

# GREEN INDUSTRY NEWS

## New ALCA division begun

By a vote of 78 to 0, the landscape management committee of the Associated Landscape Contractors of America voiced its approval for a full-fledged division of ALCA specifically for management. The vote took place during ALCA's first landscape management conference held in Dallas in November.

"Every small business starts with a technical skill, but eventually management takes more and more time," Georgia State University's Dr. William Franklin told the conference. "The number one issue you must address as a small business owner is survival with meaning. Every firm must have a sense

of purpose, mold a unique character that communicates that purpose, decide what needs to be done, and mobilize resources."

With this thought in mind, the committee voted to become a division of ALCA, with its own officers, budget, and staff. Committee chairman Don Synnestvedt of Brickman Industries, Long Grove, IL, will become past chairman of the new division and Ron Kujawa of KEI Enterprises, Cudahy, WI, will be the chairman. Jack Mattingly of Mattingly Associates, Charlotte, NC, is president-elect of the new division.

More than 300 landscapers attended the Dallas conference, a significant number for a first-time event. The thirst for management information in landscaping appears to justify the need for a management specialty group.

One speaker, Clifford Kraft of Organizational Development Associates, described the phases of development companies go through in their lifespan. There are the entrepreneurial (beginning) stage, the personal stage where the owner makes all the decisions, then finally the organizational stage where the company's fate rests with others making decisions.

### COMING SOON

**Landscape Garden Center Management Clinic**, Galt House, Louisville, KY, Feb. 6-9. The nursery businessman's annual update on management. Wholesale nurserymen and landscape contractors can benefit from this seminar. Contact the National Landscape Association, 230 Southern Building, Washington, D.C., (202) 737-4060.

**American Sod Producers Association Winter Meeting**, San Antonio, TX, Feb. 16-18. The primary association for sod producers hosts this annual relaxed business meeting. Contact Bob Garey, ASPA, 9th and Minnesota, Hastings, NE 68901.

**International Turfgrass Conference and Show**, sponsored by the Golf Course Superintendents Association of America, Atlanta, GA, Feb. 22-24. All managers of turf can benefit from this show. Contact GCSAA, 1617 St. Andrews, Lawrence, KS (913) 841-2240.

## Lawn care leaders urge local action on pesticides

Involvement at the local level concerning governmental regulation in all phases of the chemical industry was the pervading undercurrent at the Professional Lawn Care Association of America's 3rd Annual Convention and Trade Show in Indianapolis in November.

Close to 700 lawn care professionals convened at the Indiana Convention and Exposition Center to hear more than 11 presentations, participate in panel discussions, elect new officers and board members and, of course, socialize. 115 firms exhibited at this year's show, representing 172 booth spaces.

Governmental regulation remained at the forefront of the convention.

"I think the platform concern at this year's convention was the need to build a strong, aggressive, articulate response at the local level to federal regulation of this [lawn care] industry," said Al Van Horn III, exhibit and meetings manager from the Bostrum Management Corp. of Chicago.

Past conventions, officials say, had more attendees, but never more companies represented, which Van Horn takes as a healthy sign.

Seminar topics were designed to

meet the changing technical and business needs of the lawn care professional. They ranged from "The Magic of Motivation" by Gerald Sweda, Manager of Corporate Sales Training at O.M. Scott & Sons, Marysville, OH, to "Preventive Employee Relations for the Lawncare Businessman" by attorney Richard I. Lehr, Chairman, Management Labor Department at the law firm of Sieote, Permutt, Friend, Friedman, Held and Apolinsky of Birmingham, AL.

One of the most well-attended seminars was Dr. Robert W. Miller of ChemLawn's presentation of the "2,4-D Coalition Update," addressing one of the more controversial issues facing the industry. Miller stressed that while much still needed to be accomplished in the area, the coalition had already initiated a news media tour, speakers bureau, legislative efforts in Connecticut and Massachusetts, a "Call to Action" brochure, established an information center, given financial aid in New Jersey, Montana and Washington, and has established a \$114,000 budget for 1983.

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## UPDATE

### Golf to flourish in '83 says ASGCA's Snyder

The current recession doesn't seem to be bothering the golf industry, in fact the game is flourishing, according to Jack Snyder, president of the American Society of Golf Course Architects.

"In the past," Snyder said, "golf play and development declined when the economy slowed, but play has been up in 1982 and many new projects were started despite the high cost." He predicts 1983 will be an outstanding year for golf in all sectors—real estate, resort, daily fee and municipal.

