

INDUSTRY

Scotts lays off 170 in cutback

A changeover in top management and under budget sales figures combined in June to cause 170 employees of O.M. Scott and Sons, Marysville, OH, to lose their jobs. Hardest hit, according to Paul Devine, manager of public relations, was the marketing and research departments.

Lee Herron, president and chairman of O.M. Scott for the last 18 years, retired in June. Tadd Sietz, a marketing

specialist and officer of Burpee Seed Co., acquired last year by O.M. Scott, is the new president. Faced with off budget numbers and marketing ideas of his own, Sietz made an across-the-board, top-down cut in marketing and research personnel.

George Horn, director of marketing for the Pro-Turf Division for the past eight years, was a victim of the cutback. "The 1984 marketing plans are

already complete," Horn told Weeds Trees & Turf. "The Pro-Turf Division will feel very little effect from the cutbacks."

"The weather and the economy were mostly to blame for the sales numbers," said Devine. "Supply, distribution, and products will not be impacted by the move. The realignment is centered in the marketing group."

SOD

Sod goes international at summer field days

Ninety-eight percent of the sod in South Africa is kikuyugrass. There is no turf research being done in that country. For Graham Corbett of Lawns for Africa in South Africa, the American Sod Producers Association Convention in Atlantic City in July, offered the opportunity to exchange ideas with American and other foreign sod producers and see first-hand U.S. sod production.

Corbett was only one of 14 international visitors who took part in ASPA's first international convention. The more than 250 convention registrants included representatives from Finland, Austria, England, New Zealand and Australia.

Besides sod production, the foreign visitors also toured the world's largest blueberry farm and had an elaborate picnic-style dinner complete with country music at the Tuckahoe Turf Farms in Hammonton, NJ.

Opening the three-day convention were: Dr. A.J. Turgeon, formerly of Texas A&M - Dallas and now with Tru Green of East Lansing, MI; Dr. Henry Indyk of Cook College, Rutgers University (convention coordinator), Dr. Richard Hurley of Lofts Seed and presentations from the international guests.

Convention Chairman George Betts hosted a demonstration and tour at his Tuckahoe Turf Farm, with another field day at the Novasack Bros. Turf Farm in South Seaville.

Most of the attendees told WT&T the field days are the most beneficial part of the conventions.

"I enjoy seeing and meeting people and discussing problems," said Ted Tvetene of Terry, MT.



Too much rain in seed country has Eddie Rose, left and Mark Fricker de-jamming a combine in Willamette Valley, OR. Mature grass is swathed into windrows to dry so that seed can be removed easily. Wet seed sticks to the stalks and often passes through the combine resulting in wasted seed.

Approximately 25 distributors displayed in the booth area at the convention hotel, Resorts International.

During the annual business meeting, Walt Pemrick of Crystal Lake, IL was elected president; Bill Campbell of Lynden, Ontario, president-elect; and Ike Thomas of Granbury, TX as secretary-treasurer.

Update: In a surprise vote during the ASPA business-meeting, the board voted to move the headquarters from Hastings, Nebraska to the Chicago area. Bob Garey, executive director for the past ten years, said the move would require a change in the by laws, and thus, a vote of the membership and not just the board. Garey would lose his job if the move is made.

CHEMICALS

Diamond, Showa Denko launch new venture

A joint venture between Diamond Shamrock and Showa Denko of Japan was launched during a signing ceremony near Cleveland in July. The new company, SDS Biotech Corp., will concentrate on agricultural chemicals and animal health products.

SDS Biotech corporate headquarters and research facilities are located in Painesville, OH. 1983 sales will approach \$300 million according to Allan Tomlinson, chairman and chief executive officer of SDS Biotech.

Diamond Shamrock, a \$3 billion
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UPDATE

Powell resigns GCSAA post

Lewis C. Powell, Jr., Director of Informational Services for the Golf Course Superintendents Association of America, resigned his position in June.

John Schilling, associate executive director of the GCSAA, said, "Mr. Powell's resignation was only accepted by the Executive Committee after a great deal of consideration. He had moved to Lawrence, KS, from Florida last fall and I'm sure that the unlikelihood of GCSAA now moving its headquarters to Orlando, FL, in the near future and a desire to return to closer contact with long-time associates impacted his decision to resign."

