

GREEN INDUSTRY NEWS

GCSAA Atlanta show has broader scope

It may be a turf show, but the 54th International Turfgrass Conference and Show this February in Atlanta will go beyond typical turf topics to include sessions on lawn care, taxes, dealing with unions, and even clothing for the superintendent.

"We're sending up a number of trial

COMING SOON

National Landscape Maintenance Conference, Nov. 7-9, Marriott Market Center, Dallas, TX. Sponsored by the Associated Landscape Contractors of America, the new conference will focus on reports from national leaders in the industry, including contractors, specifiers, and corporation representatives, who will assess the state of the maintenance industry and its future. All sessions are developed specifically for maintenance contractors. Highlights include marketing and image building, management development, job estimating, use of maintenance equipment, and personnel development. Contact ALCA, 1750 Old Meadow Rd., McLean, VA 22102. (703) 821-8611.

Professional Grounds Management Society Annual Conference, Nov. 14-18, Vacation Village Hotel, San Diego, CA. The new four-day program will focus on personnel management, preventive maintenance, scheduling, irrigation management, pest control and growth regulators. Presentation of the PGMS Awards, tours of the San Diego area, and the trade show round out the event. Extra time for sightseeing is planned. Contact Allan Shulder, PGMS, 7 Church Lane, Pikesville, Md. 21208. (301) 653-2742.

ballons," says Jim Prusa, director of education for the Golf Course Superintendents Association of America. "Superintendents should know more about non-golf subjects."

At the same time, GCSAA has preserved and expanded bread and butter sessions such as the Thinking Superintendent and Research Update. Sixteen turf researchers and 32 superintendents will give brief updates on methods to improve their jobs.

The seminar series, held in previous years on the weekend before the show, will also be held during the week for early risers and on the final days of the show. The show begins at the Georgia World Congress Center in Atlanta on Monday, February 21, and ends Friday, Feb. 25. Seminars begin Saturday, Feb. 19.

GCSAA has invited both Senator Robert Dole (R-KS) and Agriculture Secretary Richard Block to keynote the conference. ChemLawn Vice President Robert Miller will cover developments regarding 2,4-D during the lawn care session on Wednesday. Superintendents will depart the conference with insight to the government workings which affect them.

The seminar series has been expanded to include golf car fleet operations, retirement planning, leadership

and motivational theories, computers and the golf course, and labor relations. The United States Golf Association Green Section will again present its morning session on rules, course rating system, and regional golf course problems.

Golf course basics will be covered in sessions on turfgrass identification and management, ornamental and turf pests, and plant and soil nutrition. A five-hour session on golf course design is also scheduled.

More than 220 booths have been contracted to suppliers for the industry's largest display of turf equipment and supplies. Both GCSAA and *Weeds Trees & Turf* will have show dailies to keep showgoers informed and on time.

The annual preconference golf tournament will take place at Myrtle Beach on Feb. 17 and 18. Complete show information will be mailed by GCSAA in mid-October. The association has increased the participation of regional newsletters in the show. A newsletter editor session was held in Lawrence, KS, in September to help the word on the show get out to everyone.

Interested persons should contact GCSAA if they have not received a registration packet by late October. The address is 1617 St. Andrews Drive, Lawrence, KS 66044.

The Andersons pick Cole for marketing product development and sales strategies

The Lawn Fertilizer Division of The Andersons has become the marketing responsibility of Michael L. Cole. In his new post Cole will direct the division's sales force and is responsible for new product development and marketing and sales strategies.

Cole will work with Vice President Robert Scobee and Advertising Manager Joe Deluca.

The Andersons has developed more than 500 products since its inception in 1962. Cole joined the company in 1981 and has previously held marketing posts for J.I. Case.



Michael Cole

Joe Much moves up for NGF

Joe Much, popular director of western field operations for the National Golf Foundation, is being kicked upstairs to Director of Field Services and will move to NGF headquarters in North Palm Beach, FL.

Much, 59, joined the Foundation field staff in 1968 and currently resides in Monmouth, OR. A former sportswriter, Much pens articles regularly for the Golf Market Report and PGA Magazine.

Bob Slausen, publisher of *The Middle Tee*, takes Much's place as western director. Golfer numbers grow to more than 17 million.

A.C. Nielson Co. released in August figures placing the number of U.S. golfers at 17,367,000, an increase of 9.2 percent since 1979. At the same time, the National Golf Foundation reports second quarter rounds up an average of 8.5 percent over 1981, the largest increase recorded since NGF started quarterly analysis in 1978.

Play in the South Atlantic states increased the most at 13.2 percent. The Northeast gain was very modest and the West North Central showed a drop of three percent.

Standard's Burrell resigns, Voorhees, Champion named

Steve Burrell has resigned as president and marketing director of Standard Golf Co., manufacturer of golf course accessories. Robert Voorhees, chairman, has announced the appointment of Peter Voorhees as president and Jim Champion as sales director. Bob Waseskuk and Steve Tyler will continue to represent the company. Burrell is pursuing alternative career interests.

