

# GREEN INDUSTRY NEWS

GCSAA SHOW

## Superintendents' Show Super Successful

Over 7400 golf course superintendents and related industry personnel trekked to New Orleans to participate in the GCSAA Turfgrass Conference and Trade Show. Both the host city and the conference lived up to expectations.

Many superintendents and exhibitors took advantage of the Bourbon Street locale. On any evening of the week-long show, superintendents could be spotted doing their best to bolster the New Orleans economy by dining at Antoine's, Galatoire's or The Andrew Jackson or sipping Hurricanes (a local potable) at Pat O'Brien's. Some exhibitors customized their promotions to tie-in with the local atmosphere. Rain Bird Sprinkler Mfg. Corp., Glendora, CA, offered horse-drawn carriage tours and brochures of the French Quarter. Rhone-Poulenc Chemical Co., Monmouth Junction, NJ, sponsored an evening at the club of the famous jazz trumpeter Al Hirt.

Early arrival was encouraged and

the show profitted from good attendance at the day-long pre-conference seminars on Saturday and Sunday. While the opening session was planned for Monday and the trade show for Tuesday, over 200 guests of the Marriott Hotel (many of whom were superintendents) received a 6 am wake-up call Sunday morning from fire engines battling a blaze adjacent to the hotel. The fire was quickly brought under control and though the Marriott suffered minor smoke damage to its facade, the greatest loss to the guests seemed to be a good night's sleep. For those guests who managed to sleep through the cacophony of the early morning fire engines, a fresh crew of firemen tracked through the lobby to douse a small fire in the trash chute later in the day.

With the pre-conference activities anything but dull, the opening session got off without a hitch. The Grand Ballroom of the New Orleans Hilton was



Ron Fream's seminar on employee motivation.

filled to near capacity by 9 a.m. as the audience applauded the GCSAA awards presentation. Paul Voykin, golf course superintendent of Briarwood Country Club, Deerfield, IL, received the Leo Feser Award for his article, "Overgrooming is Overspending." Additionally, editors of 12 newsletters published by the association's chapters received Chapter Newsletter Editor Awards. For outstanding service to the golf course superintendent's profession, Distinguished Service Awards were presented to Milton Bauman, GCS, Seattle Golf Club; Sherwood Moore, GCS, Winged Foot Golf Club, Mamaroneck, NY; Al Radko, retired national director of the USGA Green Section; and Ben Warren, founder of Warren's Turf Nurseries.

The highlight of the opening session was the keynote address delivered by Jim McKay, ABC-TV sportscaster. An avid golfer who also anchors ABC-TV's golf telecasts, McKay explained to the crowd that he views the superintendent's job as an art. "I appreciate the art of what you do," said McKay. "In golf, the surface plays a more important part in the game than in almost any other sport." He regaled the audience

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Sunday morning fire next to New Orleans Marriott Hotel.

## ASGCA predicts increase in construction

The American Society of Golf Course Architects expects the number of new golf courses started in 1982 to exceed those of the past year due to increasing demand and declining interest rates. "Studies show that more seniors and women are playing golf than ever before," President Dick Nugent stated, "and the nation's architects are responding by making the courses more versatile through the use of multiple tees and other design techniques."

Nugent believes that there is a pent-up demand for all types of golf courses—development, resort, municipal, public fee, and executive. "The architect has been able, in many instances, to take 'unusable' land and create a challenging course," the ASGCA president noted, "and we will see more creative work done on landfills, abandoned strip mines, flood plains, hilly areas, and other sites not previously considered for golf courses."

Nugent said that the architect must create a delicate balance between aesthetics and easy maintenance. In many cases, he pointed out, newer courses will have a more natural look. By leaving seldom-used areas in native grasses or flowers, courses are easier to maintain and present new challenges to the player. "Wall-to-wall green is not necessary for a great golf course," Nugent said. "Just take a look at the famous courses in Scotland."

Water availability is an increasing problem for golf courses across the country, particularly in the West, and Nugent predicts that more new and existing courses will be using effluent water for irrigation. "Many courses are tying into local water treatment plants to satisfy their needs and eliminating the need for local municipalities to release wastewater back into streams and lakes," Nugent added.

