

## First Turf-Seed Field Day attracts 200

"We organized and did it right," said Dr. Bill Meyer, president of Pure Seed Testing, Inc.

The more than 200 people who attended the first Field Day sponsored by Turf-Seed, Inc. and Pure Seed Testing, probably agree.

The all-day field day brought together a large cross-section of growers and customers at the Pure Seed Testing 28-acre research farm near Hubbard, OR, in June. Turf-Seed and Pure Seed Testing are allied companies.

Turf-Seed designed the Field Day to "have an open discussion about turfgrass and forage varieties and their most effective usage."

Meyer said representatives of the Northwest and Southeast Golf Course Superintendents associations, landscapers, seed growers, other seed companies and sod growers attended.

"We usually take people on tours of the farm when they come to visit," said Meyer. "This way, we were able to show a lot of people around at once."

People showed special interest in the company's breeding programs.

"We've been doing a study for the past eight years to try to solve stem rust on turf-type perennial rye to solve our seed problems. We've been spending anywhere from \$50 to \$70 an acre to try to solve this problem. Everybody was anxious to see what we had done."

Attendees also saw the company's new turf-type tall fescues, Falcon, Olympic and Rebel and the dwarf and



Dr. William Meyer, president of Pure Seed Testing, introduces speakers and outlines the program at the first annual Turf Seed Pure Seed Testing Field Day in Oregon.

double dwarf tall fescues.

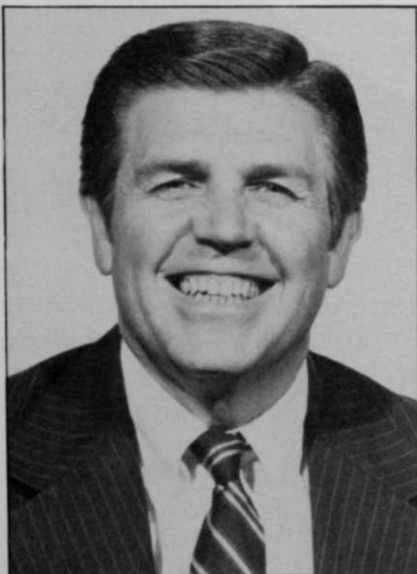
Five stations were positioned around the farm where speakers gave presentations on a variety of topics. They included Meyer speaking on the 1981 and 1982 Turf Trials; Bill Rose, president of Turf-Seed—"Trials on Turfgrass Mixtures and Turf Renovation;" Don Brewer of Oregon State University—"Growth Regulators;" and Tom Cook, also of Oregon State—"1980 National Bluegrass Trial."

Turf-Seed plans to have the Field Day every year, around the 16th of

June.

"We were lucky this year," Meyer said. "It was the only day it didn't rain."

Turf-Seed markets Columbia, Shasta, Midnight, Bensun and Sydsport Kentucky Bluegrass; Citation, Omega, Birdie, Manhattan and Manhattan II perennial ryegrass; Oregreen intermediate ryegrass; Olympic and Falcon tall fescues; Shadow chewings fescue, Fortress creeping fescue, Waldina and Aurora hard fescues and Pencross and Penneagle creeping bentgrass.



Bill Liles, sales manager

### CHEMICALS

#### Ciba-Geigy opens new sales department

The Ciba-Geigy Corporation, headquartered in Greensboro, NC, has created a new department to sell chemicals in industries outside the company's traditional agricultural chemicals market.

The new department, Specialty Product Sales, is divided into three sections: Railroad and Industrial Weed Control, Turf and Ornamentals, managed by Ron Rister; Seed Treatment and Animal Health, managed by Harry Galloway; and Technical Sales, managed by Bill Flynn.

Before the creation of the new department, most of the above functions were handled by the Industrial Sales Department.

Bill Liles, sales manager, said, "By using a novel sales program, we hope to gain a bigger share of those specialized markets. Our new products also will give us a competitive edge in the future."

Liles said herbicides for bare ground weed control, such as Atratol, Princep and Ontrack, are sold to such organizations as railroads, manufacturers, utilities, petrochemicals firms and government agencies. Registration for another, Tanzene, was obtained this year.

The company's Subdue fungicide is used largely by nurseries, lawn-maintenance firms and golf courses. It prevents root and stem rot and other diseases in ornamentals, foliage and bedding plants, flowers, conifers and turf. Apron prevents seed rot and damping off in ryegrass and forage grasses as well as other crops.

