

IPA purchases conference rights

The Interior Plantscape Association has purchased all right and title to the IPA Annual Conference and Trade Show from Conference Management Corporation of Norwalk, CT. IPA and CMC had been partners in a joint venture to produce the past three IPA shows. The IPA Board of Directors made the purchase of their rights to the show a top priority for 1982. The goal was achieved through a grass roots effort. The actual purchase was accomplished with financial support from the membership, the Board and the IPA's Growers and Suppliers.

Conference Management Corporation specializes in the production and management of conferences and trade shows on a national basis. Although the IPA professional staff has always been actively involved in speaker selection and course offerings, as well as brochure development for the show, CMC has taken the responsibility of contracting with exhibitors and running the actual event from registration set up to take down. The Association will now take over those duties.

It has always been the intention of the Association to work towards purchasing the rights of this annual event.

Arizona show expanded to two days

The Arizona Landscape Contractors Association will present Gary Driggs, president of the Phoenix-based Western Savings and Loan Association as its keynote speaker at the 4th Annual Irrigation Conference and Trade Exhibit May 6 and 7 at the Ramada Inn East, Phoenix.

More than 600 are expected to attend the conference, making it the largest horticultural irrigation event of its kind in Arizona.

The expansion to a two-day format is expected to make the conference attract more Arizonans and Southern Californians.

According to Association Executive Director Dick Lambert, the expansion will allow a greater variety of exhibits to be presented, which is expected to attract a larger than ever number of irrigation contractors, landscape maintenance contractors, city employees and property management professionals.

Highlights of the show will be outdoor exhibits and demonstrations by major manufacturers of equipment including tractors, backhoes and new irrigation tools and equipment.

For more information, contact the Arizona Landscape Contractors Association at PO Box 27312, Tempe, AZ, 85282, (602) 968-8179.

Students compete in Dallas

Students from more than 20 colleges and universities made the 1983 Student Field Day the largest on record according to Debra Dennis, administrative assistant, Associated Landscape Contractors of America.

The students competed in various landscape design and construction events. Potential employers attended the competition to look for future employees.

Events included weed, disease, and insect identification; business problem solving; surveying; equipment operation and repair; irrigation design and assembly; and salesmanship.

Interior leaders look to future

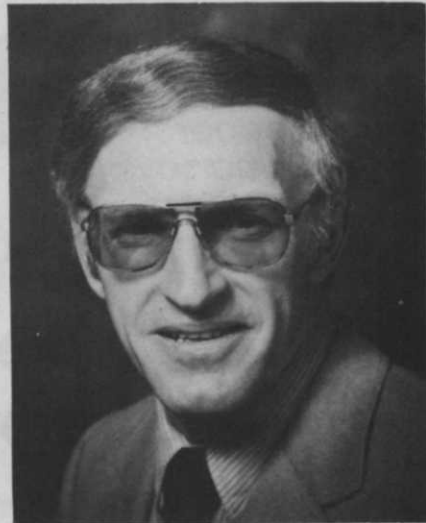
More than 40 growers, suppliers, and contractors in the interior landscape market met recently to chart the course for the interior plantscape industry. The Interior Plantscape Association has just published a report of the meeting, calling it White Paper from the Leaders of the Industry.

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scape & Irrigation Inc., Orange, and vice presidents Dennis Buccola of Buccola Landscaping Inc., Anaheim; Lee Prichard of Industrial Turf Inc., Laguna Hills; and Art Torres of Art Torres Landscaping Inc., Encinitas.

Derryl Montague of Imperial Landscape Co. is the new secretary-treasurer.

Other directors voted to the 1983 CLIC board are Klaus Ahlers, Carlacio Landscape Inc., Placentia; John Carlson, Carlson Landscaping, Fountain Valley; and Chuck Johnson,



Neville Laatsch

California Landscape Inc., Canoga Park.

The California Landscape & Irrigation Council Inc., is a nonprofit trade association of union-affiliated landscape and irrigation contractors. Its members specialize in large-scale commercial, industrial and public works projects in Southern California.

TURF

Full Circle, Inc. acquires Merit

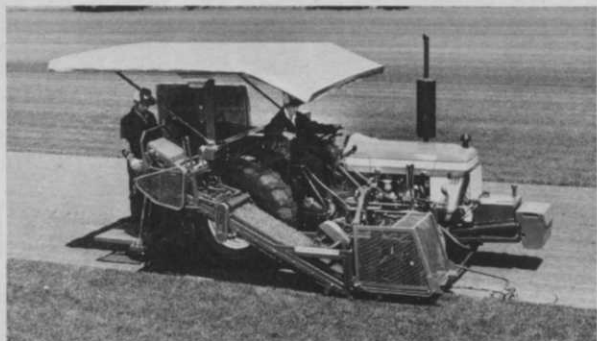
Full Circle, Inc., Madras, OR, has acquired exclusive production and marketing rights to Merit Kentucky Bluegrass from International Seeds, Inc., Halsey, OR, according to Full Circle Product Manager Jim Steinke.

"This is the first time we've acquired exclusive production and marketing rights to a grass," said Steinke.

O.M Scot & Sons hold the patent to the seed.