## New Hampshire supers hold turf show

Despite inclement weather, the New Hampshire Golf Course Superintendents Association had a large turnout for their Turf Conference and Trade Show in Bedford, NH. Association President Barrie Robertson awarded the distinguished service award to Lou Douval, York, ME, Golf and Tennis. Ray Richard and Jim LaMorder, students at the University of Massachusetts winter turf school, received the annual scholarship awards.

The guest speakers included Dr. Stanley Swier who spoke on the current gypsy moth plague in the Northeast, Dr. Richard Skogley, University of Rhode Island, who spoke on topdressing, and Dr. Joseph Vargas, University of Michigan, who described the various diseases observed during the past year.

## Cornish Wins Ross Award

Geoffrey S. Cornish, one of North America's leading golf course architects and co-author of "The Golf Course", has been named the 1982 winner of the Donald Ross Award presented annually by the American Society of Golf Course Architects to a person who has made significant contributions to the game of golf, especially golf course architecture.

Cornish received the Donald Ross award, named in honor of the "father of American golf course architecture," during the ASGCA annual meeting at the Breakers Hotel in Palm Beach, FL., February 22.

Previous recipients of the Donald Ross Award include Robert Trent Jones, Herbert Warren Wind, Herb and Joe Graffis, Joe Dey, Gerald Micklem, and Gov. James Rhodes of Ohio.

with entertaining anecdotes from his coverage of golf and the Olympic Games. Proving to be a personable celebrity, McKay spoke with many of the superintendents prior to his address and then ended his talk with an extended question-and-answer period.



ABC Sportscaster Jim McKay.

Twelve of the nation's leading experts on water and golf trotted out their views during the Water Symposium held Monday and Tuesday afternoon. Many of the superintendents appreciated the opportunity to hear an expanded discussion of such an important topic. "The main reason I come to this show is the seminars and the Water Symposium was better than I expected," said Larry Pakkala, superintendent at St. Andrews Country Club, Scarsdale, NY.

On Monday evening the Grand Salon of the Hilton was the site of the show's Mardi Gras reception. Frankie Mann and a host of local jazz artists treated the packed house to a number of New Orleans-style tunes. When the band hit its final note the real show was just beginning. Much to everyone's surprise and delight, the salon was transformed into a mini-French Quarter replete with harlequins and Mardi Gras paraders. Kings, queens, dukes and fair maids strutted amidst the crowd tossing trinkets. Their glittering outfits (part Las Vegas showgirl, part peacock) were a sight to behold, particularly to New Orleans newcomers.

Following the revelry of the previous evening, Tuesday morning brought on the brass tacks of the conference — the trade show. A sea of superintendents gathered for the 9 a.m. ribbon cutting and flooded the exhibit hall when the

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# LANDSCAPE UPDATE

## ASLA institutes "return of dues" program

The American Society of Landscape Architects has instituted a new membership benefit for 1982 termed the Return of Dues Program. All national dues paid by each member after the program begins will be returned to the member at age 70 or to the member's estate upon death. The amount will be returned as long as continuous membership in ASLA is maintained.

The Return of Dues Program will be provided for all dues-paying Fellows, Members, Associates and Affiliates at no additional expense to each member. ASLA will pay all costs. Accrual of benefits will begin at the first renewal of membership. First year dues submitted with an application will not apply. If membership is dropped for any reason or dues are not submitted, the member will lose all claim to amounts accrued at that time. Upon re-entering ASLA, members will begin accruing return of dues credit from zero.

In other ASLA news, the Society has moved to its new headquarters. The new address, effective immediately, is: ASLA, 1733 Connecticut Avenue, N.W., Washington, DC 20009.

## ALCA elects officers for 1982

The officers of the Associated Landscape Contractors of America were elected at its Annual Membership Meeting held recently at the Riviera Hilton, Palm Springs, CA. Ray Gustin automatically moved up to president, having served as president-elect for the past year. Gustin is president and owner of Gustin Gardens.

Other officers elected were: president-elect, David Pinkus, North Haven Gardens, Dallas, TX; vice presidents, Landon Reeve, Chapel Valley Landscape, Woodbine, MD; and Rodney Bailey, Evergreen Services Corp., Bellevue, WA; treasurer, Irvin Dickson, ChemLawn, Atlanta, GA; and secretary, Karl Korstad, Sedgfield Interior Landscaping, Greensboro, NC. 1981 President Allen Keesen automatically became immediate past president.

