

## GCSAA simplifies show travel plans



The Golf Course Superintendents Association of America has chosen Sunflower Travel Agency as the official travel agency of the Las Vegas Conference and Show, Jan. 28 to Feb. 3, 1984. Designation of the agency helps showgoers obtain lower airfares for the show, tournament beforehand, and post-conference travel.

The golf tournament will be held in Scottsdale, Arizona, Jan. 26-27. Headquarters hotel will be the Scottsdale Raddison Resort and Racquet Club. The men's tournament will be played at McCormick Ranch Golf Club. The ladies will play Orange Tree Golf Club.

The preconference seminars start in Las Vegas Saturday, Jan. 28. The trade show opens on Tuesday, Jan. 31. The banquet takes place Thursday evening, Feb. 2. The MGM Grand is the headquarters hotel in Las Vegas. The deadline for early registration discounts is Dec. 31, 1983. Registration packets were mailed in early September. Interested persons should contact GCSAA, 1617 St. Andrews Drive, Lawrence, KS 66044.

### SEED

#### Firms trade players in sales, research

A chain reaction of management changes at the major turf seed companies, starting in early August, continues at press time.

First Mike Robinson, product and marketing manager at Pickseed, left to create his own research and marketing company. Then Steve Tubbs of Loft's Great Western Seed Co. was replaced by Dick Olson of E.F. Burlingham.

Next Gerald Pepin, International Seeds research director and owner of many turf seed patents, moved over to Pickseed. Van Engelen Beheer, Holland, purchased seed grower Willard McLagen's 50 percent interest in International Seeds Inc. in late July. J.L. Carnes, president of ISI retains a 50 percent interest in the company. Van Engelen, a division of Cebeco-Handelsrad of Rotterdam, is one of the oldest European marketers and breeders of turf and forage grass varieties.

These changes leave two seed management positions open, one at Bur-

lingham and one at International. Since there is a limited number of experienced managers of turf seed, it is likely the chain reaction will continue for the next few months.

### NURSERIES

#### AAN's Lederer predicts fall surge in sales

In a special report to the American Association of Nurserymen Board of Directors, Executive Vice President Robert F. Lederer said that important financial and economic indicators are clearly pointing to a potentially strong turnaround for sale of living plants this fall season. In his report, he urged the Board to call on the industry to prepare for a big fall season and to take steps now to help make it happen.

"Plant product retailers should stock up on plants and supplies to make certain that as the turnaround builds, the industry is fully prepared to capture those sales," Lederer said. "Good fall weather coupled with the vastly improved economy could very



Robert F. Lederer

well makeup for spring losses."

The primary cause for the weak spring season was the unusually poor weather.

"If we get reasonably good weather this fall, the market will rebound with great strength," Lederer said.

He also suggested that the retail industry begin now with aggressive advertising and promotion programs to help stimulate demand for the fall season.

## UPDATE

**ABA defers membership ruling**

After a five month nationwide campaign by the National Club Association to protect the private social rights of judges, the American Bar Association House of Delegates has deferred action on a resolution that would make it "inappropriate" for judges to belong to private organizations with alleged selective membership policies.

Resolution 119, sponsored by the ABA Committee on Ethics and Professional Responsibility, seeks to amend the ABA Code of Judicial Conduct. Judges would be banned from maintaining memberships in private, social, civic, service, fraternal and sororal groups which practice "invidious discrimination." According to the Committee report, these memberships "may give rise to the perceptions by minorities, women and others, that the judge's impartiality is impaired." The term invidious discrimination proved to be a trouble spot. It was never clearly defined within the resolution.

In the end, the ABA Delegates agreed to defer consideration of the resolution until its next meeting in Feb. 1984.

**McLoughlin settles prior to trial**

James McLoughlin, recently resigned executive director of the Golf Course Superintendents of America, will not have to face a jury for alleged gambling violations due to an arrangement his lawyer worked out with the judge in Lawrence, KS, in August.

McLoughlin said earlier he would fight the charges against him, but chose instead to accept good behavior conditions which could prevent charges being recorded. A trial would have required testimony from many GCSAA staffers and board members, a great inconvenience. The arrangement sets a period of time for "good behavior" with the result of charges being dropped. Since McLoughlin lives in New York, and both McLoughlin and the association would like to put this situation behind them, the judge agreed to the special arrangement.

McLoughlin tendered his resignation the end of May, citing the Association's two-year delay in relocation and the need to be closer to his family in New York, as reasons for leaving. McLoughlin's directorship had always been riddled with controversy. The press for relocation, alleged gambling violations and financial condition of the GCSAA weighed heavily in the Executive Committee's decision to accept McLoughlin's resignation. John Schilling, formerly in charge of marketing for the annual conference and Golf Course Management magazine, has been named associate executive director. The Executive Committee is studying requirements for the top post.

