

AWARDS

70 receive AAN awards from Mrs. Reagan

The sun shown brightly on the East Garden of the White House as more than 70 landscape individuals received American Association of Nurserymen Awards from Nancy Reagan in May.

The award winners were recognized for their "significant contributions" in the area of environmental design and improvements at the 27th Landscape Awards Program. This was the eleventh time in the program's history that a First Lady has presented the awards and the seventh time the event has taken place at the White House.

Mrs. Reagan apologized to the crowd of around 300 for being late, "but my son called from California, and you know how that can be."

After Mrs. Reagan's brief opening remarks, Robert F. Lederer, executive vice president of the AAN, praised the award winners' contribution to landscaping and Mrs. Reagan for consenting to present the awards.

"When the American Association of Nurserymen was formed, 109 years ago, a newspaper editorial said, 'It is

right that everyone who can be induced to plant a good, honest tree and pay for it should be coerced into doing it,' " said Lederer, "These ladies and gentlemen you will be meeting are here because they have planted 'good honest trees.' "Recipients of the awards represented the sponsors, landscape architects and installation firms responsible for 21 environmental landscaping projects in 17 different areas of the nation. The outstanding feature of these projects, according to the AAN, is their positive effect on the quality of life in their communities.

Following the awards ceremony, guests were treated to a reception in the State Dining Room.

Following the White House reception, another reception was held at the JW Marriott where Secretary of Agriculture John Block and his wife, Susan, were guests of honor.

"I'm going to count each and every one of you as farmers because I need all the farmers I can get," Block joked. He praised the industry for its many contributions.



First Lady Nancy Reagan looks on as American Association of Nurserymen Executive Vice President Robert Lederer gives the opening remarks at the recent AAN awards ceremony at the White House.



Strategy session

The Pesticide Public Policy Foundation board met recently to discuss strategies to organize support for the national use of pesticides. Pictured from left are Bob Felix of the National Arborist Association, Inc.; Bob Bartlett of Bartlett Tree Experts; and David Dietz, PPPF executive director. Dietz reported that the PPPF hotline receives eight to 10 calls a day from professional pesticide users around the country asking questions about how to fight pesticide legislation in their area. For further information about PPPF, write or call 1270 Chemeketa St., NW, Salem, OR, 1-800-GET-PPPF.

CHEMICALS

Ciba-Geigy to sell part of ag division

Ciba-Geigy Corp., Greensboro, NC, will sell its home and garden chemicals production business.

Emilio J. Bontempo, vice president, marketing, of the division, said marketing consumer-oriented products does not fit the long-range plans of the division, which is primarily engaged in the production and sale of agricultural chemicals and seed.

The home and garden business has been operated as a part of Ciba-Geigy's Agricultural Division since 1960. It sells herbicides and insecticides under the Spectrum trademark through various types of retail outlets. Last year the unit's sales of home and garden products produced \$19 million in revenues.

Bontempo didn't reveal the asking price for the business.

INDUSTRY

Lesco files for initial offering

Lesco Inc. filed in May with the Secu-

SHARP



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The agile HUSTLER 261 with BAC-VAC grass vacuum precisely cuts, trims and vacuums turf in one operation. When full, the 16-bushel capacity hopper empties with the release of a single lever. You never leave the driver's seat and in moments you're back mowing again.

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A spinner device gives visual indication the hopper is full. Then an "easy-to-reach" lever lets you empty the 16-bushel capacity BAC-VAC without ever leaving your seat.

There are six HUSTLER models ranging from 18 to 32 hp with a host of attachments to meet year-round needs.

rities and Exchange Commission for an initial offering of 650,000 common shares expected to be priced at \$11 to \$13 each.

"The number one reason for going public is that it gives a company another way of raising money—equity financing," said Jeff Jones of McDonald & Co., Cleveland, OH, which is managing the underwriting group.

"A company's got to do a pretty good job of impressing us about its ability to be profitable and to grow for us to consider them," Jones continued. "This also gives them more visibility in the marketplace and gives them a value. They've gotten to the point—almost \$400 million worth of sales a year—that equity financing is a nice alternative to bank financing."

EQUIPMENT

Computer streamlines Jake's parts delivery

The turf industry's first computerized system that links distributors with an equipment maker to speed delivery of spare parts and finished goods is now on stream, according to Jacobsen Division of Textron, Inc.



Called REACT (Remote Entry and Customer Order Tracking), the new data system operates over telephone lines to reduce order entry time from sometimes days by mail to less than 30 seconds.

Besides swiftness, Jacobsen's Customer Service Manager Jerome H. Bektter says, "It's far more accurate, allows for fast order verification and eliminates slow and tedious paperwork."

Distributors in the REACT network have a portable desk top Epson computer with integral keyboard for entries and video screen for simultaneous display of data input. They also have printer and telephone modems that, respectively, lets them gener-



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ate hard copy and transmit orders to Jacobsen.

Betker reports that since being introduced six months ago, nearly 50 percent of Jacobsen's U.S. distributors are now part of the REACT network with the remainder coming on stream according to the plan.

