

by the Editorial Staff, *Weeds Trees & Turf* magazine

Videotaped landscape tips

A new videotape seminar for landscape maintenance contractors—"How to Make Money in the Landscape Maintenance Business"—is available from The Idea Bank of Tempe, Ariz.

The 2½-hour program, developed from a slide-illustrated presentation recorded by Joe Marsh for the National Landscape Association's annual conference, is designed exclusively for owners and managers of landscape maintenance firms.

The topics include: how to find and train new employees; saving money on equipment maintenance; how to lower your labor costs with chemicals and specialized equipment; and organizing your company for profitable growth.

Marsh includes information gained from 10 years experience in landscape maintenance. The videotape seminar is available on two VHS cassettes.

Drought woes when it rains

The rains came, and all's well (or at least almost so) in the Delaware River basin. But the New Jersey green industry, which suffered its second drought in five years, still isn't convinced it dealt with the resulting state-imposed irrigation restrictions as well as it should have.

"What it has done is open our eyes," says Ed Walsh of the Ridgewood Country Club. Walsh is a member of the Golf Course Superintendent's Association of New Jersey (GCSANJ) which, during the '81 drought, combined with the state golf association to put a lobbyist in Trenton.

The lobbyist "was extremely helpful" getting the golf industry's views heard during this spring's crisis, golf interests tell WT&T. Even so, at the height of the drought, irrigation of golf courses, considered a "non-essential" use of water, was cut back 75 percent.

"Politics are politics," says Walsh. "We've got to get the right club members and politically influential people to listen now before it becomes a problem again."

Look for GCSANJ and other regional associations to shore up and strengthen political bridges in the face of recurring droughts.

Dwindling numbers concern prof

A drop in the number of college landscape architecture majors is creating a potential shortage of personnel in years to come, says Jot Carpenter, landscape architecture professor at Ohio State University.

Carpenter, writing in the Ohio Chapter of the American Society of Landscape Architects (ASLA) newsletter, says national enrollment figures show a marked decline since 1982.

"At a time when demand for entry level candidates is higher than ever before, such a decline should be of concern to us all," Carpenter says. He adds that a concerted recruiting effort, aimed at quality high school seniors, is needed to make students aware of the "exciting opportunities" in the field.

He faults the Reagan administration for the shortage. "The administration is very anti-environmental," he tells WT&T. "The environment is simply a dead issue," and enrollment in the environmental science fields is declining as a result.

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