

GREEN INDUSTRY NEWS

Indianapolis is set for lawn care show

More than 1,500 professionals involved in the lawn care industry are expected to attend the third annual Professional Lawn Care Association of America's Convention and Trade show Nov. 16-18 at the Indianapolis Convention Exposition Center. Former U.S. Secretary of Agriculture Earl L. Butz will be the keynote speaker.

The program has been expanded to include more than 150 booths, 10 speakers addressing key issues in the industry and presentations on a variety of topics useful to the lawncare professional in the current economy.

"PLCAA has developed a dynamic program geared to assist the lawn care professional in these challenging times," said Marty Erbaugh, current president of the PLCAA.

The keynote speaker is currently Dean Emeritus of Agriculture at Purdue University. Butz will discuss "Populism, Politics and Progress," a presentation on the free enterprise system and the essential need for profits in it.

Other speakers include:

-Richard Lehr, Chairman of the Labor Department of a Birmingham, Alabama law firm, discussing "Preventive Employee Relations for the Lawncare Businessman."

-Gerald Sweda, Manager of Corporate Sales Training, O.M. Scott & Sons Co., will demonstrate how believing in yourself can help motivate those around you.

-Lawrence D. Kokkelenberg, Ph.D. will outline in his presentation, "Increase the Bottom Line Through Improved Customer Relations."

-Jerry Faulring, Chairman of the PLCAA Governmental and Industrial Affairs Committee and Immediate Past President of PLCAA, will discuss "Government Regulations Include More Than Just Pesticides."

-Wilbur Wagner, Manager, Mail Classification Center, Indianapolis, will address "Postal Regulations and Services" to help members find efficient, economical means of promoting their businesses through the mail.

-Bob Miller, Ph.D., of ChemLawn Corporation, will give a "2,4-D Coalition Update" and discuss ways members can assist in one of the more controversial issues facing the industry.

For more information about the convention, contact Professional Lawn Care Association of America, 435 North Michigan Ave., Suite 1717, Chicago, IL 60611, (312) 644-0828.

COMING SOON

New Jersey Turfgrass Expo 82, Resorts International, Atlantic City, NJ, Dec. 6-9. The annual turfgrass educational conference and trade show sponsored by Cook College, Rutgers University, and the New Jersey Turfgrass Association. Golf, sod, athletic fields and lawn care are discussed in educational sessions. Regional distributors and national manufacturers participate in trade show. Contact Henry Indyk, Soils and Crops Dept., Cook College, Rutgers University, PO Box 231, New Brunswick, NJ 08903. (201) 932-9453.

Ohio Turfgrass Foundation Conference and Show, Columbus Hyatt House, Columbus, OH, Dec. 7-9. The first show to stress lawn care held in conjunction with Ohio State University. Packed educational sessions and large variety of turf and golf course equipment. Contact John Street, Ohio Turfgrass Foundation, 1827 Neil Ave., Columbus, OH 43210. (614) 422-2592.

EQUIPMENT

Sawtelle wins Jacobsen distributor award

Jacobsen's president John Dwyer and vice president Roger Thomas presented its Distributor of the Year plaque to Chester Sawtelle of Sawtelle Brothers, Swampscott, MA. Sawtelle is a distributor of turf and maintenance equipment.

Distributor of the Year awards also

went to Watson Distributing, Houston, TX; Paul Blakeney Co., Oklahoma City, OK; Interprovincial Turf, Calgary, Alberta, Canada; Colonial Motor Co., Dallas, TX; Robison's Lawn and Golf, Grandview, MO; Fallis Turf Equipment, Richmond, BC; and Horst Distributing, Chilton, WI.



Jacobsen's Distributor of the Year: pictured are (left to right): Chester Sawtelle, Sawtelle Brothers; John Dwyer and Roger Thomas, Jacobsen; Frank Higgins and Joel McKoan; Sawtelle.

