

Merger Mania: Landscape Suppliers Involved

The big news this winter has been the number of mergers, many of which could impact the turf and landscape market.

The most recent negotiations were between Diamond Shamrock and Occidental Petroleum. The merger, which was cancelled, would have combined the oil and gas reserves of the two large companies. Diamond Shamrock is partner with Showa Denko, a Japanese chemical company, in SDS Biotech, manufacturer of Dacthal and Daconil.

In other recent negotiations, NOR-AM Chemical Company, Wilmington, DE, has made an offer to purchase the Plant Health Business of Upjohn, according to Leo Ekins, president of NOR-AM and David Phillipson, vice president and general manager, Agricultural Division, of the Upjohn Company, Kalamazoo, MI.

Included in the transaction are the Actidione line of fungicides for turfgrass, lawns, and ornamentals; Botran, fungicide for edible and ornamental crops; Enide, preemergence herbicide for tobacco, edible and ornamental crops; and BAAM, Upjohn's brand of amitraz, a miticide/insec-

ticide for pears and other crops.

NOR-AM manufactures and sells a wide variety of agrochemicals and specialty chemical products, including lines in the turf and ornamental areas. The Upjohn products will reportedly be marketed and distributed in accordance with NOR-AM's sales and marketing policies.

A third merger discussed has been an unsolicited offer by Chicago Pacific Corporation to pay \$43 a share in cash for Textron Inc. But, the offer was not received enthusiastically in the Textron board room. Textron is the multi-faceted industrial concern based in Rhode Island. Jacobsen is one of its divisions.

Textron Chairman Robert P. Straetz said his company would be "better served" if it remained independent. Textron responded to Chicago Pacific's offer by retaining a New York law firm which has been successful in designing aggressive defense tactics to potential take-overs.

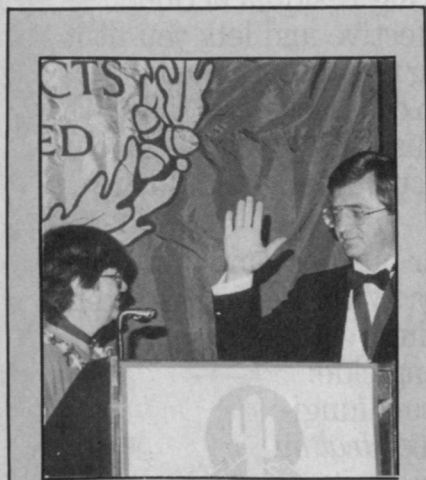
Chicago Pacific is a new company, the successor to the Chicago, Rock Island & Pacific Railroad Company which filed for bankruptcy protection in 1975 and was operated by a court-appointed

trustee the following four years.

Mergers previously reported in *Weeds Trees & Turf* are the pending combination of International Harvester's Agricultural Equipment Group and Tennaco, parent of J.I. Case, and Chevron's purchase of Gulf Oil. Both instances have possible repercussions. Many IH and Case dealerships are being combined, leaving existing dealerships for other companies to exploit. Chevron is selling assets to pay for its leveraged buyout of Gulf. Inside word is that Chevron, parent of Ortho, has plans for the exterior and interior landscape industries. Also, since Ortho has shelf position at garden centers equal or greater than Scott or Burpee, it may invest in expanding its garden center and discount store position.

Changes at Velsicol and Estech are also possible, with negotiations and financing arrangements changing weekly. Velsicol has new products for turf it is preparing to launch, as does Estech, which has a plastic-coated urea called Meister ready for market.

Keep reading *WT&T* (or the *Wall Street Journal*) for up-to-date information.



New ASLA president

Robert H. Mortensen is sworn in as president of the American Society of Landscape Architects by past president Darwina L. Neal at the organization's annual meeting recently in Phoenix. Mortensen will serve a one-year term.

INDUSTRY

Landfill woes threaten Long Island industries

Finding places to dump landscape debris has long since passed the headache stage in Long Island, NY, prominent Green Industry spokesmen there tell *Weeds Trees & Turf*.

It's a problem that's not likely to be resolved quickly or inexpensively these same spokesmen fear.

With local associations eyeing their war chests and threatening to initiate political action committees, the problem could easily spill into the political arena.