Water denial stumps Floridians

Sebastian, Florida recently had its request to pump water from the Floridian Aquifer for use on the city's golf course denied by the St. John River Water Management District. Florida golf course superintendents are wondering if this precedent will affect development of future golf courses in the state.

An editorial by Superintendent Jim Callaghan of Rio Mar Country Club, Vero Beach, FL, in *Georgia Turfgass News* indicates a trend may be developing in water use requests for southern golf courses. "We may have to bite the bullet and accept the fact that golf is played on grass and not lush greenery that has become commonplace. We will be responsible to educate our club officials to this new fact of life.

The Water Management District felt the club should have studied the used of trapped rainfall instead of wells, especially where the aquifer has high salt content. The newly built course may have to be restructured to channel surface water more effectively into surface lakes.

SPORTS TURF

Parks show adds sports turf meet

The 12th Annual National Institute on Parks and Grounds Management will include for the first time a concurrent program by the Sports Turf Managers Association. The sports turf group was created in 1981 and is managed by the same group as NIPGM.

The theme of the conference is "Technology in the 80's". The program will utilize "experts in applied technology and professionals who have experience in new systems to present the practical facts, costs, problems, and advantages." A computer workshop is also planned.

For more information contact NIPGM, PO Box 1936, Appleton, WI, 54911. (414) 733-2301.

MANUFACTURING

Princeton adds dealers as sales pick up

Princeton Manufacturing Co. president Woodrow Wilson has announced an expansion in his dealer program in the U.S. and Canada as sales of the company's sod harvesters, forklifts, and tree planters turned upward in the past three months.

Company spokesman Tom Chupka credited strength in sales overseas and rising popularity of the company's Piggyback forklift for Princeton's optimism. It has an office in London which distributes machinery to all parts of Europe.

Princeton, based in Canal Winchester, OH, has new dealers in Longmont, CO, and Mt. Hope, Ontario. Wilson said he will make further new dealer announcements very soon.

STATE

New York turf show moves to Rochester

Updating technical skills and getting the most out of resources are the main thrusts of the New York State Turfgrass Association Conference and Trade Show, Nov. 9-11 at the Rochester War Memorial.

The location of the conference alternates between eastern and western portions of New York to provide all turf managers in the state a convenient location. The show is produced in cooperation with Cornell University's agronomy department.

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Deadline nears for residential award program

Entries for the National Landscape Association's 13th Annual National Residential Award Program must reach NLA by November 1. The contest is open to all professionals who created design or performed the installation or maintenance. Categories for entry are single family residences, entrance areas, active use areas, and passive use areas. To obtain entry form contact NLA, 230 Southern Building, Washington, D.C. 20005. (202) 737-4060.

Earl Butz to keynote PLCAA show

The controversial former secretary of agriculture Earl Butz will expound upon free enterprise in the 80's as the keynote speaker for the Professional Lawn Care Association of America convention and trade show Nov. 16-18, Indianapolis, IN.

Butz, U.S. Secretary of Agriculture from 1971-1976, has been a popular speaker since his departure from office under fire. He strongly defends the need for profits for agriculture and other businesses. Populism, Politics and Progress is the title of his presentation.

The PLCAA show also features the largest collection of equipment, chemicals and supplies for lawn application and maintenance. Panel discussions on major topics have also been very popular. ChemLawn Vice President Robert Miller will speak on the 2,4-D situation. Other speakers are slated to speak on personnel management, budgeting, marketing, and organization.

Contact Jane Stecker, PLCAA, Suite 1717, 435 N. Michigan Ave., Chicago, IL. 60611. (312) 644-0828.

New guideline booklets published

Two new publications are now available to assist landscape contractors with designing, planning, and specifying exterior and interior work.

The Residential Landscape Guidelines Notebook by the National Landscape Association is a collection of photos, design drawings, and commentary on the winning projects of the NLA Residential Landscape Awards Program for the last four years. Each winner is discussed regarding five factors; site, program, composition, construction and implementation.

The notebook is designed for addition of future winners and costs \$24.95 for members and \$34.95 for nonmembers. Contact NLA, 230 Southern Building, Washington, DC 20005.

The third edition of the Guide to Specifications for Interior Landscaping has been released by the Interior Landscape Division of the Associated Landscape Contractors of America. The new edition features 56 color illustrations of interior plants, updated standards, and a detailed discussion of contractual, installation, and maintenance practices. Like previous editions, the Guide contains specifications for lighting requirements, pot sizes, soil mixes, pH, and other factors of interior landscapes.

The Guide is available to ALCA members for \$20 and nonmembers for \$30. Contact Interior Landscape Division, ALCA, 1750 Old Meadow, Rd., McLean, VA 22102.

Technical updates will concern growth regulators, weed control, turf-grass selection, sand topdressing, and *Poa annua*. Breakout sessions focus on the specific needs of golf, athletic fields, and lawn care. The final day of the conference offers a workshop and exam for pesticide recertification.

The conference is also a good place to start planning equipment and supply needs for the coming year. Manufacturers and regional distributors exhibit at the NYSTA Show.

Contact Ann Reilly, Nysta, 210 Cartwright Blvd., Massapequa Park, NY 11762. (516) 541-6902.