Executive Director Alan Smith commented that the meeting featured "the most aggressive seminar program of ALCA to date, particularly the interior sessions." Smith also noted that attendance was higher than anticipated.

## IPA launches Media Year

The Interior Plantscape Association has declared 1982 as its Media Year. The underlying theme for the year is "The Interior Plantscape Specialist . . . the Professional Difference." The thrust of the campaign is to acquaint the public as well as designers, architects and landscape architects with the specifics of the job done by interior plantscape professionals.

Media Year is a promotional vehicle created for plantscape specialists as well as IPA. In the past year the association coined the phrase "The Interiors Team" to publicize that plantscapers be included in the roster of individuals who contribute to the design and well-being of a building. IPA is currently discussing plans to set up a committee of marketing experts that would evaluate the effectiveness of members' marketing plans that are submitted. A nationwide competition (with winning plans displayed at the Fourth Annual IPA Meeting in Portland in October) is also underway.

To publicize the plantscaping profession, officers and staff of IPA will be attending meetings, explaining association programs and offering to exchange speakers and information. A speaker's pool has been formed to address the various interested related professional on such topics as the aspects of interior plantscaping for designers and plantscaping for architects.

doors opened. The Riverside Convention Center proved to be a fine showcase for the 212 turf, chemical and equipment exhibitors. Superintendents continually filled the hall. Exhibitors were seen answering inquiries and transacting business right up to the Thursday 2 p.m. closing time. Some exhibitors, however, believed that the aisles were narrower than in previous years and those companies relegated to the mini-hall across from the main show floor received noticeably less superintendent traffic.



Part showgirl, part peacock.

One of the major traffic builders for some exhibitors was *Weeds Trees & Turf's* "Long Green Sweepstakes." Ten companies (BFC Chemicals, Dow Chemical USA, Mobay Chemicals, Milwaukee Sewerage Commission, RainBird Sprinkler Mfg., Ransomes, Safe-T-Lawn, Standard Golf, Stauffer Chemical, and Vandermolen) participated in the sweepstakes and many of them had superintendents lined up waiting to fill out entry blanks. The \$1000 first prize was won by Keith Scott, Oak Ridge Golf Club, Hopkins, MN. Scott registered at the Ransomes booth. Gary Stafford, Cardinal Golf Club, Greensboro, NC, picked up the \$500 prize (Stauffer Chemical booth); while Paul Latshaw, Oakmont Golf Club, Oakmont, PA, won \$250 (Safe-T-Lawn booth).

For the second year in a row the USGA Green Section held its Educational Conference in conjunction with the GCSAA show. At the conference (held Wednesday, 9 a.m. to 2:30 p.m.) it was announced that William Bengueyfield has stepped in to fill the shoes of the retiring Al Radko as national director of the Green Section. The theme of the conference was "The Good Earth Needs Good Golfing Turf" and the

*Continues on page 18*

## UPDATE

BY WILLIAM HOFFMAN

### Marijuana—An important agricultural crop?

It doesn't matter whether you believe the National Organization for the Reform of Marijuana Laws figure of an \$8.2 billion crop of homegrown pot in 1981 or the United States Drug Enforcement Administration's lesser figure, the value of marijuana is nearing the value of the major crops of soybeans, corn and wheat. Cannabis indica, a Far East variety has replaced the native cannabis sativa, because it produces as much as two pounds of dried product per plant and one richer in tetrahydrocannabinol, the intoxicating chemical. Wild animals and poachers appear to be greater threats to the plantings than law enforcement agencies.

### Import of rooted hyacinth bulbs now allowed

In 1980, during the revision of the import regulations for nursery stock, plants, roots, bulbs, seeds and other plant products, the importation of ferns, African violets, gloxinia, begonia and peperomia in soil-free growing media was allowed. Stringent conditions were required in order to prevent the entry of injurious plant diseases, insects or other pests into the United States. The Animal and Plant Health Inspection Service, USDA, is now adding hyacinths to the list. The soil-less media would be unused peat, sphagnum moss, vermiculite, or synthetic plastic materials. They estimate that not more than 20,000 rooted hyacinth bulbs would enter the first year—a small amount when compared with the 25 million hyacinth bulbs imported each year.

### Fertilizer and limestone use up slightly

Fertilizer use in the United States for the year ending June 30, 1981 totaled 51.2 million tons, an increase of one percent from the tonnage consumed in the previous year.

