

LAWN CARE SHOW

Pay attention now, or go out of business

A shift in pesticide legislation from the Federal to the state and local levels may put some lawn care companies out of business. The message of three speakers at the Professional Lawn Care Association of America 4th Annual Conference in Indianapolis, IN, was sobering, but it was honest and supported with facts.

The speakers may have seemed too direct for such a positive show as this year's PLCAA Show. A record number of exhibitors, a record number of people attending, and a sense "the market has arrived" balanced the somber words of the speakers. But, as a result, the show was a responsible one and not just a social event.

Not all sessions were "downers". They were historical, such as the speech by ChemLawn President Jack van Fossen. They were problem-solving, like talks on saving cancellations by incoming PLCAA President John Kenney, assuming contracts extend year after year by past president Marty Erbaugh and L.D. Anderson of Fertilawn, and how customers see lawn care businesses by researcher Carol Scott with Barrickman Advertising. They were also educational with many speakers from universities, lawn care companies, and manufacturing.

But, closest to the pocket book were three speeches. The first by Ray Russell, government relations direc-



ChemLawn President van Fossen tells the past and the future of the company that helped professionalize the lawn care industry.

tor for Dow Chemical, illustrated shifts in pesticide regulation. Russell pointed out that efforts to protect pesticide users at the Federal level were missing more than 80,000 other governmental bodies capable of restricting pesticides. "Twenty-six states have controversial legislation regarding pesticides," Russell said. "Environmental groups are organizing on the local as well as the Federal

level. We must shift or expand our efforts to protect ourselves."

Other shifts identified by Russell are from legislation to restrict use rather than products. Russell used the term chemical trespass to point out legal terminology developing to restrict pesticide use.

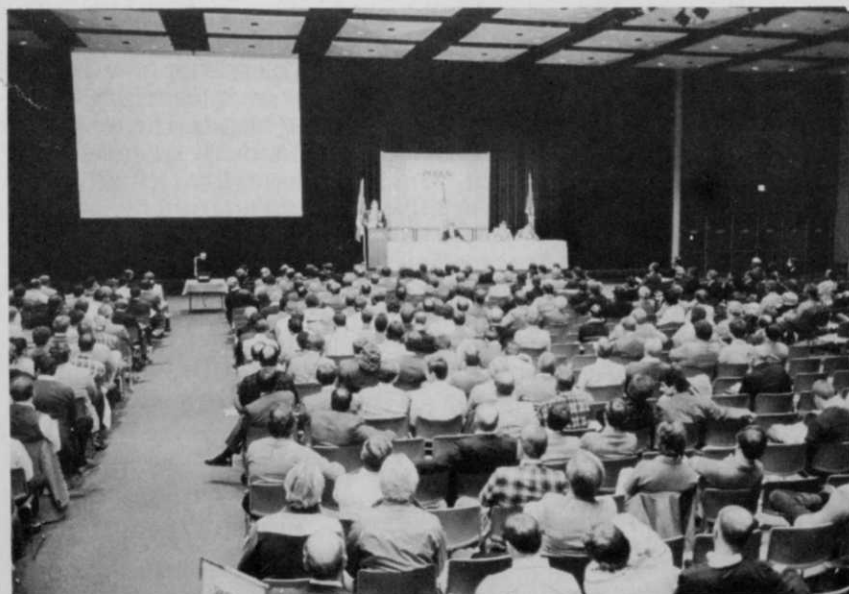
"Environmental groups are attacking potential registrations while EPA is processing them rather than waiting for them to reach the marketplace," Russell said. There is also a shift in attacking pesticides for urban use rather than agricultural use.

Recent proposed amendments to the Federal Insecticide Fungicide Rodenticide Act (FIFRA) would make it easier for opponents to get injunctions to stop pesticide use, increase record keeping and access to records, and require buffer zones and posting.

Lawn care businessmen can protect themselves by taking action now, Russell said, by getting their businesses in order, becoming better informed on local legislation, developing public affairs skills, and supporting pesticide applicator coalitions.

Ian Oppenheim, executive director of Rational Approach to Pesticides Inc., asked the lawn care businessmen whether they wanted to face growing legislation alone or as part of a unified

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All seats were taken during sessions at the PLCAA conference.

UPDATE

Phillips succeeds Martin at NGF, first task is replacing Smith

Joe Phillips, an executive with Wilson Sporting Goods and past president of the National Golf Club Manufacturers, the Golf Ball Manufacturers, and the Golf Manufacturers & Distributors Association, is the new chairman of the National Golf Foundation board of directors. He lives in Glen Ellyn, IL.

Phillips replaces Jerry Martin from Hillerich & Bradsby. "One of the main things I'll focus on is making the proper selection of the next president," said Phillips. The title executive director was retired with Don Rossi last June. Frank Smith, who replaced Rossi, had the title of president. Smith vacated the position after a few months.

