

GREEN INDUSTRY NEWS

Contractors shift emphasis to management

The Associated Landscape Contractors of America's new emphasis on management was evident at its annual

meeting in Miami in January. Delegates from the interior and construction sessions were seen slipping into

the management sessions as the meeting progressed. The thirst for management discussion was clear.

Ron Kujawa, head of the Landscape Management Division, told the general session the Second Landscape Management Seminar will take place this November in Denver and he expects the attendance to double or triple from the 300 at the original seminar in Dallas in 1982.

Two elements add to ALCA's management emphasis, a program to encourage educational institutions to develop landscape curricula and a book to be published this fall, *Cost Effective Landscape Management*. Mississippi State University's Bob Calloway and Joe Marsh formerly with Environmental Industries will visit two- and four-year schools with other contractors to encourage development of a landscape management curricula.

Dues savings to locals

After December 31, 1983, member firms of state and local landscape organizations may become members of ALCA for \$100, according to a new

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Ron Kujawa updates ALCA conference on its new Landscape Management Division which he chairs. Seated at podium are (left to right) president elect Rod Bailey, 1983 president Dave Pinkus, former president Ray Gustin, 1984 convention chairman Irv Dickson, and secretary Karl Korstad.

HORTICULTURE

Sea World names new horticulturist

Susan Dietz has been promoted to horticulturist at Sea World, San Diego, CA. Dietz will supervise the park's



Susan Dietz

staff of 27 gardeners which maintains 40 acres of landscaping containing 1,700 species of plants

Dietz came to Sea World as lead gardener in August, 1979. In February, 1982, she was promoted to assistant horticulturist, working under Chuck Kline, Sea World's horticulturist since 1972. Kline will continue at Sea World as horticultural consultant.

A graduate of San Diego State University, Dietz has worked with the San Diego County Agriculture Department as agricultural technician. While there, she developed an interest in the biological control of insects which she plans to pursue at Sea World. She is a member of the American Association of Botanical Gardens and Arboreta, the American Horticultural Society, the California Native Plant Society, the Nature Conservancy and the Quail Botanical Gardens Foundation.

SEED

Glattly joins Ampac Seed Co.

John Glattly has been named marketing and sales manager for Ampac Seed Co. of Tangent, OR. Glattly comes to Ampac from Great Western Seed Company of Albany, OR, a subsidiary of Lofts Seed Company of Boundbrook, NJ. Prior to that, he was sales manager of Whitney Dickinson Seed Company of Buffalo, NY, a subsidiary of Stanford Seed Company.

Ampac Seed Co. supplies many Northwestern-grown public varieties of seed as well as being active in contract production of proprietary varieties for companies in Oregon and nationwide. The company also produces varieties for export, particularly to Japan.

St. Andrews seeks U.S. golfers

British businessman Frank Sheridan has invested \$20 million in a golf and country club development at St. Andrews, Scotland.

The investment will convert the world-famous Old Course Hotel into the Old Course Country Golf Club, sporting the latest in golf and relaxation activities.

Sheridan toured a number of clubs across the U.S. to determine what factors would be most appealing to American golfers.

The Old Course Country Golf Club is immediately adjacent to the 17th fairway of the Old Course and is surrounded by the New Course, The Jubilee and The Eden. Scotland, the birthplace of golf, has numerous courses and 12 that are in the immediate vicinity of the Old Course Country Golf Club facilities. Balconied, double rooms overlook the Old and New Courses, the sea, the Royal and Ancient historical building and the town of St. Andrews. Locker rooms, saunas, indoor swimming pool, jacuzzi, turkish room, massage, solarium, pro and gift shops and a variety of bars and restaurants are also planned.

Sheridan has named James Bannatyne, former general manager of the Glen Eagles golf hotel complex, Laurie Auchterlonie, honorary professional of The Royal and Ancient; and Keith Mackie, golf journalist and promoter, to the staff.

Three hundred corporate memberships have been reserved for the United States. There will also be a limited number of individual memberships. Charter members of the Old Course Country Golf Club are automatically accepted as members at La Manga in southern Spain, a 36-hole course.

Membership inquiries are being handled by the House of Roche, Inc. Hartford, CT (203) 247-2973.

NCA forms political action committee

The Board of Directors of the National Club Association unanimously endorsed the formation of a political action committee for the private club industry, known as CLUBPAC.

At a recent meeting in Los Angeles, the Board determined that members of the private club industry must have a means to directly support legislators and candidates who are sensitive to the industry's needs and interests. Because there is no sign of anti-club pressures easing in the future, the private club industry feels it needs to develop more strength and support in the political arena.