With the growth in the number of players also comes the growth in the need for modernization of courses. Snyder said many courses are now outmoded because modern equipment allows players to avoid the hazards that were installed 30 or 40 years ago. Many older courses are now adopting master plans and phasing-in improvements over several years. Although there are more than 13,000 golf courses in the United States, nearly half are nine-holes and prime candidates for remodeling as part of a master plan to develop a full 18-holes, according to Snyder. Approximately 15 percent of the counties in the country do not even have one golf course.

"Real estate and resort developers have learned that golf is their number one drawing card and a major development must have a golf course if it is to be successful," Snyder points out. "In many cases, the golf course is built before the housing or hotel is developed."

Municipalities and daily fee operators have found that golfers have continued to play in record numbers during the recession and that has encouraged more to consider new layouts.

"A skilled golf course architect can design a course on almost any site, and work within the budget that has been mutually agreed upon. In recent years, we have seen golf courses built on landfills, swamps, flood plains, abandoned strip mines and other 'undesirable' sites. There is land available for golf development, but it often takes the combined efforts of several parties to make it available," Snyder said.

### Cable TV golf lessons available

Golf Schools, Inc. has developed a series of golf lessons being shown on the national SPN Cable Television network. "The Name of the Game is Golf" is shown at 7 p.m. on Tuesdays, 10 a.m. Saturdays and at 1:30 p.m. on Sundays (EDT). Each television segment is edited from five, one-hour tapes which include 50 lessons from nine men and women professionals on putting, short irons, medium and long irons, sand lessons and special shots and wood and tee shots. The tapes are available for home video with VHS, Beta or U-Matic Tapes from Golf Schools, Inc., P.O. Box 9199, Canton, OH 44711.

Author and strategist for the instructional series is Ben Sutton, Director of Golf School for Seniors at Sun City Center, FL. In his third year as founder and director of Golf School for Seniors, Sutton and his staff of over 15 PGA and LPGA teaching professionals have conducted weekly golf schools for over 13,000 men and women golfers since 1968.

During the '82-'83 season, there will be 33 fall, winter and spring weekly schools running through May, 1983. Advanced teaching aids such as color, stop action and instant replay camera and a sequence graph-check camera are used. Facilities at the school include 11 greens exclusively designed for putting, chipping, approaching and playing sand shots, as well as a large practice tee and two, 18-hole golf courses for playing after class. For more information, write to the Golf School for seniors at the above address.

## MEETINGS

### APS celebrates 75th at Iowa State

The American Phytopathological Society will have its 75th Annual Meeting and Diamond Jubilee Celebration June 26-30 at Iowa State University, Ames, IA. This year's meeting will be held jointly with the Society of Nematologists and the Mycological Society of America. Together, the three societies will celebrate APS' Diamond Jubilee Year.

The theme for this year's meeting is "Challenging Problems in Plant Health." Highlights will include New Products and Services sessions, Group Book Display, Discussion and Symposia Sessions, commercial exhibits and others. For more information, contact APS Headquarters, 3340 Pilot Knob Rd., St. Paul, MN 55121, (612) 454-7250.

## CHEMICALS

### Estech's Knowlton elected safety leader

Thomas E. Knowlton, director of corporate safety and health for Estech, Inc., has been elected to a one-year term as general chairman of the 61-member executive committee of the National Safety Council's Fertilizer and Agricultural Chemical Section.

The Section works to increase the knowledge of fertilizer and agricultural chemical safety and health, provides information on safety and health to retail outlets by conducting schools and seminars, and studies and recommends solutions to safety and health problems.

Knowlton was named corporate safety and health director for Estech in June, 1981. Prior to joining Estech, he served with the United States Air Force for 21 years as superintendent of industrial hygiene, occupational medicine and bioenvironmental engineering departments at nine major Air Force bases.

## TURF

### Jacobsen named Conwed sales manager

William W. "Woody" Jacobsen has been promoted to sales manager, turf establishment products, for Conwed Corporation's Fiber Products Division.

In his new position, Jacobsen assumes responsibility for the national field sales of Conwed's hydraulic

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### March is ASLA deadline

Entries are currently being accepted in the American Society of Landscape Architects 1983 Professional Awards Program. Photographic entries are judged in three categories; landscape architectural design, landscape planning and analysis and research and communications, by different juries of judges. Deadline for entries is March 1.

Between 150 and 175 entries have been submitted in past competitions from members vying for the President's Award, Honor Award and Merit Award. All categories of entries require a minimum of four different 8 x 10 black-and-white photographs and between six to 20 35mm color slides (quantities vary depending on category).