NCA reaches 1,000 milestone

The River Crest Country Club of Ft. Worth, TX, has become the 1,000th member club of the National Club Association, the national trade organization representing private golf, country, city, tennis and yacht clubs.

NCA President Harold B. Berman said the association was celebrating a new level of commitment on the part of private clubs in this country.

"As the National Club Association passes this membership milestone, we will rededicate our efforts to preserving the tradition and future of private clubs," said Berman. "It is apparent that this commitment has been taken to heart by private club representatives across the country."

Loyd is GCSAA communicator

Clay Loyd has been named director of communications for the Golf Course Superintendents Association of America.

Loyd, based at the Association's headquarters in Lawrence, KS, is responsible for the overall direction of the communications program, including managing production of the group's magazine, *Golf Course Management*, issuing news releases, acting as press liaison and other communications functions.

"I'm finding out rapidly what is meant by the phrase, 'world of golf,'" Loyd told *Weeds Trees & Turf*. "There is so much to learn, but it's fascinating."

Loyd received a degree in Journalism from the University of Missouri and lives in Topeka.

'Ole Bill' Lyons of Ohio dies

William 'Ole Bill' Lyons, innovator and staunch defender of the little golf course died in December following a heart attack. He was owner of Lyons Den Golf Course in Canal Fulton, OH. Lyons had just received the National Golf Foundation's Outstanding Service Award in November.

Lyons was in his 70's and had been a member of GCSAA for more than 35 years. Each year he hosted a cheese and wine party at the Midwest Turf Conference. He never retired and he never stopped exploring the impact of agronomics on the small golf course.

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Bob Felix displays to PLCAA show delegates the proposed amendments to the current pesticide law.

group. "Local groups can be more effective than national ones," said Oppenheim. "They can train better and generate defensive publications. But, local groups need to help each other and learn from each other, and the Pesticide Public Policy Foundation(3PF) is the answer.

Bob Felix, executive vice president of the National Arborist Association, spoke for 3PF. Holding up copies of the proposed amendments to FIFRA Felix warned that states aren't communicating with each other enough to defend lawn care and other pesticide uses. "We don't have to reinvent the wheel each time a local controversy arises," said Felix. "Anti-pesticide groups spend more than \$200 million each year to influence legislation, what do we spend? 3PF is seeking to raise \$500,000. It should be a line item in everyone's budget to donate to 3PF."

Next year's PLCAA Show will be in Tampa, FL. New PLCAA Executive Director Jim Brooks seems to know how to put on a show after his experience with the Golf Course Superintendents Association of America.

—Bruce Shank

EQUIPMENT

Toro doubles sales of snow equipment

The snow equipment business, which almost brought The Toro Company to its knees two years ago, is rebounding.

Recently released quarterly figures show Toro more than doubled its

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Rocky contractors get ALCA help

The landscape management division of the Associated Landscape Contractors of America continued a popular service begun last year in Dallas by presenting some of the best business minds in the country for contractors in the Denver area.

The four-day management seminar in November attracted 275 contractors. The sessions were designed for middle and upper management of landscape contracting firms.

Sessions included computers, equipment, utilization, scheduling, management, and agronomics.

Certification test gets dry run

The professional image of the landscape contractor in California received a boost recently at the "dry run" of the new industry Certification Test. Members of the California Landscape Contractors Association culminated five years of work in October in Santa Rosa, site of the test.

The "dry run" took two full days of work by six examinees, six judges and the involvement of many other individuals and firms. They tested the format, execution of the procedures, organization, layout and setup of the examination.

Jerry Lambert of Lambert Associates, Santa Rosa, coordinator of the test, said, "Until now the standards for a landscape construction worker have been several summers digging trenches for pipe and holes for plants. With the fantastic success of the Dry Run field test, however, certification will be a reality for our industry in 1984, meaning that new standards for the skills and knowledge of its work force will be established."

The field test included 13 phases of the hands-on examination including: Plan Reading, 30 minutes; rototilling, 30 minutes, tractor-loading, 30 minutes; Irrigation Installation, one hour; grading and drainage, 30 minutes; Trenching, 30 minutes; Plant Layout, 30 minutes; Tree Planting and Staking, one hour; Install Controller and Wire Valves, one hour; Mow Strip, two hours; Brick on Sand Patio, two hours; Sand Box with Cap, two hours; and Seed and Sod, two hours.

LAF switches to ASLA staff

The Landscape Architectural Foundation, a non-profit research, educational, and scientific organization serving landscape architects, is now managed by the staff of the American Society of Landscape Architects. LAF decided not to renew the contract of Robert LaGasse after reassessing its management needs. At one time, ASLA and LAF were managed by LaGasse.

The headquarters for LAF will be the same as ASLA, 1733 Connecticut Ave., NW, Washington, D.C. 20009.

Mastick is new IPA president

Irene Mastick, Foliage Plant Systems, Pine Brook, NJ, has been elected president of the Interior Plantscape Association. Mastick was elected at the group's annual business meeting in October.

Stan Winchester is immediate past president of the group.