Dry, bagged fertilizer continued to decline while use of dry bulk mixtures and fluid fertilizer increased. The U.S. Department of Agriculture reported further that total 1981-82 use will be over 23 million nutrient tons—close to last year's level.

Overall fertilizer prices could average six to seven percent higher in the spring of 1982. Above normal inventories of phosphate and potash, plus a possibly stable demand, will hold back greater price increases.

The National Limestone Institute reported that limestone use for the year 1980 was about 34.4 million pounds, up about 10% from 1979 but still only about a third of the needs of our soils.

### Pesticide applicator training in jeopardy

The House of Representative's Agriculture Subcommittee keeps an eye on the EPA administration of the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA) and has reported out an amendment which is in direct opposition to White House plans. The amendment calls for the appropriation of \$4 million each fiscal year to the States for applicator training and pesticide certification and licensing.

While this Subcommittee has no power to appropriate money for pesticide regulatory programs of EPA, there is the possibility of such a figure showing up in the Congressional EPA funding bill.

These programs are completely eliminated in the President's budget with the expectation that the State's will do the funding. A victory for the President could cause many of the States to reduce pesticide regulatory activities drastically. They feel that the certification and training of applicators and the classification of restricted use pesticides were enacted into law at the Federal level and should be funded at that level.

With no certified applicators, there can be no restricted use pesticides, seriously affecting the efforts of EPA to make available the chemicals needed for safe pest control.

Green Section fielded 14 speakers to expound on irrigation, turf, design and playing conditions. During the conference Charles Wilson, retired director of the Milwaukee Sewerage Commission and current research director of the O.J. Noer Research Foundation, was awarded the 1982 USGA Green Section Award. The award was given in recognition of Wilson's distinguished service to golf through work with turfgrass.

Al Radko was awarded the first *Weeds Trees & Turf* "Man of the Year Award" during the show. *Weeds Trees & Turf* sought to recognize Radko for his 35 years of tireless achievements in golf course management. A member of the Green Section since 1953, Radko served as national director for the last five years.

Exhibitors had their own awards to present at the show. Smithco presented its "Smithco White Hat Award" to Illinois Lawn Equipment Co. as the Western Distributor of 1981. Boyd Distributing copped the "Outstanding Sales Performance Award" from Turfco Mfg. Co./National Mower Co.

The show came to a close with the election of GCSAA officers for 1982. James Wyllie, Bayview Golf Club, Brampton, Ont., was elected president. Other officers elected were: Robert Osterman, Connecticut Golf Club, Easton, CT, vice president; Paul Boizelle, The Onwentsia Club, Lake Forest, IL, executive committee; and John Hayden, San Jose Country Club, Jacksonville, FL, executive committee.



Showgoers register for Long Green Sweepstakes.

### Power equipment sales to increase

Outdoor power equipment sales should increase during 1982, despite the present economic slowdown, according to the Homelite Division of Textron Inc., Charlotte, NC.

"We're starting to see a recovery in

## NEWS

the chain saw business and are projecting continued growth next year for gas-powered string trimmers," said George Algire, Homelite executive director of marketing. "We also see the trend continuing toward bigger and more expensive chain saw models that cut more wood and for longer periods of time."

Other Algire predictions include: gas-powered string trimmer sales to increase to 1.2 million from 1 million; the market for blower-sprayer units to double from 100,000 in four years; and a two to six percent increase in grass-cutting equipment sales.

## CHEMICAL

### Avon Products buys Mallinckrodt Inc.

Avon Products, the cosmetics firm, has reached an agreement to acquire Mallinckrodt Inc., St. Louis, MO. The purchase agreement amounts to \$720 million (\$50 per share of Mallinckrodt stock).

Mallinckrodt, a leading manufacturer of agricultural chemicals and other products, will be an independent subsidiary of Avon. No management changes have been planned and the company will continue to be based in its St. Louis headquarters.

In other news at Mallinckrodt, Mack Nichols has been elected corporate vice president. Nichols had been vice president and general manager of the company's Specialty Chemical division.

## PEST CONTROL

### IPM making progress using natural enemies

Integrated pest management (IPM) is making good progress in America, according to Lloyd Knutson, U.S. Department of Agriculture insect scientist.

