of golf."

Smith's objectives in taking over as president are to devise and develop programs which will make golf more popular, to raise funds necessary to support those programs; and bring greater unanimity among all segments of golf. Former NGF President James Long, Spalding Sports Worldwide, has been named chairman of the NGF board. Smith is the first full-time salaried president of the National Golf Foundation, which was founded by Herb and Joe Graffis.

isms, to design better management procedures for pest control and to create a better understanding of the delivery system by analyzing the basic processes of microclimate, crops, culture and residues.

The initial research efforts of the group include turf soybeans, corn, field and green house vegetables. They will be working with conventional insecticides, fungicides, plant growth regulators, nematicides and herbicides as well as the newer fourth generation pest control agents.

According to Hall, "the pesticides we are now using have more active molecules which means that less chemical is needed but more precision is required. Changes in the registration requirements, environmental attitudes and the cost of chemical research have had a great impact on the incentives for the agricultural industry to continue research."

CHEMICALS**Union Carbide provides Sevin hotline**

Information on Sevin carbaryl insecticide can now be obtained by dialing 800-334-9745, at any time of the day. This telephone service has been installed as a resource for those dealing with Sevin who have questions about its use, health and environmental impacts.

The Union Carbide Agricultural Products Company has developed this service strictly for professionals. They are not equipped to handle a large number of calls from the general public and would appreciate cooperation in not releasing the number to mass media or product end users.

SOD**Greentree Sod owners join Pacific Green/Nunes**

Pacific Green/Nunes has added Jack and Peggy Gribben to its staff as division managers. The former owners and operators of Greentree Sod & Soil, the Gribbens will now apply their expertise in retail to the Pacific Green/Nunes markets. Jack will be in the position of products manager and Peggy has been appointed retail advertising and sales promotion manager.

The Gribbens purchased Greentree Soil & Sod in 1978 and developed the

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ALCA hooks up with Foliage Exhibition

The Associated Landscape Contractors of America and the Tropical Plant Industry Exhibition Committee have finalized details for a joint venture of the Foliage Exhibition and ALCA's Annual Meeting. ALCA's Annual Meeting is scheduled for January 15-20 at the Miami Hyatt Regency and will precede TPIE. Thursday and Friday on the program are being left open to allow delegates to attend the trade show at the Coconut Grove Exhibition Center.

"Since Florida was the site of our Annual Meeting it was a natural to combine the trade shows," said Convention Committee Chairman Landon Reeve. "Because many of our exterior contractors do some interior work and otherwise would not have the opportunity to attend this type of specialty show, we are expecting a record breaking attendance."

NLA reelects Harrell

At the National Landscape Association/Garden Centers of America Clinic, Gerald Harrell, Landscapes Unlimited, TX, was reelected president of NLA. Also reelected were vice president Joe Wayman, Forrest Keeling Nursery, MO, and secretary-treasurer Robert Siebenthaler (all for one-year terms). Frank Tomlinson was reelected director-at-large and Denny Church, William Doerler and John Korfhage, Jr. were reelected to two-year terms.

1981 Landscape business up 11%

Landscapers reported an average increase in their 1981 business of 11%, according to National Landscape Association's Eighth Annual Economic Survey. Geographically, the Northeast reported the highest increase of 18%, while the Great Lakes region posted the lowest gain—7%. Projections for the current year are an optimistic, albeit modest, 7%. The Western Plains region expects the largest surge in business (12%), while landscapers in the West (West Coast and Southwest) predict a slight increase of 1%.

The NLA study surveyed 1981 actual business and 1982 predicted business in residential renovation, new commercial, new residential and commercial renovation. The geographic areas studied were the Northeast, Southeast, Great Lakes, Western Plains and West. Nationally, 52% reported an increase in residential renovations, with the 81% of the Northeast and 70% of the Western Plains reporting gains. New commercial business increases were posted by 50% of landscapers in the survey. Again the Northeast led with 61% posting an increase in business. New residential business decreased at 54% of the landscape companies (37% increased and 9% remained the same). Commercial renovation brought up the rear with 49% reporting decreases, 20% the same and 31% increasing.

Projections for 1982 are hopeful but take the sluggish economy into account. The percentage of landscapers predicting increases in business are: residential renovation—43% (Northeast 64%, West-63%); new commercial—40% (West-70%); new residential—32% (West-59%); and commercial renovation—18% (Great Lakes-0%).

For 1981, the East experienced an above average increase in business while the rest of the country experienced below average increases. For 1982, the Western Plains and the Northeast are the most optimistic while the other regions of the country are least optimistic about landscape business.

company's specialization in the marketing and retailing of sod directly to the homeowner. In 1981, the company sold more than 75 acres of sod and fertilizer. Richard Rogers, president of Pacific Green/Nunes, hopes that they will be able to use their marketing techniques to create consumer awareness and interest in sod.