The heart of the problem is the state-mandated closing of all landfills in densely populated Nassau and Suffolk Counties, and the inability of Green Industry leaders and government officials to hammer out suitable alternatives for the disposal of tons of landscape debris generated by customers of landscape and lawn businesses.

Although the sheer volume of garbage in general (the New York City skyline miles away is visible from the tops of some landfills) is part of the

problem, government agencies are concerned about the quality of ground water supplies since Long Island depends almost exclusively upon well water.

The state has given the 13 communities in the two counties until 1990 to close their landfills. Some have already been closed.

"We have been aware of this problem for several years but the landfill situation is in the critical state right now," Jon Hickey, a member and past president of the Long Island Arborists Association, says. Efforts to convince individual communities to set aside areas for the disposal of lawn and garden debris, in effect community compost areas, have so far made little headway, he reports.

"We know that with every landfill there could be an area set aside that can be used by our industry and we could help police it," he says. "We can cooperate with the various government agencies if we can find some middle ground."

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Alternatives could be costly to landscape and lawn care concerns—and their customers. Household garbage in some areas of Long Island is already reportedly being trucked 100 miles to Goshen, NY, at a cost of \$50 a ton. Long Island Green Industry businessmen are wondering how much of an additional charge, a so-called disposal fee, their customers are willing to pay to get rid of the clippings, leaves, and branches arising from the care of their properties.

"It's really a complex problem about how to charge for this," says Andrew Hanlon, president of the Nassau Chapter of the Nassau/Suffolk Landscape Gardeners Association. "We've suggested that our materials shouldn't be mixed in with garbage but be composted. Our landfill was 181 acres and now it's down to 50. When it's filled up where are we going to put it. That's the problem."

Solutions, including the reduction of the amount of fertilizers on lawns to reduce clippings, aren't likely to come easily or cheaply.

PESTICIDES

Ohio pesticide groups unite

The Ohio Pesticide Task Force and the Society to Educate Pesticide Safety (STEPS) will merge and become the Ohio Pesticide Applicators for Responsible Regulation, OPARR.

This new group grows out of concerns in various areas of Ohio over pesticide legislation, like that in Lyndhurst, OH, where the Cleveland suburb is trying to pass legislation on prenotification of pesticide spraying by lawn care companies.

At press time, plans were calling for Jim Betts, lobbyist for the Ohio Nurserymen's Association, to act as executive director. Coordinators are Betts, Lonnie Alonzo, Dr. Phil Larsen and Lauren Lanphear.

"The first priority for the OPARR is to get preemptive legislation introduced on a statewide level," notes Lanphear of Forest City Tree Protection, Cleveland. "In that respect, the situation in Lyndhurst helped, because now there's an ordinance on the books. We plan on asking the Ohio Attorney General for an opinion on the issue."

The Ohio Pesticide Task Force was created one year ago as a protective organization hoping to cut off anti-

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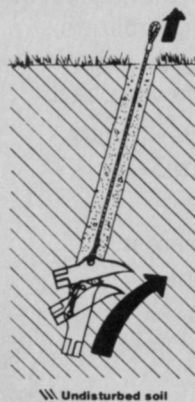
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RESEARCH

Tru-Green readying turf research site

Tru-Green, Lansing, MI, is expanding property it had used for several years for truck buildup into a new turf research and development facility. The site in Fremont, IN, just below the Michigan state line, is to include about 3½ acres of turfgrass plots.

"We will use it to evaluate materials which we use for our residential and commercial applications," says Al Turgeon of Tru-Green. Eventually the Tru-Green Turf Research and Development Facility could be used to study ornamentals, equipment, and be used for training programs as well, Turgeon says.

The facility should be ready for turfgrass research sometime this spring.

ASSOCIATION

PLCAA regional seminar date set

The Professional Lawn Care Association of America's 2nd annual Florida Regional Seminar is slated for Feb. 14 at the Orlando Hilton Inn/Florida Center.

The all-day program is applicator-oriented covering such topics as turfgrass entomology, pesticide handling and safety, a review of state laws, calibration of spreaders and sprayers, and turfgrass identification.

For further information contact Jim Brooks, executive director of PLCAA, 1225 Johnson Ferry Road N.E., Suite B 220, Marietta, GA 30067. (404) 977-5222.

