

# GREEN INDUSTRY NEWS

## LANDSCAPE

### Contractors slish thru ALCA/OSU Field Days

Student and professional landscape contractors grappled with design and maintenance problems at the Associated Landscape Contractors of America Annual Field Days held recently at Oklahoma State University. Industry members had three days to observe the students from nine participating colleges as they competed in contests ranging from residential design to ball and burlap.

ALCA President Ray Gustin welcomed students and industry members who had come from as far away as Michigan, Ohio and Colorado to observe and judge the weekend's activities. The following day, a drizzling Saturday, the competitions were held at the OSU Agricultural Hall.

The competitions included residential design, maintenance estimation, identification of plants, weeds, turf and diseases as well as a mock sales presentation. Schools entered a few representatives in each event to gain points for the overall team rankings as well as the individual "superstar" award.

In the residential design, cut and fill, and maintenance estimation competitions, students were presented with a problem and the information necessary to design a solution in a one or two hour period. Their teammates, in another room, were taking a few short minutes to familiarize themselves with a completed residential design and then prepare a sales presentation for two judges playing the parts of prospective customers.

The action paused briefly as the group moved outside to the OSU Arboretum for lunch and the afternoon events. Competing against the clock, students had to deal with a constant rain and deepening mud as they completed the Bobcat obstacle course, irrigation assembly, ball and burlap, and two-man saw contests. Other groups spent the time competing in brick-on-sand, and small engine repair competitions.



Students raced a Bobcat loaded with sand through an obstacle course to gain points at the ALCA Field Day.

Total points were tallied and kept secret until the awards breakfast on Sunday. When the envelope was opened, Oklahoma State was the overall winner, followed by Mississippi State and Ohio State. Two-year programs made an excellent showing against the other four-year colleges, coming in fourth and fifth in the total points. Bob Buswell of Oklahoma state won the Superstar Award.

The weekend ran smoothly thanks to the efforts of ALCA secretary Irv Dickson and the help of OSU professor Jerry Walkup and the OSU student ALCA chapter. ALCA financed the chapter primarily through the registration contributions of the participants, and registration showed the highest professional participation of any of the past six annual events. Over 40 members of various firms had taken time out of their busy season come to the Field Day.

All seemed to believe that it was time well spent. Many of the students had an opportunity to learn more about the in-

dustry and meet potential employers. The last event of Saturday's schedule was a cocktail party to provide a catalyst for students and professionals to get together. According to many graduating seniors and professionals, the weekend was as productive as it was fun. Most of the industry members left the Field Day impressed by the quality of the students and many of the students left with invitations to visit firms for more in-depth interviews.

## TREES

### Arborists flock to NAA convention

The National Arborist Association had a record attendance at its 1982 Annual Meeting in Hawaii. Over 290 people travelled to the Maui Surf Hotel to participate in the four-day meeting. The board of directors and members cov-

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## UPDATE

**PGA Tour . . . TPA . . . PGA Tour/TPA**

The Tournament Players Association and the Professional Golfers' Association of America have reached an agreement to increase competitive opportunities in golf and to expand marketing and promotion of the game. The highlight of the agreement was the return by TPA to its historic name "PGA Tour." Other facets of the agreement included a cosponsorship by the Tour and the PGA, beginning in 1983, of a \$1 million "Tournament Players Series" for players not currently exempt for the PGA Tour, and the formation of PGA, PGA Tour Properties Inc., a new marketing joint venture (similar to NFL Properties).

TPA Commissioner Deane Beman said, "These joint projects between the organization of the game's leading players and the organization of the game's club and teaching professionals should pay real dividends for the future of golf." Joe Black, president of PGA, added, "(the agreement) will benefit both organizations financially, but, more importantly, will help create new interest and competitive opportunities in the game."

Last year the Tour changed its tradename to TPA because of legal restrictions on its ability to use the name 'PGA Tour' in a marketing program. "PGA was able—through the cooperation of Robert MacNally, president of PGA Golf Co.—to renegotiate a long-term contract that perviously had blocked the Tour from using the initials 'PGA' in marketing or licensing agreements," said Robert Oelman, chairman of the Tour's Tournament Policy Board. "That got us over our biggest hurdle and allowed the two groups to pursue a consolidated marketing plan."

**Snyder named ASGCA president**

Arthur Jack Snyder was elected president of the American Society of Golf Course Architects at the group's annual meeting in Palm Beach, FL.

Other newly-elected officers include Ted Robinson, Westlake Village, CA, vice president; Michael Hurdzan, Columbus, OH, secretary, and John Watson, Lachute, Quebec, Canada, treasurer.

Snyder received his degree in landscape architecture from Penn State. He has been both a golf course superintendent and architect during his long career in golf.

**A voice against stimpeters**

While the contributions of the USGA have been universally applauded by golf course superintendents, occasionally a voice of protest rings out. Julius Albaugh, GCS, Westmorland Country Club, Chicago, IL, writing in *The Bull Sheet*, makes his case against the use of stimpeters. Albaugh's bone of contention is not that the stimpeter doesn't work, but that it works too well. He notes that information contending faster putting surfaces equals higher quality greens has gotten into the hands of amateurs. "All they feel they need is a stimpeter and they feel that they can judge quality putting turf," explained Albaugh. "They have no agronomic knowledge of soils, turfgrass varieties, or stress conditions, but base their opinions totally on the stimpeter, a table and readings."