Speaking at the First Japan-USA Symposium on IPM, Knutson said that IPM progress is due to advances by scientists who explore the world and never roam far from a microscope. He spoke of entomologists who learn to control pests of the farm and forests by using the pests' natural enemies—their parasites, predators and diseases.

Natural enemies and other biological control techniques are the "foundation" of IPM, said Knutson. Scientists developed the IPM concept in recent years to give people alternatives to relying solely on pest control by chemical pesticides. Knutson is chairman of

*Continues on page 89*

# Turf Maintenance?



## Let your grasses do the work

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**University of Illinois** - Touchdown was **outstanding** in its ability to out compete Poa annua.

**Ohio State University** - America ranked **first** out of 30 commercial bluegrass varieties in incidence of Sclerotinia Dollar Spot. (At low, medium, & high fertilization levels.)

**Ohio State University** - Fiesta ranked **number 1** out of 22 commercially available perennial ryegrasses in overall turf quality for entire season.

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USDA's Insect Identification and Beneficial Insect Introduction Institute in Beltsville, where nearly one-third of a million insects and mites are identified each year for biological control projects and other research.

Knutson said that despite successes already achieved, progress in putting IPM to work has seemed slow at times. "Much of the foundation work, the research on natural enemies, has not yet reached the farm. Each biological control agent requires considerable study because of the complex behavior and ecology of living entities. We first must determine the vulnerabilities of a pest. Then, each new biocontrol agent requires a unique set of in-the-field procedures." Knutson added that using IPM on the farm, often takes a lot of time, special knowledge and a high initial risk financially.

**HORTICULTURE**  
**Record number**  
**contribute to HRI**

The Horticultural Research Institute (HRI) has increased its industry support by 101 firms in the past ten years.  
*Continues on page 90*



**Instructor Fred Buscher (right)** critiques a drawing during a three-day short course on residential landscape design. Jerry Magistrella (left) and Rose Spena were two of the 56 members of the nursery and landscape industry at the course who received instruction on landscape plan drawing and design. Buscher, area extension agent in landscape horticulture, established the series of five three-day Short Courses in 1976 in cooperation with the Ohio State University Department of Landscape Architecture.

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A Cushman Frontline mower is donated to Dr. Bob Shearman, University of Nebraska, (seated) by Herb Jespersion, OMC Lincoln. This unit is part of the ongoing support by the Lincoln-based manufacturer for the school's various turf projects. Dr. Shearman will use the self-propelled mower on turf research plots located near Mead, NB.

according to Administrator Duane Jelinek.

At the American Association of Nurserymen board of governors meeting in 1981, HRI Past President Bob Siebenthaler recalled the progress the Institute has made in the past ten years. "... in 1971, 143 business firms contributed their support to HRI," said Siebenthaler. "Today it's 244. Likewise, state, regional and national nurserymen's association support has also increased. In 1971, 28 associations contributed to HRI. In 1980, 35 associations contributed." Siebenthaler added that while HRI still has not received the support from the industry it truly deserves, it is making good progress.

**ORNAMENTALS**

**Penncap-M granted SLN in Ohio**

Ohio has granted the AgChem division of Pennwalt Corp., Philadelphia, PA, a Special Local Needs (SLN) registration for use of Penncap-M insecticide to control leafminers on chrysanthemums grown in commercial greenhouses. The SLN registration allows Penn-