## Hannigan new USGA executive director

Frank Hannigan is the new executive director of the United States Golf Association. Hannigan replaces Harry W. Easterly Jr. who retired July 1 from the post he's held for the past three years.

"I'm looking forward to returning to my family business," Easterly said of his retirement. Easterly, 60, resides in Virginia.

Easterly was not scheduled to retire until Jan. 31, 1984, but according to the USGA, the executive committee had little difficulty choosing his successor. Hannigan has been with the USGA for 21 years and for the past three years has been director of special projects.

Easterly served as a volunteer on USGA committees since 1955 and was president of the USGA in 1976-77 before assuming the executive directorship in Dec. 1980.

"My years in this job have been, in a multitude of ways, rewarding," Easterly said. "I plan to continue to make whatever contributions I can to the USGA."

## NCA trying to defeat ABA resolutions

The National Club Association and the Conference of Private Organizations are waging a campaign to defeat two resolutions proposed by the American Bar Association House of Delegates.

The resolutions would prohibit judges who are members of private clubs from maintaining their memberships in private organizations with selective membership policies. The other would turn most private clubs into "public accommodations" with little or no control over their own membership policies, according to the NCA.

The judicial membership resolution has been discussed within ABA ranks for several years. Prior attempts to limit judges from membership in groups which practice "invidious discrimination" have been unsuccessful. After two years of study, the U.S. Judicial Conference decided that, while "inappropriate" for a judge to belong to an organization which practices "invidious discrimination," the matter should be left to the discretion of each individual judge.

The other resolution is a repeat of last year's "match of wills" between members of private clubs across the country and the

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## GCSAA Chapter survey supports relocation

About 54 percent of the Midwest Chapter of the Golf Course Superintendents Association of America supports the controversial question of relocating the Association's headquarters from its current Lawrence, KS, location.

GCSAA Executive Director James E. McLoughlin tendered his resignation, effective Sept. 1, over the issue of relocation.

The survey also showed of those polled, 80 percent will be life

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### CHEMICALS

## Diamond makes executive appointments

Ronald L. Dezember has been appointed vice president for the agricultural chemicals business for the recently formed Diamond Shamrock/Showa Denko International biotechnology joint venture. W. Dale Wegrich has been named senior vice president for finance and administration as well as interim director of research. John C. Danemiller is now vice president for the animal health business. He was previously general manager of the Animal Health Division of Diamond Shamrock.

The appointments were made by Allan J. Tomlinson, newly named chairman, president and chief executive officer.

In April, Diamond Shamrock, a domestic integrated oil and gas company with interests in coal and chemicals, announced a preliminary agreement with Showa Denko K.K., a Japanese chemicals and pharmaceutical firm, to form an international biotechnology enterprise with an agricultural chemicals/animal health business base. The new company will be headquartered in Painesville, OH, at the former Diamond Shamrock corporate research center.

### GOLF

## Smith resigns NGF presidency

Frank M. Smith Jr. has tendered his resignation as president of the National Golf Foundation, citing "basic differences in policy" between his administration and the board.

In office since May 1982, Smith was the Foundation's first paid president

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### It's Calendar Time!

Every year WEEDS TREES & TURF publishes a calendar of turf events. To make sure your organization's 1984 turf event is included free in the calendar, forward it, along with the sponsoring organization's name and a contact person's name to: Calendar, WEEDS TREES & TURF, 7500 Old Oak Blvd., Cleveland, OH 44130, no later than Sept. 30.

## UPDATE

### ALCA accepts landscape entries

The Associated Landscape Contractors of America is accepting entries for the Fourteenth Annual Environmental Improvement Awards Program.

Landscape projects on which the entrant has executed the major portion of the work may be entered for judging in one of the following categories: Erosion Control/Revegetation, Commercial Landscape Maintenance, Residential Landscape Maintenance, Interior Landscape Installation, Interior Design/Build, Interior Landscape Maintenance, Residential Landscape Contracting, Commercial Landscape Contracting, Commercial Design/Build, and Residential Design/Build.

All commercial landscape firms which devote a major part of their business operation to landscape contracting, interior landscaping, erosion control and/or landscape maintenance, are eligible to enter. Work performed on entered projects must have been done by private industry. Membership in ALCA is not required of entering firms.

All entries must be received at ALCA headquarters by Sept. 30, 1983. For more information, write ALCA, 1750 Old Meadow Rd., McLean, VA 22102, (703) 821-8611.

### NLIS sets 1984 California show

The Fifth Annual National Landscape Industry Show will be April 4-6, 1984 at the Long Beach, CA, Convention Center. Because of the growing demand for seminars, another day has been added to the event, according to Chairman Gary W. Weems.