Steinke told WEEDS TREES & TURF Merit has been tested extensively and has consistently rated high in a five-year trial in New Jersey, a three year test in Ohio, in the 1972 NE-57 trials and in the National

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shrubs. With either B&B or container grown trees, the root system has not been disturbed to the point where transplanting success should be dramatically reduced. It still must be stressed, though, that early planting during April will, except for pines, result in an even higher percentage of transplant success.

By early May, turf has started to grow aggressively. With that period of active growth, lawn care should take precedence. Care and continuous **mowing**, that is never allowing the grass to get taller than $\frac{1}{3}$ the height you intend to set the mower e.g. mowing height $2\frac{1}{2}$ " cut when the grass reaches $3\frac{1}{4}$ ", is paramount. If this mowing frequency can be maintained, then all clippings can be returned to the soil and fertilizer requirements can be dramatically reduced.

In areas that are particularly difficult to mow, e.g. along highways and steep banks, May is the prime month to **apply growth retardants**, e.g. Embark. If the growth retardant is applied during May in this type of area, mowing frequency will be minimized, e.g. in low maintenance areas for up to 8 weeks.

Annuals, or **bedding plants**, should be planted as soon as the soil warms after the danger of the last frost, e.g. frost-free date for Midland, Michigan is May 25. Annuals, such as geraniums, begonias, impatiens, marigolds, provide 4-6 months of continuous color with little or no maintenance.

There was a great rise in popularity of bedding plants during the '60's and '70's. The result of current breeding is disease-free, reasonably low maintenance varieties of nicotiana, marigolds, impatiens, begonias, annual phlox, or, of course, seed geraniums. The color and texture afforded by bedding plants last for such a long period of time that they should be high priority.

Generally speaking, bedding plants require more maintenance than simple ground covers but not as much maintenance as turf.

Aquatic pond management is an emerging science with only broad guidelines developed. Presently, depth control, fringe or interface plantings, nutrient manipulation, and harvesting of unwanted plants are the first levels of management of weeds. Aquatic herbicide applications should be used as one of the last resorts as they often kill or suppress all aquatic plants in the pond as well as making the water unsatisfactory for irrigation and/or terrestrial plants. Generally speaking, aquatic plants are not controlled chemically until the water temperature reaches 65°F . This high water temperature exists after some growth has already commenced. One should carefully assess the total effects of herbicide application to be sure that one is not creating a new problem. **WTT**

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Participants considered such topics as phenomenal growth rate, chief executive officer seminar programs, financial management, effective Washington representation, the consumer market and the role of the allied professional.

The Interior Plantscaping Association was formed in 1979 and, beginning its fifth year, it currently has 750 members. Even with the recession of the past two years, the interior plantscaping profession continues to grow at a rate of 15 percent annually. It is estimated that between 5,000 to 10,000 businesses are involved in interior plantscaping in the United States. It was also estimated that the growth rate for plantscaping businesses would taper off to a still healthy 10 percent over the next five years. The use of plants in the commercial environment is here to stay.

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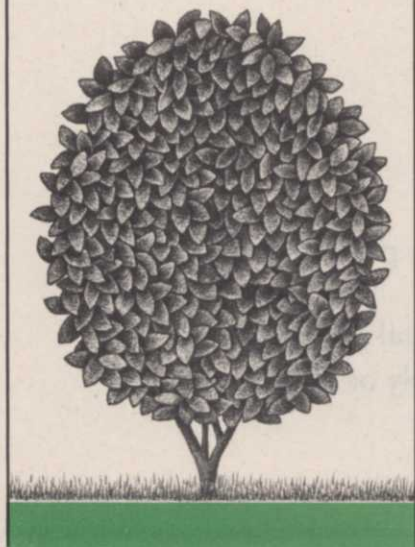
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The role of the Association was given close scrutiny. Education is the primary concern of landscapers and the Association that represents them. The assembly found a Chief Executive Officer seminar series should be implemented in which experienced industry professionals will address sophisticated financial management topics. Educational ties should be strengthened with allied trades, growers and suppliers through liaison committees. To implement this, the IPA Board of Directors recently approved such a liaison Advisory Committee and is currently seeking representatives from allied trades to participate.

Second to education in importance was publications. The committee saw the need for developing handbooks dealing with marketing and financial management.

Also, as the interior plantscape industry grows in number and influence, it will become crucial to have effective representation in Washington. Government relations is a new, but growing, area of concern for IPA and its members.

As a fourth area of responsibility, IPA decided it should concern itself

with the establishment of professional credibility through accreditation. To this end, the Leaders of the Industry Assembly support an expanded program of certification through the National Council of Interior Horticultural Certification program (NCIHC).

As a final area of responsibility, the Association should function as a reference source, liaison with allied trades and information bank for each IPA member.

Marketing and public relations zeroed in on the two major marketplaces: commercial and residential. The outcome of the lengthy discussion was that optimal awareness still lies with the individual member firm to develop aggressive, high-performance sales programs as follow-up to the support they receive from the I.P.A.

Under bidding and specifying, education, or the lack of it, was pinpointed as a crucial concern in the bidding process. The Assembly saw a need for educating design professionals, those who normally write specifications, as to the availability of a product, procedural steps, mechanical requirements from the landscaper's point of view and general horticultural requirements. **WTT**

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