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and  
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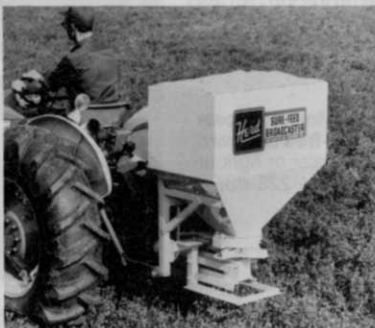
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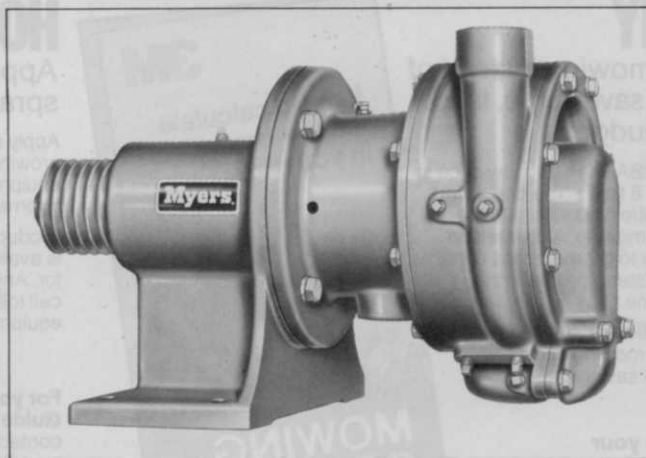
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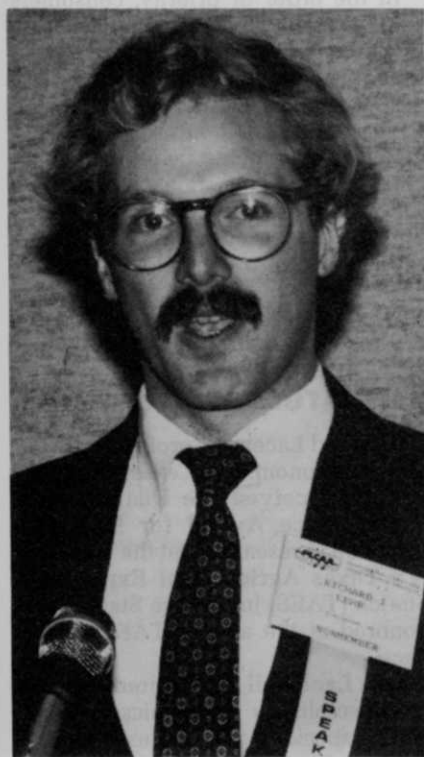
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cap-M to be used at the rate of 2 pints per 100 gallons of water as a full coverage spray on foliage. Penncap-M is an insecticide which features a controlled release of methyl parathion, according to Pennwalt.

#### LAWN CARE

### PLCAA names Lehr Honorary Member

Labor lawyer Richard Lehr has been conferred an Honorary Membership by the Professional Lawn Care Association of America. Lehr received his membership at the PLCAA convention, where he was a guest speaker. Lehr's presentation was on "Lawn Care Employer Hot Spots: Wrongful Discharge and Proper Compensation of Employees."



Richard Lehr

As a labor lawyer, Lehr has presented a number of employer seminars throughout the Sunbelt concerning union prevention techniques, equal employment requirements and wage/hour issues, and has authored articles on labor matters both nationally and internationally. He is the author of the monthly column "Lehr on Labor Law" published in *Lawn Care Industry* and has counseled numerous employers with regard to labor, wage and hour matters. Lehr will also serve as a contributing editor of PLCAA's newsletter, *Turf Talks*.

Lehr is a management labor lawyer

with Sirote, Permutt, Friend, Friedman, Held and Apolinsky, in Birmingham, AL.

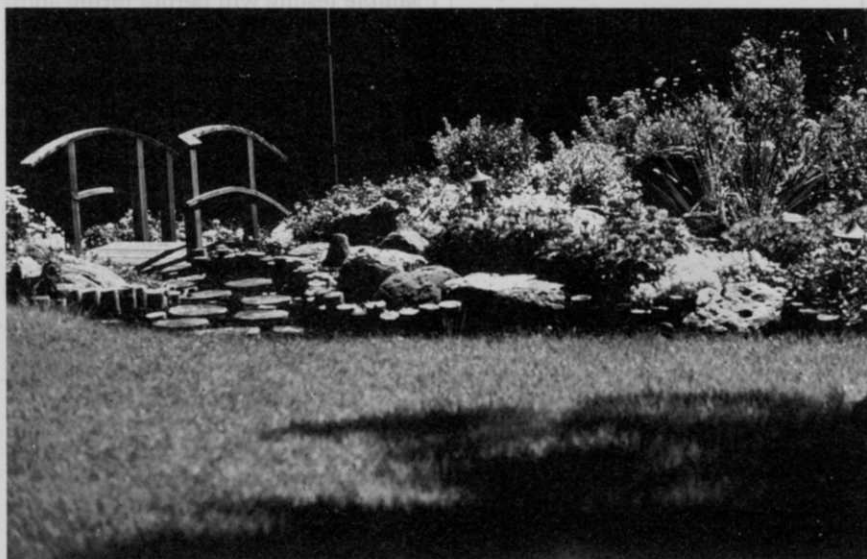
### ChemLawn names Luke executive vp and COO

In a move to strengthen its management capability, ChemLawn Corp., Columbus, OH, has appointed Don Luke to the newly created position of executive vice president and chief operating officer. A former vice president with

Parker Pen Co., R.J. Reynolds and Quaker Oats, Luke will oversee all operations and new business development. The company has also named William Kaufmann vice president of human resources.