EDUCATION

Davey training program offered

Davey Environmental Services is offering a two-week Tree Care/Urban Forestry Foreman Training Program to help urban foresters manage their street and park trees. The instruction is designed for municipal, state, federal and institutional foremen, top trimmers, and supervisory employees.

Program emphasis is on teaching the technical aspects of tree care and urban forestry management, safety, tree inventory and urban forestry pro-

Kent, OH, and the company's western regional office in Livermore, CA.

For more information call or write Davey Environmental Services, 117 S. Water St., Kent, OH 44240. 1-800-227-1735.

PEOPLE

Names in the news

Patrick "PJ" Lenihan, 34, is the new corporate vice president of Lawn Medic Inc., Rochester, NY. Lenihan, president of the North Carolina Turfgrass Council, had headed Lawn Medic of the Triad, affiliate subsidiary, the largest lawn care company in North Carolina. Among his first duties as corporate vice president will be overseeing the transfer and restructuring of the company's employee training programs to North Carolina from New York. He is a University of Virginia graduate.

Word comes that Lebanon Chemical, Lebanon, PA, has three new salesmen. They are **Andrew Cinque**, New York, NY, **Greg Senst**, Janesville, WI, and **James Walsh**, Blue Island, IL.

The Ohio Turf Foundation honored Lesco chairman and co-founder **Jim FitzGibbon** with its "Man of the Year" designation this past December. Lesco is based in Rocky River, OH.

Other "Man of the Year" honor winners were announced on the West Coast recently. **Jerry Lambert**, Lambert Landscapes, Sonoma, CA, earned the award from the regular membership of the California Landscape Contractors Association (CLCA), while **Robert Crudup, Jr.**, nursery manager for Valley Crest Tree, Sunol, was the CLCA "Man of the Year" among associate members for 1984.

In related news, **John France**, Cal-Turf, is the 1985 president of the associate member organization of the CLCA. **Alex Rosa**, Cal-Turf, Brea, is the organization's southern representative, **Bobbi Coggins**, Tree Haven, Sacramento, its northern rep, and **Rick LaMantain**, Valley Crest Tree, Sunol, the secretary. The associate member category is comprised of individuals and firms who are suppliers of products and services to contractors.

Robert H. Mortensen, of Mortensen Associates of Falls Church, VA, and Toledo, OH, follows **Darwina L. Neal** as president of the American Society of Landscape Architects (ASLA). Other national ASLA officers installed this winter include: **John L. Wacker**, Weston, MA, president-elect; **Cheryl L. Barton**, Nashville, TN,

Toro to import low-cost mowers

Toro Company President Kendrick Melrose has announced an agreement with Fielsa S.A., its distributor in Venezuela and Colombia, to manufacture homeowner lawn mowers Toro dealers can sell in the U.S. for less than \$300. The Toro Company, having returned to profitability, wants to capture part of the low-end mower market.

Ransomes switch good for Texas Co.

When Ransomes bought Bobcat from Wisconsin Marine a few years ago, a big problem arose. Distributors, like Goldthwaithe's in Texas, found themselves carrying competing product lines. Ransomes had to locate new distributors.

They found Chemical & Turf Specialty Co., Inc. in Garland, TX, to take over Goldthwaithe's territory. The smile on Chemical & Turf's Sales Manager Gary McElvaney's face and the crowd at his booth during the Texas Turf Conference in December indicates the new relationship is a profitable one.

Chemical & Turf was primarily a chemical distributor until taking on Ransomes. Equipment and chemicals go together well McElvaney said. Now the company carries Turf-Vac., Myers, and other equipment lines.

DeBra stresses service over price

David DeBra, vice president of DeBra Turf and Industrial Equipment Co., Hollywood, FL, stresses service and parts over price to his customers.

DeBra says a potential buyer is wise to investigate the company's service staff and facilities. "Without trained service professionals, a service contract or guarantee from an equipment firm is not worth much," he points out.

Availability of parts is critical because down time can be disastrously expensive. DeBra says, "If parts are not routinely kept in inventory, it should be known how long the delivery times average. It is also important that a firm can get the right parts and not just make-shift ones."