**Cheeseman leaves turf for teeth**

Jerry Cheeseman, the driving force of the Lake City Community College, FL, School of Golf Course Operations, will leave the teaching ranks to enter the student ranks at the University of Florida school of dentistry.

Cheeseman was also director for the Lake City Community College School of Landscape Design and Sales. Cheeseman was very active in state and national golf organizations and was responsible for making the small community college a sought-after school by students from across the country.

NURSERY**AAN says goodbye to 230 Southern Bldg.**

After 45 years in the same location, the headquarters of the American Association of Nurserymen has moved. Its new address, effective Aug. 22, is 1250 Eye St. NW, Suite 500, Washington, D.C. (202) 789-2900.

"With the uncertainty of the future of the old building we were in and with the tremendous incentives we received from the owners of the new building, we decided the time to move was right," said AAN Associate Manager Larry Scovotto.

The Association had been considering building its own headquarters for the past year-and-a-half, but the economy and prohibitive cost of building in the Washington, D.C. area curtailed those plans. Incentives at the new building included seven months free rent and \$70,000 in improvements, suited to the needs of the AAN.

TREES**NAA picks Las Vegas for February meeting**

The National Arborist Association will have its 47th Annual Meeting at Caesar's Palace in Las Vegas Feb. 12-17.

Although the entire agenda of the meeting has not been finalized, it will focus on management. Las Vegas was selected in keeping with the Association's policy of moving the Annual Meeting from East to West on alternate years.

SOD**Pacific Sod likes its old name best**

Pacific Green/Nunes and Pacific Green has returned to using its original name, Pacific Sod, and has completed an internal reorganization, according to Richard Rogers, president.

Pacific Sod, founded under that name 15 years ago, is one of the West's largest commercial sod growers.

"The reorganization allows us to position ourselves in order to quickly expand our operations to meet anticipated increased demands for the balance of 1983 and 1984," said Rogers.

Rogers said the decision to resume  
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### CLCA forms review committees

A series of blue ribbon Professional Review Committees are being set up in the 19 chapters of the California Landscape Contractors Association to assist the Contractors State License Board.

Efraim Donitz, president of the CLCA, said the Professional Review Committees will provide qualified expertise to the CSLB during hearings on complaints filed against contractors by home owners.

"We feel it is our responsibility to provide the expert knowledge and experience necessary to arbitrate fairly a complaint by a home owner against a contractor," Donitz said. "We feel it is our responsibility to provide the expert knowledge and experience necessary to arbitrate fairly a complaint by a home owner against a contractor. If a complaint can be substantiated, the contractor should be penalized since he does not represent the industry well. Likewise, if the complaint is not sound, the contractor should be freed of any unnecessary financial burden or harm to his reputation."

### NLA accepting entries for awards

The National Landscape Association is currently accepting entries for the National Residential Landscape Awards Program, now in its 14th year. All single family residential properties are eligible. Categories include active use areas, passive use areas, entrance areas (public areas) or the entire residential property. Any landscape professional may enter. The purpose of NLA's program is to recognize landscape professionals who create the design, and those professionals who are responsible for its execution and maintenance; both are awarded certificates when a project is chosen for national recognition. In addition, the property owner is sent a letter of commendation from the president of the NLA.

Entries will be judged on the basis of excellence, as well as practicality of design, selection of plants and materials, execution of the design and maintenance of the project. Scope of the project will be considered only in determining the category of entry.

Projects chosen for national recognition will be announced Feb. 6 at the NLA/GCA Landscape/Garden Center Management Clinic in Louisville, KY.

For an entry form, contact the National Landscape Association, 1250 I Street NW, Suite 500, Washington, D.C. There is a fee and other requirements to enter. Deadline for entries is Nov. 1, 1983.

### 1984 Galt House in Louisville

The 1984 National Landscape Association and Garden Centers of America Management Clinic will be Feb. 5-8 at Galt House, Louisville, KY. Interested persons should contact NLA at its new address.

the firm's original name was based on the fact "that no other name describes our company as well -- it says who and where we are and what we are in business to do."

The company has also completed its corporate acquisition of the Northern California sod production interests of John Nunes, who will continue his relationship with the company as contract sod grower in Tehachapi, CA.

Pacific Sod's management team



Richard Rogers

now consists of, in addition to Rogers, Bob Goodrich, senior vice president and general manager, Roger Ogilvie, senior vice president and chief financial officer, Jack Gribben, vice president in charge of advertising, Bill Tavener, vice president and general manager of wholesale sales, John Culbertson, vice president and marketing director and Ben Lucas, assistant vice president and general manager for northern California. Lucas and Tavener are located at the company's northern California base in Patterson, the others at Pacific Sod's corporate headquarters in Camarillo.