A spokesman for the NCA said the purpose of CLUBPAC is to allow individual members of private clubs to pool their contributions to support their common goals. These combined resources will then be used to support the campaigns of candidates in tune with the rights and interests of the private club community.

The board of directors chosen to administer CLUBPAC includes NCA Executive Director Gerard F. Hurley, Chairman, NCA Vice President Joseph N. Noll, Treasurer; CLUBPAC directors - NCA President Harold B. Berman; Secretary John J. McEnerney; Treasurer E. Guenter Skole, CCM; Past President Herbert L. Emanuelson, Jr. and Past President and Special Counsel Milton E. Meyer Jr.

membership policy approved by the Executive Board during the meeting.

If regional associations vote to become "sponsoring associations" of ALCA, each member will receive all ALCA benefits. Many contractors are currently members of both ALCA and local associations. "This change in policy will save these contractors hundreds of dollars," says ALCA president Dave Pinkus.

Former ALCA president Ray Gustin said ALCA's current membership of 1,000 could grow to 4,000 if most major regional associations participate.

"A number of organizations have already agreed to the plan. All that remains is detail work like bylaws, to put the program in place," says Pinkus. "That is the reason for the Jan. 1, 1984 effective date."

"Much of the groundwork for this change was done by Bill Thorton and his Bylaw Committee," says Pinkus.

Smith resigns

The ALCA Executive Board also accepted the resignation of Executive Director Allen Smith during the annual business meeting. Pinkus said this development was not related to the new membership policy. Gail Morgan will act as interim executive director while ALCA carries out "an extensive search" for a new director. Smith replaced John Shaw who resigned within the past year.

"Allen Smith got the ALCA staff organized and functioning effectively," said Pinkus. "No programs or services will be affected by the change."

TREES

Rubber mulch stimulates growth

A United States Department of Agriculture study has shown a three-foot diameter butyl rubber sheet placed on the ground around newly-planted trees increased tree height by 56 percent under dry land conditions and by 40 percent under drip conditions.

Deciduous trees, including ash, Chinese elm, hackberry and honey locust grew more than twice as fast with the rubber mulch than these same species without the mulch. Conifers, including Colorado blue spruce, Rocky Mountain juniper and ponderosa pine, showed a six percent growth advantage with the mulch. Shrubs, including plum, sand cherry and cotoneaster, grew nine percent faster with the rubber mulch.

The study was done by USDA agri-

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UPDATE

ALCA offers marketing help

The Associated Landscape Contractors of America has developed a new marketing package designed specifically for the exterior maintenance contractor. The package allows maintenance contractors to take advantage of two types of professional selling tools to enhance his business and services. Three mailers are available, designed to look like greeting cards and with a place to insert a business card. They are priced as low as 20 cents each.

The second part of the marketing package includes a brochure that can be sent as a follow-up to those who respond to the mailers or to those who have otherwise expressed an interest in maintenance services. Color photographs will depict results that are possible by using a professional landscape manager. It will also offer ideas on how to select a professional maintenance contractor, and the advantages of using professional rather than in-house maintenance. In addition to presenting the marketing concept, the brochure has been designed to include specific services offered by the individual maintenance contractor. A pocket in the back of the brochure can hold company literature, required bid information and a business card. For more information, contact ALCA, 1750 Old Meadow Road, McLean, VA 22102 (703) 821-8611.

CLCA honors 45 for outstanding work

Forty-five Trophy Awards in 21 residential and commercial categories were presented by the California Landscape Contractors Association to landscape professionals throughout California for the most outstanding work of 1982.

Winners in the 27th Annual Trophy Awards are:

The Sweepstakes Award, the highest honor presented by the CLCA for excellence in landscaping went to Art Torres Landscaping, Inc. of Encinitas for the Chantemar models in San Diego. Project was designed by Land Concern, Ltd. of Santa Ana.

The President's Trophy, presented for the best residential landscaping project of the year — Zierden Waterfalls of Sacramento for the Beneto residence in Carmichael. Designer was Dennis Tromburg of Sacramento.

For the entry judged best in all commercial categories, the Jere Driscoll Award went to Cagwin & Dorward of San Rafael for Santa Rosa Plaza in Santa Rosa. It was designed by Lawrence Reed Moline of Santa Monica.

The Excelsior Award, which recognizes special talent in any category by a new CLCA member, was won by Friesen Landscape of Fresno for the Arnst residence in Kingsburg. Tim Friesen was the designer.

The Judges Award, which salutes the best residential landscaping under \$25,000 went to Cal-Tropic Landscape, Inc. of Rancho Palos Verdes for the Cooper residence in Rolling Hills Estates.