Entrants should keep the following guidelines in mind:

- Show the project in use or show people enjoying the project.
- Entries should demonstrate good photo composition. Key in on a unique aspect of the project.
- Entries done by professional photographers are acceptable.
- Secure all publication rights to the photos and include the photographer's name for photo credit purposes.

For any further questions about entries, contact the ASLA at (202) 466-7730.

### Interior contractors set record

The Associated Landscape Contractors of America announced recently that in spite of the sluggish economy its interior landscape members achieved a yearly record high of \$195 million in sales.

ALCA President Ray Gustin said, "This survey shows what an important economic force interior landscape has become within the green industry. With unemployment rising to over 10 percent, and residential and non-residential building at new lows, they have demonstrated their strong marketing and creative abilities."

The information on the record sales was gathered from a voluntary dues survey of the membership.

"With many companies and homeowners delaying construction of new homes and offices, we have seen an even greater demand for our services," said Interior Landscape Design Chairman Dick Ott.

ALCA Executive Director Alan Smith anticipates at least a 10 to 15 percent rate of growth for this segment of the industry.

### "Ideas for the '80s" set by NCLCA

Ideas for marketing services and for people management will be the key topics discussed at the 1983 North Carolina Landscape Contractors Association, Inc. Annual Meeting, Feb. 12-14 at the Green Park Inn in Blowing Rock, NC.

This year's meeting, "Ideas for the '80s; A Weekend Retreat for the Landscape Industry," is expected to draw over 200 people. Members in the 10-year-old organization are landscape contractors as well as landscape architects, nurserymen, interior-landscape firms, landscape maintenance firms, manufacturers, suppliers, seedsmen, equipment dealers and others in related industries. Registration is \$55 for the first member attending from a firm, \$45 for each additional person and \$15 for children. Information and reservations can be made by contacting the NCLCA, P.O. Box 25891, Raleigh, NC, 27611 or by calling (919) 781-7242.

mulch and erosion control netting, both of which are commonly used in urban and rural turf establishment. Formerly, Jacobsen was an area marketing specialist for those products. He joined Conwed in 1979 and holds a degree in agricultural business from the University of Tennessee.

Conwed Corporation is a diversified manufacturer of specialized industrial and interior products. Other major lines include coordinated office workplace products, such as acoustical ceilings, freestanding desks and panels and furniture systems and plastic nettings.

#### AGRONOMY

### Sulphur Institute names Morris chief agronomist

Robert J. Morris has been appointed chief agronomist of the Sulphur Institute.

Morris will be responsible for the Institute's agronomic research programs in North, Central and South America, Asia and Oceania. He will also coordinate efforts with public and private research and educational institutions in these areas.

Morris has a bachelor's degree from Rutgers University and a Masters degree in agronomy from Pennsylvania State University. After several years of academic research, he joined Allied Chemicals in Omaha, NB, as a sales agronomist and subsequently became product-development agronomist.

The Sulphur Institute is an international non-profit organization supported by sulphur producers in the United States, Canada, Mexico, Europe Japan and the Middle East. Headquartered in Washington, D.C., the Institute also maintains an office in London and a consultant in Tokyo.

#### FINANCE

### AMFAC reports increase in 3rd quarter earnings

Amfac, Inc. recently announced third quarter 1982 net income of \$3,838,000 or 26 cents per share, compared with \$1,045,000 or six cents per share in the third quarter of 1981.

Revenues were \$538,462,000 compared with \$531,545,000 in the third quarter of 1981.

The favorable quarter-to-quarter comparison reflects substantially bet-

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CHEMICALS

### USS Agri-Chemicals promotes Fesperman

Stephen D. Fesperman has been promoted to National Marketing Representative - Professional Turf Products, USS Agri-Chemicals, Division of United States Steel. Fesperman will be responsible for the development and administration of sales and marketing activities for the USS Professional Turf Products Group throughout the United States. He joined USS Agri-Chemicals in 1977 with a background in turf and garden sales management.

TREES

### Economic impact seen in tree exchange

A noticeable economic impact could be felt in the nursery business from a proposed international urban tree exchange between the Netherlands and the United States.

Dr. Henry D. Gerhold, professor of Forest Genetics in the School of Forest

Resources at Penn State's College of Agriculture, has been working to implement the plan for the past several years and foresees economic benefits for both countries involved.

Gerhold noted trees and shrubs for landscaping are grown by over 5,000 wholesale plant nurseries in the U.S. with sales exceeding \$1.5 billion in 1980, (\$4.5 billion at the retail level). Landscape trees grown annually in the Netherlands are as valuable as all tulip and other bulbs for which the country is famous, totaling over \$167 million U.S. dollars.