### EVENTS

#### Bring your slides to Sports Turf Show

The Sports Turf Managers Association will co-sponsor its third educational conference with the National Institute on Park and Grounds Management Nov. 6-10 at the Hyatt Hotel in Birmingham, AL. Turf managers for the Cleveland, Green Bay, WI, and Milwaukee professional sports stadiums will discuss their management systems. Topics to be covered include getting wet fields in shape fast, new low maintenance turfgrasses and field renovation in the Mid-Atlantic states. "Bring your slides and pictures along to share as others can benefit from what you do,"

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## UPDATE

### 2,4-D May Be Bargaining Point in Pesticide Battle

The workhorse of selective weed control for years, 2,4-D, appears to be a bargaining point in the battle to defend pesticide use in urban areas.

Jerry Faulring, president of Hydro-Lawn in Gaithersburg, MD, and former president of the Professional Lawn Care Association of America (PLCAA), recently predicted 2,4-D could be outlawed at certain levels of government before the end of this year. Faulring based his opinion on a flurry of pesticide legislation at the state and local level during the past 18 months.

The PLCAA, the National Arborist Association, and the 2,4-D Coalition have formed a pro-pesticide coalition called the National Environmental Law Foundation. The group will counter moves by environmental organizations seeking new legislation to ban important chemical tools and require impractical prenotification of owners of property adjacent to sprayed areas. Faulring is on the board of the new coalition.

Faulring suggested in a recent article in *Lawn Care Industry* magazine 2,4-D use be eliminated if possible since further defense of the pesticide would be difficult considering current local legislation developing against the product. "We could probably muddle through this year and next without 2,4-D by passing the buck for less weed control onto the government, as we did when chlordane was suspended for turfgrass use," Faulring said. "If we find the solution first (to 2,4-D), we could use our self regulatory advantage as a promotional advantage."

Another possible sign 2,4-D's position has changed is the recent sale of many of Dow Chemical's 2,4-D trademarks to Vertac, a privately held, Memphis-based chemical manufacturer. *Chemical Week*, a McGraw-Hill publication, speculated the sale of the trademarks was a move by Dow toward products with patent protection. Monsanto and Du Pont have stopped producing 2,4-D leaving SDS Biotech, Vertac and Dow as the only manufacturers in the U.S.

Dow Chemical's business manager for domestic agricultural herbicides, A. Charles Fischer, said the company will not reduce its capacity to produce 2,4-D, but will not take the product all the way to distributors. Velsicol and other chemical companies have chosen to sell some technical herbicides to reformulators rather than market to distributors. Therefore, Dow's move could be simply part of a trend of marketing to reformulators rather than to the distributor.

The point is 2,4-D is being used by environmentalists against urban pesticide applicators and Faulring believes the industry can relieve this political pressure by developing an alternative to 2,4-D before legislation requires it.

Some progress has been made in finding an alternative to 2,4-D in agriculture but that has not been true so far in the turf industry. Faulring stresses that 2,4-D is a vital component of turf herbicides and is not an evil toxin as the public has been led to believe. Yet, as agriculture has done, it is wise for the turf industry to also seek substitutes for 2,4-D in case politics win over the facts.

said Mike Schiller of STMA. For more information, contact Executive Secretary Erik Madisen, Jr. at (414) 733-2301.

## EQUIPMENT

### New Toro brands on National Tour

Toro's "Greatest Show on Turf" tour will visit 40 cities this fall to showcase the Minnesota manufacturer's new products, including the Hydraulic 5-unit Reelmaster 350-D, 5- and 7-blade Reelmaster Gang Mowers and the 36- and 52-inch Walk Behind Mowers.

"The Road Show allows us to show



customers our products in action, but more importantly it gives our customers a chance to meet with their peers and and us to discuss their turf care needs," said Dennis Brown, marketing programs manager. The tour, which began in August, is expected to end in December.

## LANDSCAPE

### Ohio Short Courses begin in December

The 1983-84 series of the Landscape Design Short Courses for Residential Properties, sponsored by the Cooperative Extension Service of the Ohio State University, will begin Dec. 12. The series of five, three-day programs will continue until Aug. 1, 1984.

Course offerings are as follows: Course I - Landscape Design, Dec. 12-14; Course II - Advanced Landscape Design, Jan. 11-13; Course III - Design Detailing. Prerequisite is Course II; Course IV - Landscape Drawing Rendering, March 21-23; Course V - Planting Design, Prerequisite is Course II, Aug 1-3.

All courses are \$95. For registration information, contact Fred K. Buscher, Area Extension Center, OARDC, Wooster, OH 44691, (216) 263-3831.