For the use of unique methods or materials and/or special artistic effects, the Special Effects Award was given to Pacific Water Art of Mountain View for Orchard Technology Park in San Jose. The job was designed by Singer & Hodges of Oakland.

The Ben Slade Memorial Award for best overall landscape maintenance was presented to M.C. Landscape Care of Reseda for the Bellfield residence in Encino. Designer was Warner Ristau of Granada Hills.

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cultural engineer Rome H. Mickelson at the USDA's Agricultural Research Service, Central Great Plains Research Station, Akron, CO. Mickelson measured growth differences two years after trees were planted and average heights of trees in the study were from 10 to 20 inches.

"The rubber mulch, placed to prevent runoff, improves water use efficiency by reducing water evaporation from the soil surface and preventing growth of undesirable vegetation," says Mickelson.

After two years of growth, trees and shrubs with the rubber mulch were not significantly influenced by the addition of one, three, five or seven gallons of water per week per tree supplied with the drip irrigation system. Without the mulch, the addition of water increased tree growth 40 percent compared with non-irrigated trees.

HORTICULTURE

HRI book stresses nurseryman's viewpoint

A new publication from the Horticultural Research Institute can benefit everyone in the industry, according to its reviewer, Ray Brush, director of technical services of the American Association of Nurserymen.

"A Research Summary of the Census of Horticultural Specialties" details industry trends and gives an analytical review of nursery and floral industry statistics from 1949 to 1979.

"This publication is written from a nurseryman's point of view and gives all segments of the industry a pulse of what's going on," Brush said. Even though certain sections, such as the statistics on production, will have a more immediate effect, in this case on producers, they still have definite bearing on the landscape and retail segments of the industry, according to Brush.

"The statistics would be helpful in these two segments in planning ahead," he says.

Future production and market planning are two areas the book's author, David E. Stump, retired president of the Jackson & Perkins Co. of Medford, OR, addresses.

In the first section, the study begins with a summary of the data. Then, through tables and narrative, the second section provides the details regarding the sales of horticultural commodities which have proven popular

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UPDATE

Reagan highlights agriculture, education in State of Union

President Reagan emphasized the needs of the U.S. educational system and agribusiness during his third State of the Union Address in January. The Green Industry stands to benefit from any program designed to help agriculture or education, especially math and science training highlighted by Reagan in his address.

Reagan clearly sees retraining as part of economic recovery. He wants to encourage growth industries and industries with export potential. Agriculture and high technology industries should be receiving national support according to Reagan.

The President also reemphasized Federalism, the return of government functions to the states. Unemployment has caused states to cut back on many programs because of falling income tax revenues. But Reagan claimed "America is on the mend . . . but recovery won't come in a short, sharp spurt."

Subsidization of math and science education and an income tax deduction for college savings were two of Reagan's four points to help education. Since he stressed agriculture in addition to science, an increase in Federal funding to Land Grant Universities for agricultural programs could result. Horticulture and agronomy could benefit from such funding.

AAN lobbyist Donahue recovers from minor stroke

Leo Donahue, government affairs director for the American Association of Nurserymen, suffered a minor stroke during the Kentucky Nurserymen's Association Meeting in Louisville in January. He was transferred to Bethesda Naval Hospital and doctors report they expect a nearly complete recovery. Ray Brush, director of the National Landscape Association, said they expect Donahue back at his desk within the next few weeks.

Research to net new labels

Five representatives of the interregional research project #4 (IR-4) recently met at the AAN office to update AAN and the Society of American Florists staff on research under way to obtain data for registering pesticides for nursery and florist uses. Drs. Guest and Biehn (IR-4 headquarters), Rutgers University, Powell (Plant Pathology, Ohio State University), Lindquist, (Entomology, Ohio Agricultural Research Center), and Frank (Weed Control Research USDA-ARS) responded to added AAN/SAF requests for registration needs and said that most had been anticipated and research has already begun.

Migrant worker act signed

The Migrant and Seasonal Agricultural Worker Protection Act was signed into law by President Reagan in January. The Act repeals the Farm Labor Contractor Act which put unnecessary paperwork and enforcement requirements on employers of seasonal and migrant labor. AAN lobbied for the repeal of the Farm Labor Contractor Act with other organizations.

over the past 30 years, including potted flowering plants, cut flowers, unfinished stock, cultivated greens, bedding plants, foliage plants, sod, bulbs, corms or rhizomes, cultivated mushrooms, nursery products and vegetable and flower seeds.

"Throughout the book, the author concentrates on basic, fundamental information that would benefit anyone in the industry," Brush says.

The book outlines developing profit-boosting strategies for nursery businesses as well as informative educational material for educators and students.