Powell's resignation follows on the heels of James McLoughlin's resignation as executive director Sept. 1. He, too, cited delays in relocating the national headquarters as a reason for his resignation.

Hundreds mourn Ray Gerber's death

Raymond Gerber, 84, "Dean" of midwestern golf course superintendents and long-time editor of the *Bull Sheet*, died in July after a short illness.

Ray's involvement in golf included the prestige courses Pine Valley, Medinah Country Club, Glen Oak Country Club, and Woodhill Country Club. He was president of GCSAA in 1950 and of the Midwest GCSA in 1946. He attended every GCSAA Annual Conference in the past 43 years. And, he edited the *Bull Sheet*, the official bulletin of the Midwest Association of Golf Course Superintendents, for the past 11 years.

Ray Gerber received just about every award possible for a superintendent and the friendship of hundreds of fellow superintendents around the world. Contributions may be made in Ray's memory to the Illinois Turfgrass Foundation, University of Illinois, Urbana, IL 61801.



Ted Robinson of Laguna Niguel, CA, center, accepts the presidential gavel from outgoing American Society of Golf Course Architects' president **Jack Snyder** of Phoenix at the recent ASGCA meeting in Dallas. Other newly-elected officers include (from left to right), **John Watson**, secretary, Lachute, Quebec, Canada, **Dr. Michael Hurdzan**, vice president, Columbus, OH, and **Kenneth Killian**, treasurer, Palatine, IL. The Society is comprised of leading golf course architects from Canada, Mexico and the U.S.



International partners in SDS Biotech celebrate after signing documents in July. (l to r) SDS Chairman **Allan Tomlinson**, Showa Denko Chairman **Haruo Suzuki**, and Diamond Shamrock Chairman **William Bricker**.

energy company, and Showa Denko, a \$1.6 billion Japanese chemical company, have worked together for 15 years to produce the fungicide Daconil 2787. SDS Biotech is a 50:50 joint venture capitalizing on research and marketing strength in the Pacific Basin region of the world.

CHEMICALS

McGinn named Cleary president

Martin W. McGinn has been named president and chief executive officer of the W.A. Cleary Corporation, Somerset, NJ. Barbara Cleary has moved up to Vice Chairman of the Board of Directors and will continue to work in developing sales and marketing strategies.

McGinn, a Notre Dame graduate in chemistry and philosophy, has been involved in the turfgrass industry for the past 15 years. He formerly worked for Southern Mill Creek Products, Tampa, FL.

TURFGRASS

Space-age turfgrass highlights FTA show

"Turfgrass in the Space Age" will be the theme of the 31st annual Conference and Trade Show of the Florida Turf-Grass Association, Oct. 9-12 at the Hyatt Orlando, Kissimmee, FL.

Dr. Elliot C. Roberts, Lawn Institute, Pleasant Hill, TN, will be the keynote speaker on Oct. 10. Pat McCarty of Epcot Center, will also speak.

Three concurrent sessions will high-

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UPDATE

ALCA management conference packed with facts

The Associated Landscape Contractors of America's Management Division has developed an information packed program for its two-day conference in Denver, Nov. 13-15.

The Division attracted more than 400 for its first conference last fall in Dallas. The content of the second conference has been increased to provide both technical and management help for middle to upper management of landscape companies of all specialties. All sessions are concentrated into two days to reduce time away from the job.

Sales and marketing sessions will be led by the Sales Management Institute of Raleigh, NC, and include sales training, scheduling, manpower utilization, pricing strategies, management trends in the 80's, and market planning.

Technical sessions are led by university specialists and include use of growth regulators, cool and warm season weed control, and application techniques. Speakers include Jack Butler and Bob Zindhl of Colorado State University, Clyde Elmore of the University of California, Davis, B.J. Johnson of the University of Georgia, and Ray Freeborg of Purdue.

The Management Division is giving the lawn care association a run for its money with this conference. The site of the conference is the Marriott Southeast, Denver. Early registration discounts apply until October 20. Prices range from \$25 for students to \$175 for non-members. You can register by contacting ALCA, 1750 Old Meadow Rd., McLean, Va. 22102, (703) 821-8611.

Housing nears pre-recession level

Despite the slight rise in interest rates this spring, single-family and multi-family housing starts were up nearly 75 percent from the year before, nearing a level not achieved since September 1979.