"This year," he said, "the Xeriscape Seminar was well received and well attended with more than 200 people registering. For the 1984 show, several seminars are being considered, and the Irrigation Association will conduct a certification program."

The 1983 show drew 260 exhibitors from across the country and 5,892 showgoers. The NLIS is sponsored by the California Landscape Contractors Association. For more information, write the NLIS/CLCA Headquarters, 1419 21st St., Sacramento, CA 95814, (916) 448-CLCA.

### Arizona contractors sponsor first convention

The Arizona Landscape Contractors' Association will have its first convention in its 20-year history, Nov. 3-6 at Rio Rico Resort on the Arizona-Mexico border.

A recent survey of the Arizona membership showed a need for a convention. In response to the survey, convention chairman Mick Walker said emphasis will be on educational seminars and specialty workshops.

"It is clear," Walker said, "that our members want an educational convention. Seventy-six percent of those who answered the survey said the educational program is most important to them."

Forty-eight percent of the surveyed members also indicated that a trade exhibit would be an important part of the convention. A 30-booth exhibit is planned on Nov. 3 and 4.

Convention information is available from the Arizona Landscape Contractors' Association, PO Box 27312, Tempe, AZ 85282 (602) 968-8179.

after a restructuring created the position.

Smith said there is no "official" date for his resignation.

"I feel everything is not in 100 percent agreement between me and the board," he said. "We have mutually agreed that my resignation is in the best interests of the Foundation. This is in no way a reflection on the staff of the Foundation. I feel that we accomplished a great many things in the last year and I regret that I won't be a part of what I feel is a bright future as far as the NGF is concerned."

Smith said the main area of disagreement between him and the board was fundraising.

Smith, 56, lives in Palm Beach. He has no immediate plans for the future. Prior to joining the NGF, he served in a variety of executive positions with CBS television, including president of CBS Sports, senior vice president of the Broadcast Group, and vice president in charge of sales.

At press time, Sheridan (Joe) Much was named acting executive director until the board names a new president or restructures the position. Much has been director of field services since September 1982 after serving as a field representative on the West Coast since 1968.

## GOLF

### Graffis celebrates 90th birthday

Herb Graffis, one of the most widely recognized figures in golf journalism, celebrated his 90th birthday on May 31. Graffis is a co-founder of the National Golf Foundation and throughout his career has worked to further the image of golf. He still enjoys the game



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## UPDATE

### **PLCAA, NAA, NPCA organize to combat “environemotionalists”**

Representatives of the three major urban pesticide user trade associations met in late June and took the first steps toward forming a coalition to fight what the group called “environemotionalists.”

“Toxic torts are going to be the auto whiplash of the 1980’s,” Ian Oppenheim told representatives of the Professional Lawn Care Association of America (PLCAA), National Arborist Association (NAA) and National Pest Control Association (NPCA).

Oppenheim, a specialist in environmental law, is acting executive director of the National Environmental Law Foundation (NELF), which was incorporated in Massachusetts in early June to combat what was called “increasing attempts to overregulate urban pesticide use.”

John Kenney, president of Turf Doctor, Inc., Framingham, MS, is president of NELF. Steve Keris, director of technical operations for Certified Pest Control, Dedham, MS, is secretary. Board members are Jerry Faulring, president of Hydro Lawn, Gaithersburg, MD, and Dr. Robert Miller, vice president of ChemLawn Corp., Columbus, OH.

In his presentation to the group, Kenney said:

“We, as urban pesticide applicators, use perhaps 5 percent of all pesticides applied in the U.S., but are seen by 95 percent of the public. The public exposure has left us open to overregulation by legislative bodies all the way from city councils to state governments.

He cited costly customer pre-notification laws that have been passed in many localities, bans on aerial application and bans on all professional pesticide applications in some communities.

Ray Russell, director of government relations for Dow Chemical U.S.A. told the group that the solution to the problems facing all urban pesticide applicators lies in the “mobilization of users.”

Although actual goals of the coalition have not been finalized, it appeared from the discussion at the meeting that the main thrust would be to take both a “pro-active” and “defensive” posture at the same time.

Representatives of PLCAA, NAA and NPCA hoped to have a prospectus for the group hammered out by the beginning of this month. Working on this document are: Jim Brooks, PLCAA executive director, Bob Felix, NAA executive director and Jack Grimes, NPCA director of government affairs.