“With spare parts being of vital importance to turf and grounds care people, we wanted to assure rapid delivery using the best techniques modern computer technology has to offer,” Betker said.

TURFGRASS

Heart attack claims U of C's Youngner

Dr. Victor B. Youngner, professor of agronomy at the University of California, Riverside, died April 18 of a heart attack. He was 61.

Youngner was well-known in the turf industry for his work with zoysia grass. This year, another one of his zoysia's, El Toro, will be released.

A native of Nelson, MN, Youngner received his B.S. degree in horticulture, ornamentals and landscape design and his Ph.D in plant breeding and plant genetics from the University of Minnesota.

In 1955, after being a flower and vegetable breeder, he went to UCLA and began turfgrass research. Ten years later he went to the Riverside campus.

“Teaching is not one of my priorities,” Youngner told WEEDS TREES & TURF shortly before his death. “I've always been a researcher.”

One of his former students and colleagues, Dr. Kent Kurtz, a professor of horticulture, Cal Poly, Pomona, said Youngner was “a great person, extremely helpful and very patient, who thought a lot of his colleagues.”

Kurtz is currently working with 12 of Youngner's cultivars.

EQUIPMENT

Deere builds millionth tractor

John Deere completed work on the company's one millionth lawn and garden tractor on May 1 at its manufacturing plant in Horicon, WI.

The millionth tractor was an 18 hp model 318.

Production of lawn and garden tractors began at Horicon in 1963 when John Deere built 1,000 units. The first tractor was a 7 hp model 110 that's now on display at the Smithso-

UPDATE

EPA registration holdup lags

At presstime, there still is no decision from the Supreme Court on the Monsanto/EPA data compensation case. This one case, heard months ago by the Court, is slowing registration of new uses and pesticides.

Chemical companies are not satisfied with the way EPA law judges have been figuring compensation from "me-to" registrants to data originators. EPA has told the Court data submitted for registration purposes becomes the property of EPA and not the applicant. Meanwhile, registration applications based upon data developed by companies other than the applicant, are frozen and some previous "me-to" registrations are being nullified.

Chemical companies want protection for the years and millions of dollars they spend to get a chemical to market. One ray of hope is a bill by Representative Michael Glickman (R-OH) which, if passed, could add five more years of patent protection for chemicals. This will make up for patent years lost in the EPA registration process and is supported by the National Agricultural Chemicals Association.

Groundwater causes new testing

Concern over groundwater contamination is the reason EPA asked recently for additional data on 84 pesticides, including many landscape herbicides, fungicides and insecticides.

Chemical companies without this data, may have to perform up to eight additional tests to keep their products registered.

Environmentalists are pushing EPA to fill gaps in pesticide data. EPA Assistant Administrator for Pesticides and Toxic Substances Dr. John Moore expects nearly ten percent of the pesticides needing more data will be voluntarily cancelled.

Moore said products with poor groundwater test results will face geographic restrictions and companies failing to supply the new data will find it hard to obtain registration for new uses.

Local pesticide regs get bounced

Some local pesticide laws are being struck down in Court on the basis pesticide regulation is limited to state and Federal agencies.

The Pesticide Public Policy Foundation (3PF) has revealed laws in Brooklyn, NY, requiring application permits, and in Mendocino County, CA, banning aerial applications, were struck down by Appellate Courts.

These early rulings will set precedent for future decisions. 3PF, which keeps track of pesticide legislation nationwide, believes local agencies are too political and only state and Federal agencies are empowered to regulate pesticides. Those confronted with pesticide regulatory problems can contact 3PF by calling 1-800-GET-PPPF.

nian Institute in Washington, D.C.

It took the company 14 years to reach the half-million milestone on Jan. 12, 1977, but only seven years to build the next half million tractors to reach the one million mark this year.

Mark Rostvold, director of consumer products marketing at John



Deere, said the rapid increase in production numbers results from several trends.

"We're designing more kinds of mowing equipment today to provide greater versatility and a wider selection of features and prices. In the late 1970s we offered only one model lawn tractor for example, while today we have seven.

Raymond E. Gregg Jr., general manager of the Horicon Works, said that the factory has grown with increasing sales.

"Plant area has increased by 81 percent and average yearly employment has more than doubled over the years. The Horicon Works has become one of the most profitable factories in the John Deere system, while becoming the largest manufacturer of lawn and garden tractors in the world."

TREES

Arboretum curator retires from Secrest

John E. Ford, curator of the Secrest Arboretum, Wooster, OH, retired in February.

Ford remains an active member of a number of professional organizations. These include the Society of American Foresters, American Horticulture Society, American Association of Botanical Gardens and Arboreta, Ecological Society of America, Holly Society of America, and National Audubon Society.

In 1976, Ford was one of the 200 U.S. citizens selected by the Royal Horticultural Society of England to receive a Fellowship in the Society in honor of the American Bicentennial. Those selected were eminent horticulturists, botanists or representatives of leading American horticultural institutions or organizations.