ChemLawn recently financed the acquisition of a 40-acre site and construction of a \$6 million corporate center. Approximately 250 employees will be located at the new headquarters, set for completion in June 1982.

*Continues on page 92*



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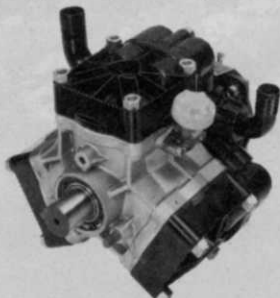
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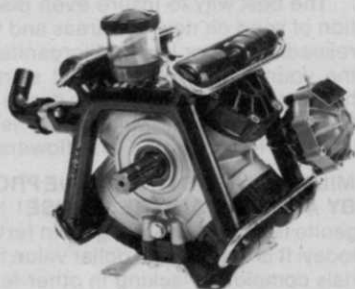
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## NEWS

### EXTENSION

#### Maryland to charge for soil testing

The Maryland Cooperative Extension Service has announced that it will start charging for its laboratory analyses of soil samples. Effective February 15 the cost will be \$4 per sample.

Dr. V. Allan Bandel, extension soils specialist in charge of the soil testing program, says that charging for soil sample testing will permit hiring additional laboratory help. A larger staff will provide more efficient service in the face of a workload which has more than doubled since 1964. Unfortunately, budget allocations have not kept pace with the increased workload, Bandel commented.

Traditionally, the university's free soil testing service for Maryland residents involved analyses for soil texture, pH, phosphorus, potassium and magnesium. Nominal charges were made for certain special tests; e.g., analyses for boron, manganese, zinc, soluble salts and organic matter content.

Written recommendations for fertilizer and lime application, based on soil test results, will continue to be provided by county extension workers. This customized service is based in part on cropping history and future plans contained on the information sheet which is submitted with each soil sample.

### TURFGRASS

#### Ham Williams, educator, dies

Dr. H. Hamilton Williams, renowned turfgrass educator and scientist, died recently in Los Angeles. He was 70 years old.

Williams was best known for his work as a biologist in turfgrass research and education at the Los Angeles State and County Arboretum, Arcadia, CA. He received a respected reputation for his research at the Arboretum and taught classes in turfgrass management.

Williams was the first black man to be awarded a Ph.D. in ornamental horticulture at Cornell University. He was then appointed chairman of botany and horticulture at A and T College in Greensboro, NC. After serving in various educational positions, Williams joined the United States Planning Office as a consultant for a landscape design project in Liberia, Africa. After completing the project he joined the Los Angeles Housing Authority and then the Arboretum.

As a member and officer, Williams was very active in the Southern California Turfgrass Council, Athletic and Recreational Turfgrass Association and International Turfgrass Society.

### RESEARCH

#### Nursery customers desire information

Research conducted by the Nursery Marketing Council reveals that customers who spend the most time on their landscape want information. Price is important to them, but more often than not they will shop at a retail nursery where they believe they can receive good advice from competent people.

In the order of priority, consumers say they want to know about soil conditions, growing needs (sun, water, shade), types of plants for the area, pest/weed control, and when to plant. At least one person informed on technical subjects should be on hand at all times to answer questions, the research concluded. Information racks and a public address system for questions and answers also will help.

#### Lacewell receives TAES research award

Dr. Ronald Lacewell, professor of agricultural economics at Texas A&M University, received the Distinguished Performance Award for Research. Lacewell, a researcher at the University's Texas Agricultural Experiment Station (TAES) in College Station, was honored at the annual TAES conference.

Dr. Lacewell was cited for his interdisciplinary economics research work, especially as it relates to agricultural engineering and entomology. He has played a major role in researching economic problems relating to the development and use of the state's natural resources, particularly such pressing issues as water development and use, land conservation and management, environmental protection and pest control, and energy. His practical approach to economics has provided the basis for many policy and producer decisions on the adoption of new technology and expected benefits. **WTT**

**COMING NEXT  
MONTH:  
COTONEASTER**