Albaugh notes that Chicago-area superintendents alter their management practices according to turfgrass variety, soil and weather conditions. "These practices to produce a desirable putting turf are not based on a set stimpeter reading, but instead on our agronomic and greenskeeping ability to provide our memberships a uniform, true, healthy and green putting surface," asserts Albaugh. "No where do we find a plant (putting green turf) put under such stress, and now we have the stimpeter to stress out golfing turf further. I cannot help but feel stimpeters are anti-grass."

ered association business, elected new members and directors while finding time to tour the island and appreciate their surroundings for a few days.

On the first day of the conference, members and board met to review and approve the applications of new members. Erik Haupt was elected president for 1983 and the new board of directors was chosen. Several activities were approved, including the creation of a National Arborists/Paul Tilford Foundation, in honor of the NAA's first executive secretary, to fund projects of special interest to the membership. The membership also granted approval for the production of a newsletter for field personnel.

A trade show will be held in conjunction with the 1983 Annual Meeting in New Orleans. The members requested one since the entire attendance at the meeting is a buying market.

The Board decided to hire another part-time staff member, to service the prevention engineering aspect of the insurance program that the NAA is contracting.

Educational sessions were given by ten speakers. To enhance the audience participation during the talks, microphones were provided for each question from the floor. Talks included topics such as insurance, problems and solutions, tools for tree care, pest management and diversification. Each speech was professionally taped. Cassettes can be obtained from Crown Duplication, P.O. Box 1147 Aiea, HA 96701.

**TURF****TUCO awards five turf scholarships**

Three seniors at Michigan State University and two at Texas A & M University have received TUCO turf scholarships. Stephen Meyer, Chad Ball and Thomas Lively of Michigan were presented their awards by TUCO representative Russ Tiller at the Michigan Turfgrass Conference. Texas students, Randy Broyles and Michael Yarotsky were presented their scholarships by James Lipari, TUCO sales consultant.

TUCO, the agricultural division of the Upjohn Co., offers the scholarships to students in ten participating universities. The recipients are judged by the university faculty on academic performance, personal character and dedication to a turf career. Since beginning the program in 1974, the company has generally given 10-15 scholarships a year.

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### EQUIPMENT

#### West promoted at Cushman

OMC Lincoln has named Scott West III general manager of Cushman Motor Sales, Cerritos, CA, where he will be responsible for all marketing and administration of the company-owned outlet. He will handle Cushman industrial and turf care equipment along with the Ryan brand of turf maintenance units.

West joined OMC Lincoln in 1975 in the Cushman vehicle marketing department, followed by a position in the



Scott West III

Lawn Boy marketing force. In 1977, he was promoted to district sales manager for Cushman and Ryan product lines and then to advertising/sales promotion manager for all OMC Lincoln product lines.

According to Frank McDonald, OMC Lincoln marketing director, West's experience in revamping and strengthening service operations of dealerships will be valuable in the large southern California outlet.

### CHEMICAL

#### Diamond Shamrock names Mitchell VP

Kenneth Mitchell has been appointed as the vice president in charge of agricultural chemicals for Diamond Shamrock Corp., Cleveland, OH. Mitchell will have all responsibility for specialty chemicals, agricultural chemicals, animal health, process chemicals, ion exchange and metal coatings businesses. Mitchell was previously vice president and general manager of the process chemicals division.

#### LA report assesses the future

The American Society of Landscape Architects Task Force has published "Landscape Architecture into the 21st Century." This 100-page report covers the political, social, economic, and technological forces of change which will impact the profession and predicts the future practice opportunities of the landscape architect.

One of the points the report makes is that house sizes will reduce dramatically. Some other assertions include: More and more housing units will be built to accommodate the single liver (perhaps as much as 50% of all new and renovated housing units during the next 10 years); land use density will increase and construction of conventional single family homes will show dramatic declines; and rehabilitation of existing housing structures will rapidly out-pace construction of new units.

The Task Force was created by Immediate Past President William Behnke and was chaired by Past President Lane Marshall, the report's author and editor. Jot Carpenter, Cameron Man, Don Olson, David Racker, Grant Jones and David Wright served with Marshall during the year-long research effort.

#### Folder explains tree value to consumers

The Council of Tree and Landscape Appraisers has produced a colorful folder on the investment value of trees and other landscape plants. The folder is designed as an aid to tree, nursery and landscape professionals in informing their customers on the important dollar value of their trees and shrubs. The folder also explains exactly what events are normally classed as "casualties" by insurance companies and tax officials. The steps a homeowner can take if casualty strikes are spelled out—in terms of insurance coverage, tax deductions, or civil damage claims.

The folders are designed with space to permit an individual firm to have its name imprinted and distributed to the general public or homeowners. Copies are available in any quantity at 10¢ each by contacting The Council of Tree and Landscape Appraisers, 232 Souther Building, Washington, DC 20005.

#### Twelve contractors win ALCA Safety Awards

The Associated Landscape Contractors of America named 12 landscape contracting firms recipients of the 1981 ALCA Safety Awards for Accident Prevention. The awards were made in categories, according to the total number of man-hours worked over the twelve months of the contest (September 1, 1980, through August 31, 1981). Participating landscape contractors reported monthly on the number of time-lost accidents and labor time lost, during that month.

The winners of the 1981 Safety Award for Accident Prevention were: John Lamm of Jackson, Midwest Landscape Co., Francis J. Wolfe Jr. Landscape, Brazos Valley Nursery, Southern Seeding Service, Stano Landscaping, Landplant, Kujawa Enterprises, Nelson Landscape Service, Brickman Industries, Theodore Brickman Co., and Lawrence & Ahlman.

In addition the 1981 Safety Award winners, five firms were cited for perfect safety records: Aristocrat Landscaping, James Ranches Landscape, Skoog Landscape, Village Landscape Maintenance, and Clearwater Landscaping.