Peggy and Jack Gribben have joined Pacific Green/Nunes

Kern Turf wins Rain Bird award

In other Rain Bird news, nine distributors received awards at the company's annual master-turf distributors meeting in Rancho Mirage, CA. Kern Turf Supply Bakersfield, CA, was chosen as the top distributor for its outstanding sales and marketing performance.

Kern Turf Supply was selected the top distributor of Rain Bird irrigation equipment based on outstanding sales and marketing performance with specific attention given to superior service, contractor development and effort, sales growth over a 12-month period and market penetration.

Awards were presented to Robison's Lawn and Golf of Grandview, MO, for contractor development; Lawn and Turf Inc., of Conyers, GA, for sales achievement; Automatic Rain Co., of Menlo Park, CA, for after-sales service;

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UPDATE

BY WILLIAM HOFFMAN

Urban Park Program to go to cities

The National Park Service (NPS), U.S. Department of the Interior, has appropriated \$7.7 million in fiscal year 1982 for continuing existing innovative grants under its Urban Park and Recreation Recovery Program. Beginning in 1979, grants totalling almost \$14 million have been given to 69 U.S. cities. The majority of these projects have provided recreation services for neighborhoods where none existed before: A facility for handicapped children in Pascagoula, MS; a tool and equipment loan service in Hartford, CT; a recreation park for senior citizens in Worcester, MA; a renovated service center in Lompoc, CA; a theater arts program in Louisville, KY; conversion of an abandoned sewage treatment plant into an environmental education center in Bellingham, WA; volunteer vandalism prevention and park awareness groups in Evansville, IN; truck mounted swimming pools for use in streets of New York; and conversion of post office building into a recreation and day care center in Wilmington, NC. This will probably be the last year of the program and this year's money should complete the projects and make them ready for city management.

Mediterranean fruit fly eradicated in Florida

What a difference a well-planned offense makes when handling an emergency insect infestation. Remember the political maneuvering last year over the use of malathion in California to control the Mediterranean fruit fly. It certainly made major headlines throughout the country and is still discussed in this year's political campaigns in that State.

Last August 1981, following the discovery of a number of Medfly larva in Hillsborough County, FL, officials of the U.S. Department of Agriculture and the Florida Department of Agriculture and Consumer Service authorized the spraying of the infested area 10 times with the pesticide malathion. In addition, an intensive trapping and fruit sampling system was initiated to detect the presence of any flies or larvae. No evidence of the fly has been found since the initial fly catches last year and since enough time has passed without flies or any evidence of infestation, the U.S. Department of Agriculture has declared the Medfly eradicated in this part of Florida. No such decision has been made in California as yet.

Satellite to assist landscape architects

A new satellite in the Landsat series launched in July which will provide aerial photographic resolution of land areas as small as one-half acre. The Earth Resources Observation System (EROS) of the U.S. Department of Interior will make this terrain analytical data available to anyone who wants it. Recently, landscape architects have been using both aerial image and the satellite computer-type data for large-scale land development and resource management. They can identify vegetation types, stream beds, underground water supplies, seepage areas, depth of the water table and the depth of soil over bedrock. With data from the new satellite, the landscape architects will be able to plan small-scale projects, such as, parks, golf-courses, college campuses, cemeteries, urban centers, or office parks without leaving the office. Space technology should help in achieving high quality designs joined with a respect for the environment.

Artesco of Phoenix, AR, for an outstanding specification effort; A-1 Turf Irrigation Supply of Houston, TX, for market development; Florida Irrigation Supply of Orlando, FL, for outstanding contribution to the development of the Orlando Airport; and Indio Pipe and Supply Co., of Indio, CA, for sales and service to the golf course market.

IRRIGATION

Toro names Skidgel marketing director

The Irrigation Division of The Toro Co., Riverside, CA, has named John Skidgel director of marketing. Having served in marketing in the division for 20 years, he is a specialist in golf course and other large turf irrigation applications.



John Skidgel

Skidgel's new responsibilities will include the division's expanded marketing program and the introduction of new products. "We are actively planning our fiscal 1983 campaign, with even greater marketing support for everyone in the Toro family, from distributors to dealers to installers," said Skidgel.

SEED

Hertwig joins International Seed

Jack Hertwig has joined the staff of International Seed Inc. Halsey, OR, as a turf consultant. He previously worked for Germain's Seed Co., for 25 years as a turf consultant for the southwestern U.S., Mexico, Hawaii and California.

Hertwig is a member of the National Golf Superintendent's Association and a contributor to the Southern California Superintendent's publication. In recent years, he has expanded from golf into work with grounds managers of athletic fields including the Rose Bowl, Super Bowl and Orange Bowl.