UPDATE

Winter seminars offered by NGF, GCSAA

The National Golf Foundation and the Golf Course Superintendent's Association of America are sponsoring golf course management workshops this month.

NGF's annual Golf Course Management Workshop will take place in Orlando, Nov. 29 to Dec. 2. The four-day event allows close personal instruction to managers of all types of golf facilities. During the event, professional golfer Jack Nicklaus will receive the Herb Graffis Award for his contribution to the game of golf.

More than 80 golf facility managers from the Air Force are expected at the NGF seminar. The event will take place at the Americana Dutch Resort Hotel in Disney World. Reduced room rates will be available for three days before and three days after the event. Contact NGF for more information: 200 Castlewood Drive, North Palm Beach, FL 33408. (315) 844-2500.

GCSAA will sponsor two seminars in the Chicago area late this month. They both take place Nov. 20-22. Ornamental Pest Management is the title of a course taught by David Nielson from Ohio State University and Donald Short of the USDA Northeast Forest Experiment Station. Both are top men in the field. A Human Resource Management Course will be presented by consultant Ron Fream at the same time. Contact GCSAA for more information: 1617 St. Andrews Drive, Lawrence, KS 66044. (913) 841-2240.

EPA survey raises ire of superintendents

Overstated endorsement by NGF and GCSAA and misuse of private information are the charges of some superintendents who received a lengthy questionnaire from the American Association of Retired Persons about pesticide usage.

NGF reports that many superintendents are hesitant to fill out the questionnaire since they are aware of the Environmental Protection Agency's involvement in the project. GCSAA said in its "Newslines" that the survey "appears to be the harmless result of an overzealous, well-meaning group who will probably be willing to work closer with GCSAA in the future."

A similar survey is being mailed to many other user groups of pesticides. The Professional Lawn Care Applicators Association and the National Arborist Association have endorsed surveys for those industries. The staff of these organizations obviously feel the intention of the survey and the use of the data are constructive not regulatory.

GCSAA tags Powell for information

GCSAA has hired Lewis (Chip) Powell Jr., to replace Larry Goldsmith as Director of Information Services. Powell will also serve as assistant director of education under Jim Prusa, director of education.

Powell has been superintendent at Deerwood Club in Jacksonville, FL since 1978. During that time he has been very active in the association. Prusa, another former superintendent, and Powell will take GCSAA's training programs into the 21st Century.

SEED**Grau, Penngift vetch honored by governor**

Pennsylvania Governor Dick Thornburgh signed Senate Bill 1042 recognizing Penngift Crown Vetch as the state's Beautification and Conservation Plant and Dr. Fred Grau of College Station, Maryland as the discoverer.

Pennsylvania has used Penngift along highways since 1958. Grau, was extension turf specialist at Pennsylvania State University with Dr. William Musser in 1935, when he discovered Penngift. He has since been director of the USGA Green Section and codeveloper of the aerifier for West Point Products Co., now owned by Hahn.

Thornburgh said Penngift has been successfully used to beautify and control erosion on more than 50,000 acres in the state.

CHEMICALS**Fluid fertilizer group is launched**

Dr. James Batchelor from the University of Arkansas assumes the new position of administrator of the Fluid Fertilizer Foundation this month. The new research branch of the National Fertilizer Solutions Association is funded by more than \$600,000 to explore and expand fluid fertilizer technology.

Although the main focus of the group is agriculture, chemical applicators in the landscape and golf industries may benefit from the research. Dennis Brown of NFSA told *Weeds Trees & Turf* he estimates 60 to 65% of lawn care firms use liquid applications.

The Fluid Fertilizer Foundation was created in July by NFSA and Batchelor takes responsibility this month. Batchelor has been extension specialist for the University of Arkansas in soil fertility, plant nutrition, crop protection and irrigation. He can be reached at NFSA, 8823 N. Industrial Rd., Peoria, IL 61615. (309) 691-2870.