"A Research Summary of the Census of Horticultural Specialties" is available for \$10 per copy (\$7.50 for educators and students) from the Horticultural Research Institute, 230 Southern Building, Washington, D.C. 20005. The book is free on request to HRI contributors.

GOLF

Columbia Car names new executive

Donald V. Conway has joined Columbia Car Corporation as executive vice president. Conway was formerly executive vice president of Rayovac Corporation in Madison, WI. Columbia's president and Chief Executive Officer Joseph Noll said Conway would share responsibilities for all the firm's operations.

"With Columbia Car's plans for developing new products and new markets, we will look to Don to direct this expansion," Noll said.

Columbia Car, a golf car manufacturer, has new manufacturing facilities in Deerfield, WI. Columbia Management bought the golf car division of the Harley-Davidson Corporation in Milwaukee and moved the manufacturing operation from Pennsylvania to Deerfield.

HORTICULTURE

Amfac names Kemp to director's post

John W. Kemp of San Francisco has been named director of strategic planning for Amfac, Inc.'s Horticulture Group.

Previously, Kemp, 40, had been manager of strategic planning for Xerox Corporation in Greenwich, CT. In his new position, Kemp will be re-

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sponsible for planning and new business development. He holds an MBA from Harvard University's Graduate School of Business Administration and a BS degree from Michigan State University.

Amfac's Horticulture Group includes wholesale nursery, mail order seed and tropical fruit products operations. Amfac, Inc., is a diversified, NYSE-listed company with principal activities in horticulture, wholesale distribution, food processing, hotels and resorts, retail and Hawaiian sugar and land. Revenues in 1981 were \$2.1 billion.

IRRIGATION

Hodas assumes Irrigation presidency

Ernie Hodas of Century Supply Corporation, Madison Heights, MI, has assumed the presidency of The Irrigation Association. He was named at the Association's 33rd Annual Convention held recently in Walt Disney World, FL. Hodas is president of Century, which distributes irrigation

equipment for both the turf/landscape and agricultural markets. Hodas becomes the 25th president of the 43-year-old organization.

Claude C. Laval III, has been named president-elect for 1983. He is president of the Claude Laval Corporation, Fresno, CA, and will automatically assume the presidency in 1983. Other positions filled were:

-Charles S. Putnam, vice president; of Weather-matic Sprinkler Division of Telsco Industries of Dallas, TX.

-Raymon A. York, treasurer; he is president of Ewing Irrigation Products of San Leandro, CA.

-Elected as directors for three-year terms are Orlando DiRienzo, Manager of Irrigation Sales for Paige Electric Corporation of Union, NJ; John Riddering, president of Agrifim Irrigation Inc. of Fresno, CA; and Lonny Summers, president of Irrigation Systems of Texas Inc.

Next year the Irrigation Association will combine its convention activities with the Agri-Turf Irrigation Exposition and Conference, scheduled for Dec. 4-7 1983 in Denver, CO.

The Irrigation Association is a world-wide organization of more than 900 members, representing manufac-

turers, distributors, contractors, consultants and university and government personnel interested in all phases of irrigation for agriculture and the landscape.

CHEMICALS

Granular Oxamyl is registered

According to Dr. Richard Lindquist, Extension Entomologist at the Ohio Agricultural Research and Development Center, another new insecticide, Oxamyl 10 percent granular, has recently received registration. This is the same active ingredient contained in Vydate, only in granular form.

Oxamyl is registered for use in greenhouses for control of many insect pests, including fungus gnats (adults and larvae) leafminers, mealy bugs, mites, scales, thrips, whitefly and nematodes. The host plant list is extensive and growers should see the label for specifics.

The registration application techniques include pre-plant soil incorporation, post plant soil application, fol-

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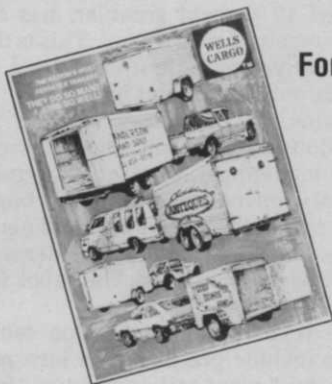
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TURF

Sewage sludge used as fertilizer

According to C. Edward Clapp, USDA research chemist and Donald B. White, University of Minnesota Professor of Horticultural Science, fertilizing turf grasses with sewage sludge provides a way to use valuable waste material and avoid the potential hazard of trace metal contamination of food crops.

Working on experimental grass plots near the University of Minnesota, St. Paul, over a six year period, Clapp and White applied digested sewage sludge in liquid and dry form and compared the results with grass plots treated with commercial ammonium nitrate fertilizer each year.

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