

Lure of OPEI Show grows, 100 new exhibitors to court buyers

The phenomenal momentum established by the first International Lawn Garden & Power Equipment Expo last year in Louisville continues unabated. More than 100 new exhibitors will court the 10,000 plus distributor/dealer buyers in Louisville this July 29-31. Nearby hotels are already booked up for the second show that boasts outdoor demonstration areas as well as air-conditioned indoor exhibits.

A fourth national association has endorsed the show, the Portable Power Equipment Manufacturers Association. The Outdoor Power Equipment Institute sponsors the show and the National Equipment Servicing Dealers Association, the Engine Service Association, and now the PPEMA endorse and promote the show.

Chemical manufacturers have now discovered the show and will play a growing role in it.

Interested distributors or exhibitors can contact The Kentucky Fair and Exposition Center, P.O. Box 37130, Louisville, KY 40233.

400 Case/IH dealers on the block

International Harvester and J.I. Case dealers in the same town are competing for more than business this winter, they are competing for the one dealership that will remain this spring.

Case dealers are basically short-line dealers who carry other short lines to round out their product mix. The new Case/IH dealers will be full-line, meaning competing short-lines will be dropped. But, the strongest distributor in the area, whether Case or IH, will be chosen.

The consolidation of Case's 650 dealers with IH's 1,400 dealers may shake up more than Case and IH dealers. Being one of 400 losers may not be all bad. Other agricultural equipment manufacturers are carefully comparing the Case/IH losers to their own local dealerships. One company's loss may be another company's gain, and who is going to sell the short lines dropped by Case?

Meanwhile, Deere is adding dealers, making a profit on reduced production, and its industrial division increased sales 37% in 1984. Allis Chalmers is looking for a mate, maybe Germany's Deutz or Canada's Massey Ferguson. The local IH dealer may be a Ford or Deere dealer by this summer.

In-the-Middle covers the turf and landscape distributor and dealer. Distributors are invited to send news items to Weeds, Trees & Turf, 7500 Old Oak Blvd., Cleveland, OH 44130.

Because of the questions hanging over the highly toxic MIC, production of chemicals like Sevin and Zectran (for ornamentals) has halted. Arnold says future availability of chemicals using MIC in the production process will depend on how soon Union Carbide can resume production.

Other pesticide manufacturers are strongly considering alternative methods of making certain products, following on the heels of the Indian mishap.

"This nation faces a quiet, but deadly crisis in the millions of pounds of hazardous air pollutants emitted each year, many of which are as toxic as MIC," Rep. Henry Waxman of California has said. Waxman is chairman of the House Energy and Commerce Subcommittee.

Looking to the future of pesticides, the representative of one manufacturer said, "Certainly there's a lot of thinking going on about alternatives to methyl isocyanate but it's too early. We don't know what's going to happen."

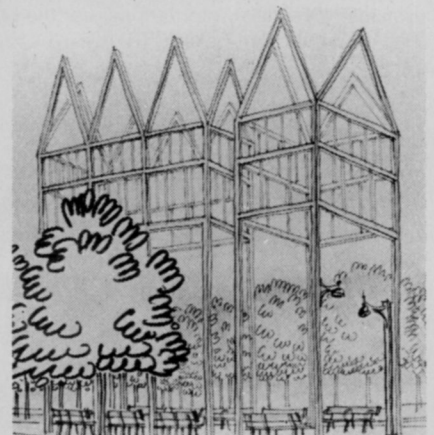
PARKS

Bronx parkway to get facelift

Architect Phillip Wild is anxious to see the design he worked up for the entranceway to the Pelham Parkway in New York implemented in coming months. Wild's design—a steel frame pavilion surrounded by suitable shrubbery and plantlife—was chosen over 50 other conceptions, and earned the 28-year-old New York architect \$2,000.

"The pavilion resembles the profile of a house as a reminder that the Pelham Parkway is a community of homes," Wild says. "It addresses the small scale issue of providing a functioning neighborhood park and the large scale issue of providing local identity."

Wendy Fleischer, who administered the contest through the not-for-profit Neighborhood Initiatives



Wild's design for the pavilion