EXTENSION**Ohio surveys users of extension program**

The Cooperative Extension Service of Ohio State University is holding public opinion forums and polling people on extension mailing lists to assess the direction of extension programs in the state.

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Take a look inside . . . ALCA Miami conference

As more and more exterior landscape contractors dabble with interior landscape contracting, the Associated Landscape Contractors of America is inviting everyone to explore the interior foliage business this winter at its Annual Convention, in Miami, FL, Jan. 15-21.

ALCA has timed its show to coincide with the Tropical Plant Industry Exposition at the Coconut Grove Exhibition Center, Jan. 20-22. Exhibitors can gain double exposure from the joint ALCA/TPIE trade show. Convention-goers can also benefit from the one show for two markets.

NBC weatherman Willard Scott will keynote the show. Strong emphasis has been placed on selling and pricing. Washington, D.C. lawyer James Welsh will speak on antitrust precautions in pricing. Special workshops for interior landscaping, land reclamation, and design/build are scheduled. A complete day will be devoted to exterior landscape maintenance.

The Miami Hyatt Regency is the headquarters hotel. Contact ALCA, 1750 Old Meadow Rd., McLean, VA 22102, for more information.

Colton assumes president's job at Western

Eighteen years of service to Environmental Industries paid off to Stanley Colton when he was recently elected president of Western Landscape Construction, a division of Landscape Industries Inc.

Colton's promotion followed the resignation of Bruce Braunstein in early September. Braunstein cited personal reasons for his resignation.

Colton is author of a book on landscape cost estimating and sits on a committee at U.C.L.A. to evaluate landscape architect licensing criteria for California. Western Landscape Construction has two offices; one in San Diego and another in Santa Ana.

ASLA elects first woman president-elect

Darwina Neal, senior landscape architect of the National Capital Region of the National Park Service in Washington, D.C., has been elected president-elect of the American Society of Landscape Architects. She will become president of ASLA in 1984.

Theodore Wirth will be installed as president for the 1982-83 term during the ASLA Annual Meeting in Honolulu, Hawaii, this month. Calvin Bishop wraps up his term as president at the meeting.

Neal breaks a 35 male president string. More than 2,400 members voted in the election, an association record.

Neal's goals are to influence public decision-making to ensure full consideration of environmental issues, increase the profession's visibility, and emphasize continuing education among professionals.

Fred Buscher, extension agent-landscape horticulture, said in his Landscape Horticulture Newsletter that the state has established a long range planning committee for extension to study extension program priorities for the next ten years.

The committee has arranged a series of public meetings and a survey to help it in planning. Buscher hopes to find at least two representatives from each county in the state to speak for horticulture programs.

EQUIPMENT

Ford Tractor offers low-rate financing

Ford's better idea this year for tractors is low-rate financing and special lease arrangements for qualified buyers until November 30. Both programs offer a 9.5% annual percentage rate for certain industrial and agricultural tractors.

R.J. Nicolazzi, operations manager, said the company also offers a program where the first installment is not due until November 83. Tractors under the program include over-30 h.p. farm tractors, the 1000 series, Series 10 and TW Series tractors.

The special financing and payment programs also apply to attachments purchased with specified tractors.

Ford Tractor General Sales Manager J.L. Johnson says, "Twice as many customers will rent or lease tractors during the 80's as did during the 70's. It's apparent that renting and leasing saves money normally used for a down payment, preserves available credit, and may provide tax advantages. Ford is offering short and long-term lease programs.

EQUIPMENT

McGrath named GM of Locke mowers

Kevin McGrath, formerly sales manager, has been promoted to vice president and general manager of Locke Manufacturing Inc., by the board of directors of the parent company, Orag Inter Ltd., Baden, Switzerland.

McGrath replaces Hans Frymann who was made general manager by Orag when it purchased Locke four years ago. Locke has been making reel-type commercial mowers for more than 50 years.

McGrath said he plans no major product changes at the moment but does plan to broaden the product's exposure in the U.S. Orag is a major distributor of turf equipment in Europe.