"The scope and growth of the landscape industry in the Netherlands is more advanced than in any other European country," said Gerhold, who has made two research trips to the Netherlands.

Gerhold and Dr. David F. Karnosky with the Cary Arboretum of the New York Botanical Gardens, visited the Netherlands this past summer and compiled a list of over 40 urban tree varieties that could be considered for importation to the U.S.

"We plan to have the list reviewed by commercial nurserymen to see which varieties would be appropriate

for this country," Gerhold said.

The economic impact of the program could be twofold.

"Any new variety introduced has value in its novelty," Gerhold explained. "Also, new cultivars are desirable because they can be improved varieties, possibly even disease-resistant."

The next step in the program is working out a method of importing the desired trees.

"It will take at least one government agency and some independent nurserymen to get things going," Gerhold said.

Several Dutch organizations have already planned to cooperate.

EXTENSION

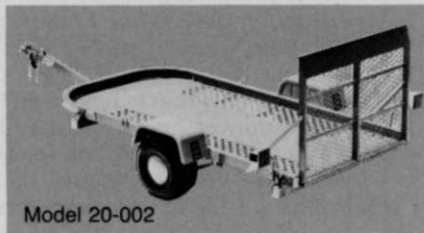
### Texas A&M Extension names associate director

Doyle L. Moore, a veteran with the Texas Agricultural Extension Service of the Texas A & M University System, has been named associate director, the second highest position in the organi-

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# Snowco Utility Trailers

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Ideal for hauling grounds maintenance equipment, golf cars and other bulky, hard-to-handle items, the proven Snowco line includes eight flatbed trailers with loading ramps or tilt decks, plus a box bed trailer with tailgate.

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## UPDATE

### USDA research centers face cuts

United States Department of Agriculture research centers in Delaware, Ohio; Tifton, Georgia; Corvallis, Oregon; and Mandan, North Dakota may face significant cutbacks in funding according to Robert Lederer, executive vice-president of the American Association of Nurserymen, Inc.

The rumors of cutbacks have not yet been confirmed, but AAN's Leo Donahue said, "there is good evidence the rumors are true." The Office of Management and Budget will be meeting with AAN staff to go over the USDA line budget. "We will present a laundry list of recommendations for research funding," said Donahue.

Lederer wrote all Congressmen regarding the rumored cutbacks asking for hearings. He told the Congressmen, "Closing the Delaware Laboratory and reducing research at these facilities would eliminate virtually all horticultural research by the Agricultural Research Service. With an increasing percentage of nursery production being from asexual propagation, control techniques for nematodes, mycoplasma and viruses are essential. Virtually all our firms lack the size and resources to conduct research themselves."

Nursery production, unlike other types of agriculture, does not require government subsidies. With sales volume approaching \$5 billion, nursery gets very little support currently from USDA, and the little it does get is very critical, Lederer said.

### EPA may study small waste levels

The Environmental Protection Agency has recommended a two-year study on alternatives for regulating small generators of toxic wastes to House and Senate Committees. EPA Associate Administrator Rita Lavelle told the committees in a letter including generators of less than 1,000 kilograms per month in current regulations would add an enforcement load of 130,000 to 690,000 facilities.

If the monthly limit is lowered to 100 kilograms (roughly 228 lbs.) per month, an estimated 130,000 facilities would fall under the same regulations as larger generators. EPA wants a study of the type and quantity of waste generated by smaller industries to weigh risks versus benefits of additional enforcement.

### AAN continues immigration fight

AAN and the Society of American Florists continue to lobby against popular changes in immigration control. The changes are inspired by pressure from unemployed Americans who claim immigrants are taking jobs away from them.

AAN and SAF believe the changes, mainly involving identification and hiring procedures, are unworkable and would result in fines to growers which are not deserved as intentional violations.

Congress is likely to handle the Immigration Reform Act quickly so that it can move on to Social Security legislation, according to Leo Donahue at AAN.

ter sugar results this year over last—Amaf lost \$30.5 million in sugar in the third quarter last year. Non-sugar operations continued to be hurt by the depressed national economy, specifically the reduction in new construction and discretionary spending, which affect Amfac's distribution, retail, hotels and resorts, and horticulture businesses.

Nine months' net income was \$15,552,000 or \$1.04 per share, compared with \$36,501,000 or \$2.51 per share for the first nine months of 1981.

Revenues for the first nine months of 1982 were \$1,605,506,000 compared with \$1,609,128,000 in 1981.

### IRRIGATION

#### Rain Bird names new district manager

Steven P. Christie has been appointed district manager for the Southern California sales region of Rain Bird Sales, Inc., Turf Division. Christie will be responsible for implementing turf sales and marketing programs for the region. Prior to his promotion, he served as turf specifications manager for the Southern California region. He joined Rain Bird in 1978 as an irrigation design instructor.