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sales of snow equipment in the period ending October 28. As before the snowless years, snow equipment sales represented nearly half of Toro's sales.

Toro is still reporting a loss overall, but the loss has been reduced by two thirds, from \$2.7 million in 1982 to 750,000 in 1983 for the quarter.

Other bright spots in Toro's sales were a doubling in consumer lawn equipment sales and nearly a 50 percent gain in irrigation sales. Professional turf equipment sales were down nearly a third and represented slightly more than ten percent of the company's sales.



New Lakeshore Headquarters

Last minute construction underway in November at the new headquarters for Lakeshore Equipment and Supply, in Rocky River, OH.

Rocky River was the first home of Lakeshore, when it was strictly a distributor to local golf courses and nurseries. Its territory has grown rapidly as has its staff and manufacturing.

Today, it has manufacturing facilities in Florida and Wellington, OH, as well as a warehouse in Elyria, OH.

CHEMICALS

BFC becomes NOR-AM changes address

BFC Chemicals Inc., manufacturers of Powder Blue and Blue Chip fertilizer and Turcam insecticide, has changed

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UPDATE

Harper's Ferry drowns in debate

The Harper's Ferry bill, called an environmental want list by industry, was thrown out by a House subcommittee as the core for amendments to the Federal Insecticide Fungicide Rodenticide Act. The House will prepare a totally new bill to package changes in FIFRA. This action will delay amendments to FIFRA until this spring.

Both new EPA Administrator William Ruckelshaus and Edwin Johnson, director of pesticide programs, have said most changes to FIFRA can be handled without more regulations and the rest should wait until new assistant administrators were in place, the staff has had time to size up current legislation, and the Supreme Court data compensation case brought by Monsanto is settled.

The new goal for FIFRA amendments is May. Congressmen are stating further delays are unacceptable.

OSHA backs labor's right-to-know

An employee's right-to-know the potential harm of chemicals in the workplace was affirmed in late November when the Occupational Safety and Health Administration issued a new "hazardous communications rule". Seventeen states already had right-to-know legislation.

Companies are now required, under the new rule, to conduct educational programs about the hazards of chemicals they handle. The cost to industry of the new regulation is estimated at \$600 million, mostly in manufacturing industries.

The rule requires release of trade secrets in emergency and need-to-know cases with chemicals.

EPA seeks end to Silvex hearings

The Environmental Protection Agency has asked all registrants of 2,4,5-T and Silvex to voluntarily end all uses without hearings in the wake of Dow Chemical Company's voluntary cancellation of registration in August. The agency also required each registrant to identify the source of the chemicals in a confidential statement.

Existing stocks of 2,4,5-T and Silvex will continue to be distributed and used according to the labels until depleted.

Union Carbide may join data suit

Monsanto may be joined by Union Carbide when a pivotal data compensation case goes before the Supreme Court this spring. Both companies have won U.S. District Court cases restricting use of their data by other companies for the purpose of gaining EPA registration.

Until Monsanto brought suit against Stauffer Chemical Co. and EPA for use of Monsanto's glyphosate lab data, EPA was allowing data used to support registrations to be used by competitors. Since the District Court's ruling, EPA has allowed registrations only for products supported completely by the applicant's own data or data used with permission of its developer. The law, FIFRA, is unclear on data compensation.

EPA says the Union Carbide suit should be tried together to avoid conflicting decisions.

NOR-AM from page 16

its name to NOR-AM Chemical Company as part of the buyout of the company by Schering AG of West Germany in July 1983.

NOR-AM, previously owned by Schering, is taking over the BFC operation but will move from Illinois to Wilmington, DE. The new address is NOR-AM Chemical Co., P.O. Box 7495, 3509 Silverside Rd., Wilmington, DE 19803.

George Jones, director of communications for BFC, retains a similar position with NOR-AM.

SEMINAR

Athletic turf seminars set

The National Institute on Park and Grounds Management and Park Maintenance Magazine, will sponsor two athletic turf management seminars, one in Anaheim, the other in Seattle.

Victor Gibeault, John Van Dam, Steven Cockerham, William Davis and Jewell Meyer will be the featured technical speakers at the conference March 19 and 20 at the Ramada Inn, Anaheim.

The second conference, scheduled for March 22 and 23 at the Edgewater Hotel, Seattle, will feature Dr. Roy Goss, Puyallup, WA.

Both programs will include specific information on varieties, fertilization and management, disease and pest control, irrigation and other problems found on heavily used athletic areas. Construction and renovation and case studies of areas and programs by professional managers will be on the program.

For more information, contact Athletic Turf, Box 1936, Appleton, WI 54913, (414) 733-2301. Registration is limited.

CORRECTION

In a story that appeared in the August issue, the companies that produce Rebel and Falcon turf-type tall fescues were misidentified. Rebel is a product of Lofts Seed, Inc., Bound Brook, NJ, and E.F. Burlingham & Sons of Forest Grove, OR, produce Falcon. We regret the error.