TURF

Warren's adds Trevira to growing products

Hoechst Fibers Industries has appointed Warren's Turf Nursery, Inc., as national distributor for Trevira Spunbond fabric for recreational and horticultural use. Warren spokesman Emory Hunter said the fabric represents expansion of the company's product line which now includes sod, seed, and the T-7 spreader.

Trevira Spunbond is a nonwoven, continuous filament polyester fabric which can be used to line sandtraps to prevent soil/sand mixing, to provide erosion control, lining greens during construction, reinforcing cart paths, and to line pond bottoms.

"Warren's is diversifying and consolidating its product line for turf and golf course uses," says Hunter. "Two more products will be announced in the near future, Turf-Kote, a nutrient-coated lawn seed, and Adventure, a new turf-type tall fescue. Our present dealers across the U.S. will be carrying a broader line of Warren's products, and we will be establishing more dealers in the near future."

EQUIPMENT

Carswell elected OPEDA president

Robert Carswell was elected president of the Outdoor Power Equipment Distributors Association during their annual meeting in Miami, FL. He is president of Carswell Distributing Co. of Winston-Salem, NC. Accepting the office, Carswell praised the work of the outgoing president Joseph Porter and pledged to continue the new member drive started last year.

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UPDATE

Japanese beetle count up

The U.S. Department of Agriculture reported that the adult Japanese beetle population in the eastern United States this year was the largest in five summers. Favorable conditions last summer at egg-laying time was the cause for this resurgence. Also, a mild spring made it possible for more beetle grubs to survive to maturity. A heavy adult population indicates severe larval attacks on turfgrasses this fall and again in the spring of 1983.

Equipment causes most agricultural injuries

The National Safety Council reported that 1900 people died in 1980 in the agriculture sector. Another 200,000 were injured. Most were farmers but the council's category includes occupations such as logging, fishing, horticulture and veterinary medicine. The death rate for agriculture was 56 per 100,000 workers while the figure for all industries was 12 per 100,000 workers. The main cause of accidents involved equipment.

There is a controversy among farm organizations about the role of government (Federal or State) in farm safety. The Occupational Safety and Health Administration (OSHA) attempt in the mid-1970's to write safety standards was shot down in the Congress. Only a few standards were developed and they were limited to farms with more than 10 employees—this exempted about 80% of U.S. farms. OSHA plans no more activity in farm safety including inspections in the 20% of large farm operations. The Extension Service of the U.S. Department of Agriculture is phasing out the program which helped pay for a state extension safety specialist. We must then study our operations and train our own employees to cut down the injuries and deaths in our industry.

Hiring 14- and 15-year-olds

The U.S. Department of Labor proposal that would allow 14- and 15-year-olds to work more hours will probably not be applicable to the nursery and allied industries. The new provisions, the first major changes in child labor laws since 1938, still contain prohibitions against employment in occupations which might interfere with their health. Work in areas where exposure to fumes or chemicals might be harmful or the operation of power-driven machinery is expressly forbidden—this would apply to most aspects of nursery or lawn care operations. The changes are designed to help the fast food restaurants and amusement parks. The Labor Department proposal would also make it easier for employers to obtain permission to pay less than the minimum \$3.35 wages.

Insects return to Mt. St. Helens

Two years after Mt. St. Helens began smoking and ejecting lava, the insects are moving back into the ash-strewn slopes and countryside. Officials of the U.S. Forest Service believe that some species of ants survived the explosion, either deep in the ground or deep inside some of the trees. Now the winds are blowing insects and spiders in from the surrounding undestroyed forests. Earwigs, beetles, ants, bees, wasps and spiders have been detected. The beetles are beginning the destruction of the fallen trees which cannot be harvested for timber. Hopefully, the bodies of the dead insects will supply the nitrogen needed for revitalizing the barren soil.

In his speech at the convention, Porter encouraged independent distributors to improve their selling, merchandising, motivation and financial controls in the year ahead. Despite high interest rates, depressed housing market and the shrinking size of home sites, Porter still feels optimistic about the future of the two-step distribution system, providing that distributors adjust their business practices to succeed in the economic climate.

He emphasized the need for new sources of financing for dealers and consumers and urged distributors to improve advertising, marketing and sales skills in order to compete with media oriented mass merchandisers. He also stressed that diversifying the product line is an essential step toward withstanding economic cycles.

Porter is the president of Porter Brothers Inc., a distributor of various lines of equipment throughout North Carolina, South Carolina and Virginia.

CHEMICAL

Ortho Ag Chemical promotes Eckart

Joseph Eckart has been named the vice president of Chevron Chemical Co. and general manager of Ortho Agricultural Chemicals Division. In this position, Eckart is responsible for worldwide research, development, manufacturing and marketing of Ortho's line of agricultural pesticide products. He is succeeding Earl Stripling, who is retiring after 32 years with the company.



Educated as a chemical engineer, Eckart joined Chevron research Co. in 1946 as a research assistant. He later worked in such posts as Chevron's vice president of development for Europe and assistant to the vice president as Standard Oil of California before his most recent position as manager of manufacturing for Ortho Agricultural Chemicals.