### EQUIPMENT

#### Porter Brothers expands distribution to Yazoo

Porter Brothers, Inc., has been named distributor for Yazoo Manufacturing Company in Virginia and West Virginia.

Porter Brothers has distributed Yazoo mower and tiller products in North and South Carolina for over 10 years. Joe Porter, president of Porter Brothers, said, "We are very pleased to be able to add Yazoo to the other quality products we offer to our dealers in Virginia and West Virginia. We plan to continue to expand our service line in this area as rapidly as possible."

The Shelby, North Carolina-based distributor already handles McCulloch, Flymo, Carlton and Topper products in Virginia, and is the distributor for a number of additional major outdoor power equipment manufacturers in North and South Carolina such as Green Machine, McCulloch, Snapper and Giant Vac.

Porter Brothers was organized in 1949, and is the largest distributor of outdoor power equipment in the U.S.

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zation. He assumed his duties Dec. 1.

Moore began his extension career in Washington County and later served as Colorado County agent for a number of years. He served shortly as district director for the South Central Texas region, then headquartered at Gonzales, and for the past 11 years has been district director for the Southwest Texas region, headquartered at Uvalde.

"Mr. Moore has had a distinguished career in the Extension Service, is well-known over much of Texas, and has been an effective educator and administrator," said Dr. Zerle L. Carpenter, director of the Extension Service.

The Extension is a statewide educational agency which conducts programs in agriculture home economics, community development and 4-H and youth work to help people solve common problems in those areas.

A native of Stephenville, TX, Moore holds B.S. and M.Ed. degrees from Texas A & M University.

#### LANDSCAPING

### **Mattingly acquires equity in Classic**

Jack Mattingly, President of Jack Mattingly Associates, Inc., has acquired an equity interest in Classic Landscapes, Ltd. Mattingly has been elected president and general manager of the company.

Classic Landscapes, Ltd., with offices in Raleigh and Greensboro, NC, has been operating since 1976. Classic provides landscape management services to commercial and industrial clients in the Central Piedmont and Eastern portion of the state. The affiliation of Classic Landscapes, Ltd., and Jack Mattingly Associates, Inc., represents the largest landscape management service in North Carolina.

#### EQUIPMENT

### **Hudson offers sprayer promotion this month**

H.D. Hudson Manufacturing Company will have a special sales promotion on Trombone and Suburban sprayers during January.

The promotion is designed for extra-profit, early spring selling, and includes special pricing on orders received during January for Hudson Trombone and Suburban power sprayers. The offer also includes prepaid freight on an order of four Suburban sprayers or a standard pack of

Trombone sprayers.

The Hudson slide-type Trombone sprayer sprays a 30-foot stream and has an adjustable nozzle. The Hudson Suburban power sprayer has a tank capacity of 12 gallons and is available with stainless steel or galvanized tank and a variety of sprayer accessories. It is powered by either a gas engine or electric motor.

For more information, contact the H.D. Hudson Manufacturing Company, 500 North Michigan Ave., Chicago, IL 60611.

#### CHEMICALS

### **Burns joins Mobay's Specialty Group**

Mobay Chemical Company has named Richard Burns-its new sales representative for the upper midwest territory in its Specialty Product Group.

Burns will cover Minnesota, Wisconsin, Iowa, Illinois, Indiana, North and South Dakota, Nebraska, northern Michigan and eastern Missouri representing the Group's expanding line of pesticides to the professional turf, landscaping, commercial lawn care and pest control industries. Burns was a former research technician with the University of Illinois.

#### LANDSCAPE

### **New Buyer's Guide in ALCA 'Who's Who'**

The Associated Landscape Contractors of America will introduce a "Buyer's Guide" in the 1983 "Who's Who in Landscape Contracting." The directory will be available April 1 and will feature an alphabetical listing of landscape materials and services offered by ALCA's Associate Members. It will be made available to over 4000 interior and exterior contractors and to architects and designers nationwide. ALCA hopes the Buyer's Guide will improve member/vendor contacts and strengthen inter-industry communications.

"Who's Who in Landscape Contracting" is the most widely used listing of landscape contractors in the United States. The companies listed perform all phases of landscaping services ranging from interior and exterior contracting, design, build, land reclamation and maintenance.

Listing in the Buyer's Guide will be limited to ALCA's Associate Members only. For more information call ALCA, (703) 821-8611 or write 1750 Old Meadow Rd., McLean, VA 22102.

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