Other meeting attendees were: Robert Russell, vice president of government relations for Orkin Exterminating Co., Atlanta; Robert Earley, group publisher of **LAWN CARE INDUSTRY**, **WEEDS TREES & TURF** and **PEST CONTROL**, Cleveland; Dick Williston of the NAA, Wantagh, N.Y.; Walter Money, NAA past-president, Rockville, MD; Ron Giffen, vice president, Lakeshore Equipment & Supply Co., Elyria, OH; Dick Foster, publisher of **PEST CONTROL TECHNOLOGY** and **LAWN CARE PROFESSIONAL**, Cleveland; and J.F. “Skip” Skaptason, vice president of PBI/Gordon Corp., Kansas City, KS.

whenever he's not writing or on the road at a tournament, convention or speaking engagement.



**Representatives of Kubota** present the first Kubota M4950 tractor assembled at the company's Compton, CA, plant. The M4950 is the first in a new line of M Series agricultural tractors ranging in PTO horsepower from 47 to 76. The body and engine for the M Series arrive intact from Japan. Assembly workers at Kubota install the wheels, tires and Roll Over Protection Systems (in some models) and customer-ordered options. Pictured are Richard Fadness of Melroe Equipment Co., Gardena, CA (pictured in the driver's seat), Kevin Morioka, Kubota executive vice president and Gene Souza, Kubota sales representative.

#### TURF

### **13th Annual National Institute set**

The 13th Annual National Institute on Park and Grounds Management will be Nov. 7-10 at the Hyatt Hotel/Conference Center in Birmingham, AL.

This year's Institute will feature sessions relating to park management with concurrent sessions relating to the management of campus and school areas and a program dealing exclusively with turf and sports turf areas. A representative from the National Park Service will present a session on parkway management. The Environmental Protection Agency will also be represented.

#### FERTILIZER

### **Estech reorganizes fertilizer division**

Estech, Inc., a wholly-owned subsidiary of Esmark, has reorganized its Fertilizer Division and relocated it to

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Fairview Heights, IL, a St. Louis suburb.

"This reorganization, which we expect to be completed by mid-August, is the result of a serious look at the fertilizer industry and the changing needs of our customers," said Edward R. Vrablik, president and chief executive officer. "Not only do we see an improvement in the general economy, but feel confident that a resurgence in the agricultural market is just around the bend."

Mark G. Boulanger has been appointed vice president, Branded Fertilizers and will head the Fertilizer Division. Prior to his new appointment, he was vice president, consumer and institutional products.

"We have three key objectives in our restructuring program," Boulanger explains. "One is to streamline the operation so that Estech's consumer, commercial and agriculture fertilizer units fall under one division. Two, we would like to make the administrative and operations personnel more accessible to one another and to market areas. Three, we want to establish a centralized marketing team that provides a blend of company and product experience with marketing expertise. From

this team you can expect some innovative programs that will better fit the needs of our fertilizer customers."

Estech entered the fertilizer business over 100 years ago. Today it markets, through a nationwide network which includes more than 250 dealer or Estech-owned outlets, the consumer line under the Vigoro<sup>®</sup> brand, the commercial line under the Par Ex<sup>®</sup> brand and the agriculture line under the Certified Harvest King<sup>®</sup> brand. The Fairview Heights headquarters will consolidate the Atlanta, St. Louis and Chicago facilities for these lines.

**INDUSTRY**

**Champion appoints national sales manager**

Frank M. Frederick has been appointed national sales manager of Champion Brass Mfg. Co. of Los Angeles. Champion produces sprinklers and accessories.

Frederick comes to Champion from Royal Tool in New York and has more than 20 years experience in sales and management.

**TREES**

**NAA appoints Williston director of safety and education**

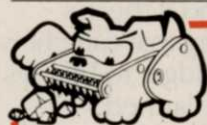
Richard M. Williston is the new Director of Safety and Education for the National Arborist Association.

Williston will administer the NAA's Home Study slide/cassette safety programs and seminars. He will also edit the NAA's monthly publication for



field personnel, "The Treeworker." He will formulate the development of new safety and training programs, including manuals and safety seminars.

Williston has a degree in landscape horticulture from Ohio State University.

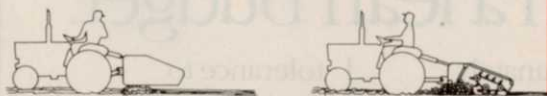


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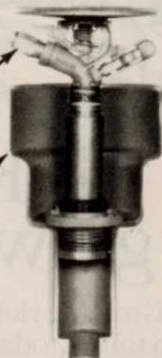
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