The Commerce Department reported May housing starts were close to 1.8 million units, up from 1.03 million a year earlier. Multi-family housing starts increased twice as much as single-family starts from the prior month, 28 percent and 14 percent respectively.

The South, West and North Central parts of the country shared the increase. The Northeast declined slightly.

Building permits for housing also rose in May to a 44-month high signalling future starts.

Opportunities in landscape construction should begin this fall and surge in 1984. Landscape maintenance work should start rising due to new construction by next summer.

ILCA awards entry deadline set

The Illinois Landscape Contractors Association is accepting entries for its 1984 awards program.

Any landscape architect, landscape designer, firm, property owner or professional individual representing a landscape installation may enter. All entries must be received by Nov. 1. Awards will be presented at the ILCA Awards Luncheon during the Mid-America Horticulture Trade Show in January 1984. For entry particulars, contact ILCA, 4 A East Wilston St., Batavia, IL 60510, (312) 879-5566.

light topics for golf turf, lawn care and parks and recreational turf. Dr. Houston Couch of Virginia Polytechnic Institute, Jim Brooks, executive director of the Professional Lawn Care Association of America and Dr. Bill Daniel of Purdue University are scheduled to speak.

On Oct. 11, there will be two concurrent sessions. Session I will offer a chance for Pesticide License Re-Certification Review and the Core Exam, as well as category examinations for ornamentals and turf. Session II will be on Turf Equipment for the Space Age.

For more information, contact the Executive Office of the Florida Turf-Grass Association, 1520 Edgewater Dr. Suite E, Orlando, FL 32804 (305) 425-1581.

EDUCATION

Guelph offers cemetery management program

The Ontario Association of Cemeteries and the University of Guelph are cooperating to offer a Cemetery Management and Maintenance program through the university's home study program.

The 45-credit course leads to a diploma. Each course has a tuition ranging from \$63 to \$152 which covers the cost of all materials. Application for enrollment is available from the Department of Independent Study, University of Guelph, Guelph, Ontario, Canada N1G 2W1.

TURFGRASS

Turgeon leaves Texas A&M

Dr. A.J. Turgeon, Professor and Resident Director of the Texas A&M Research and Extension Center at Dallas, has left his post there to become vice president of research and technical products for Tru Green, a fertilizer, insect and weed control company, headquartered in East Lansing, MI.

His resignation took effect Aug. 1.

Turgeon, 40, who has been at Texas A&M for the past 3½ years, said he will miss academics, but looks forward to "the opportunity to move into industry and full-time turfgrass work."

"I grew up on a golf course (Metropolis Country Club in White Plains, NY) and spent 8½ years at the University of Illinois," Turgeon told WT&T.

While at Texas A&M, Turgeon headed the implementation of a long

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UPDATE

Arborists file suit over noise rules

The National Arborist Association (NAA) filed suit in June against The U.S. Department of Labor for "arbitrary, capricious, discriminatory, and unconstitutional" regulation under the Hearing Conservation Amendment.

The suit, filed in the U.S. Court of Appeals, claims the Occupational Safety and Health Administration regulation adversely impacts, harms and prejudices the membership of the Association. The Amendment, to take effect March 1, 1984, requires employers to monitor noise levels in employee work areas. Noise levels are not to average more than 85 decibels (dB) over an eight-hour period. OSHA has allowed exemptions to agriculture, oil and gas drilling, and the construction industry.

"The ominous aspect of this regulation is it makes an employer responsible for hearing loss, regardless of the cause," says NAA Executive Vice-President Robert Felix.

"Although chippers, stump cutters and chain saws exceed the decibel level, hearing protection required by other legislation reduces noise levels to well below the required level," Felix points out.

The NAA suit was filed in the US Court of Appeals naming US Department of Labor and Occupational Safety and Health Administration officials as defendants. NAA pointed out the sound level of a typical disco is 127 decibels. The organization seeks to resolve the matter before the compliance date of March 1, 1984.

Nursery lab saved from budget cuts

A broad-based plea to save the Delaware, Ohio, Nursery Crops Research Laboratory from the budget ax has succeeded. The appeal, led by the American Association of Nurserymen, was initiated after word leaked from various budget committees the Delaware facility and two others were in jeopardy.

The present level of funding, more than \$5 million, will be retained and "Research work will be continued," said Orville Bently, USDA Assistant Secretary for Science and Education.