The final guideline, according to DeBra, is to look for an established firm. "A firm that has been around for a while will have the most to offer," he says. "Its relationship with manufacturers and parts distributors will be better and its staff is usually more experienced."

New Jersey honors Des Champs

Paul Des Champs, president of Storr Tractor, was honored by the New Jersey Turfgrass Foundation as 1984 Man-of-the-Year during the New Jersey Turf Expo held in Atlantic City in December. Des Champs has been a strong supporter of the Foundation for nearly two decades.

UPDATE

Lawn spray law vetoed by mayor

A Lyndhurst, OH, resident said it best while voicing his support of a veto by that city's mayor of a council ordinance regulating lawn care companies, "People are also allergic to dust and dirt. If we have a law for every allergy we'd regulate ourselves out of existence."

The Lyndhurst ordinance, and one in Wauconda, IL, are being watched closely by experts as local governments and the justice system set precedents regarding pesticide applicators. The Lyndhurst ordinance would have required lawn care companies to register with the city each year and disclose the generic names of chemicals they use. The companies would also have to notify individuals who pay \$5 to be on a list when they treat an adjacent property. The council voted 4 to 3 in favor of the law in December. The mayor was silent about the law until he surprised council with a veto in January. The council did not have the votes to override the veto.

The ordinance was directed only at lawn care companies. Chemlawn and other companies called the ordinance discriminatory.

The Wauconda law, which is being challenged by the Pesticide Public Policy Foundation(3PF), requires applicators to post signs for 72 hours after treatment. 3PF contends the city of Wauconda does not have jurisdiction over pesticide applicators since that is covered by state and Federal law. It also questions why such a law does not apply to homeowners who treat their lawns.

USDA wants more say with EPA

The U.S. Department of Agriculture wants to turn back the clock on pesticide legislation to when it had a bigger say in pesticide policy making. USDA has asked for changes in EPA's rule review process to require EPA to consult USDA before decisions are finalized. Current laws only provide USDA with the right to comment on agricultural impact of EPA's proposed rules.

In the early 70's USDA and the Department of Interior lost authority over pesticide regulation when EPA was created to take over. Now USDA wants some of its old power back.

Arborists block hearing rule

The lobbying ability of the National Arborist Association was successfully tested recently when it convinced Congress to stop development of The Hearing Conservation Amendment. Complying with the amendment would have cost arborists more than \$2 million according to NAA Executive Vice President Robert Felix.

Congress said the intent of the amendment is currently satisfied under OSHA's existing charter to protect workers from hearing damage at work.

vice president; and Randall B. Fitzgerald, Denver, CO, vice president.

The ASLA honored author and educator **Ian L. McHarg** with the 1984 ASLA Medal, the organization's highest award. McHarg is a professor at the University of Pennsylvania. And **Raymond L. Freeman**, Chevy Chase, MD, picked up the 1984 ASLA President's Medal.

Tom Presney, named outstanding park and recreation student in Wisconsin in 1978, is the new superintendent of parks in the city of Janesville, WI. Presney, 27, served as a park ranger at Grand Teton and Yellowstone and park manager at Blackhawk Lake Park, Dodgeville, WI, after graduating from the University of Wisconsin-Stevens Point.

Oregon State University senior **Forrest Goodling**, Portland, recently received a \$500 turf scholarship from TUCO division of the Upjohn Company. Goodling is studying turf management.

And some sad news in the Green Industry.

Prominent golf course architect Ellis Maples died Dec. 7. He was 75. He designed more than 70 golf courses in the Southeast and served as president of the American Society of Golf Course Architects in 1974. He was a life member of the PGA and a member of the GCSAA.

Elmer J. Merz, former executive secretary of the California Association of Nurserymen (CAN), died Dec. 5. He was 85. He began as CAN's executive secretary in 1948 and served in that post 21 years. After 10 years as legislative consultant for the CAN he retired in 1979 to celebrate his 80th birthday.



Jacklin honored

Doyle Jacklin, right, marketing manager of Jacklin Seed Company, receives Idaho's highest award from Governor John Evans. Jacklin Seed of Post Falls, ID, received the award for its contributions to the State of Idaho and the national economy through export sales of Idaho products and services.