Monsanto exec urges joint R and D

Testifying before a U.S. House subcommittee on agriculture in June, Dr. John Marvel, general manager of Agricultural Products Research for Monsanto, called for more government effort to encourage joint research programs in agriculture.

Marvel emphasized the need for protection of current research data and "a growing erosion of national and international property rights."

"For decades our agricultural productivity has been sustained by scientific and technical advances and the quick application of these technologies. Now this momentum is threatened.

"The role of government should be to focus on setting national policies and priorities for publicly funded programs and research. New research efforts must reach across campus disciplines, federal research organizations, and private industry to create new types of research teams which will help each other and bring new scientific disciplines into agriculture."

range plan, the reorganization of the research program and \$1.5 million building expansion. He has also authored more than 200 articles and journals.

"We are very excited about having Dr. Turgeon join us," said Ross Pechto, vice president of operations for Tru Green. "We feel he is the undisputed expert in the country regarding turf research and turf management. He will bring the kind of knowledge and expertise to Tru Green that every company needs in order to succeed."

In his new position, Turgeon will coordinate corporate research and act as liaison between the company and the academic world. Tru Green has offices throughout the eastern United States.

Dr. James Gardenhire will take over Turgeon's duties at Texas A&M Research and Extension Center until a full-time successor is named.

STAFF

Third editor joins *Weeds Trees & Turf*

Kevin Cooney, a news journalist trained at Colorado State University and raised in New Jersey, was named assistant editor of *Weeds Trees & Turf*, *Lawn Care Industry* and *Pest Control* magazine in July. He becomes the third member of the editorial staff, including Associate Editor Maureen Hrehocik and Executive Editor Bruce Shank.



Kevin Michael Cooney, new assistant editor

Cooney's experience ranges from newspaper reporter to public relations for the Colorado Extension Service.

This is the first time *Weeds Trees & Turf* has had an editorial staff larger than two. "We are putting great emphasis on news and personal interviews with readers," said Shank. "To do this well, we needed a third editor."

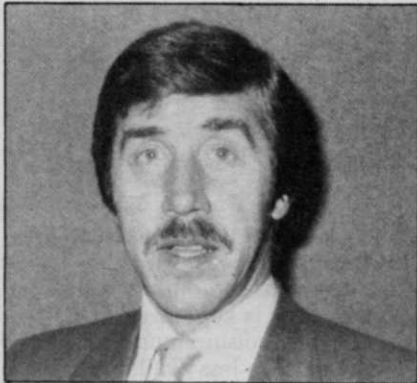
Sales changes made for WT&T and LCI

Group Publisher Bob Earley announced changes in the sales staff for *Weeds Trees & Turf* and *Lawn Care Industry* magazines in July following

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the departure of Jim Brooks to be executive director of the Professional Lawn Care Association of America.

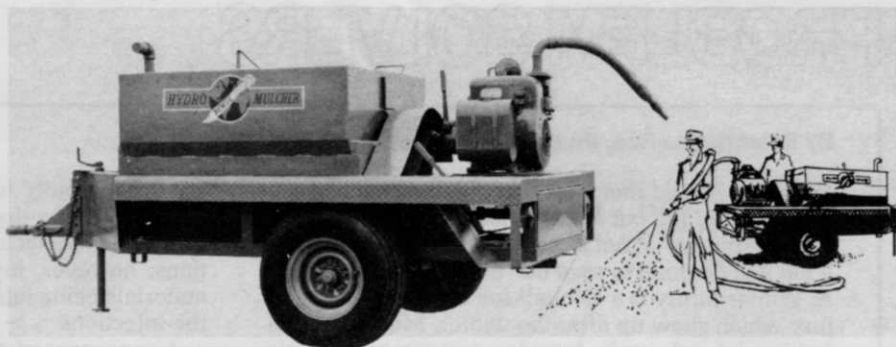
Ron Kempner, Atlanta, was promoted to national sales manager of both *Weeds Trees & Turf* and *Lawn Care Industry*. Kempner has served as regional sales manager for three years.



Joe Kosempa

Joseph J. Kosempa, Cleveland, has been hired as North Central regional sales manager. Kosempa, a veteran newspaper advertising salesman, will be based in the Cleveland office.

Dick Gore remains publisher of *Weeds Trees & Turf* based in Atlanta and Bob Earley is based in Cleveland.



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