

## LANDSCAPE MANAGEMENT

### TREES

# Popular 'Treaty Oak' faces uphill struggle for survival

AUSTIN, Texas — The probable destruction of a 500-year-old oak tree has caused an outpouring of sympathy from 48 states and 18 countries.

"Cards and letters from all over the world cross my desk," says Austin city forester John Giedraitis. "They all have the same theme: get well soon."

Those affections, however, apparently have not been enough to save the venerable "Treaty Oak."

The tree rests in Caldwell Treaty Oak Park. Paul Cullen, an alleged occultist, is awaiting trial for its poisoning. He faces a possible sentence of up to 10 years in jail and a fine of up to \$10,000 for criminal mischief, a felony.

"All over the world, people are watching this," says Giedraitis, who—more than anyone—has been flooded with phone calls from newspapers, magazines and the electronic media. "Right now, this is the most famous tree in the world."

The tree's plight has been followed by the *New York Times*, *USA Today* and the Associated Press. Giedraitis himself has appeared on ABC-TV's "Good Morning America."

Unfortunately, the tree is dying a slow death.

Soil samples indicate a massive poisoning from an overdose of DuPont's Velpar herbicide, which penetrated as far as three feet under the soil surface.

Giedraitis has worked on advice from scientists at DuPont and tree experts from all over the country (including Dr. Jack Siebenthaler of the American Society of Consulting Arborists) to save the tree. Most recently, 18 irrigation heads that pump spring-water around the crown were installed to sterilize the soil.

"Tissue samples indicate the level of poison going down," Giedraitis says, "but it's not going down fast enough. It's kind of like a race we're losing."

"The tree is dangerously close to the end, even though we really won't know until next spring."

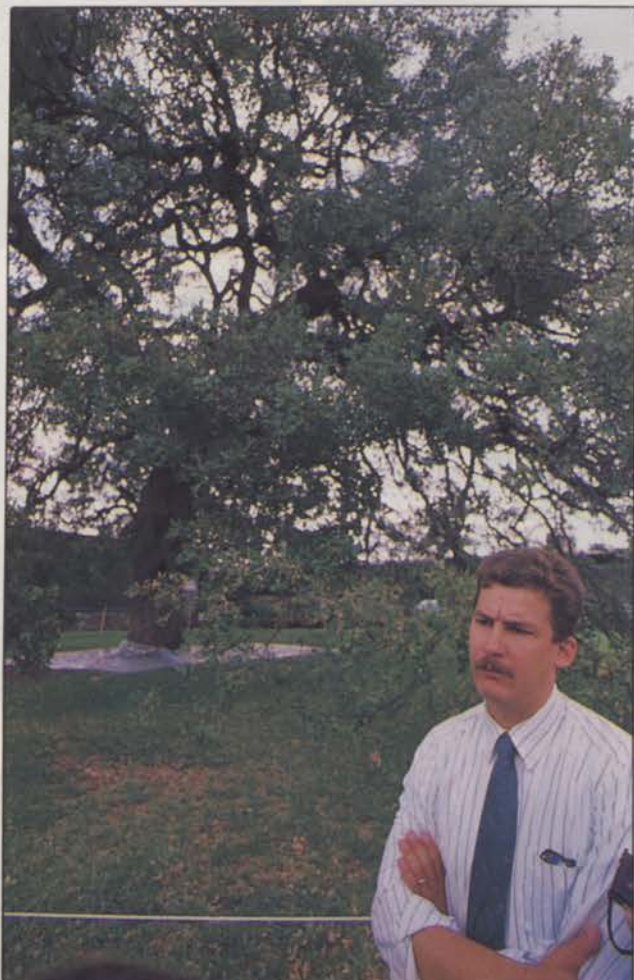
He notes that tests indicate good starch reserves in the root system. "We're hopeful the carbohydrates will move up the stem into the remaining buds," he says.

More than \$63,000—most of it donated by billionaire industrialist H. Ross Perot—has been spent to save the massive tree. The total bill is expected to reach \$75,000, Giedraitis says.

The City of Austin bought the Treaty Oak from Earl Caldwell Sr. in 1937 with donations from the city's schoolchildren.

Since that time, Caldwell's Landscape Service Company has pruned it free of charge. The company is now under second-generation ownership.

The original Caldwell's



John Giedraitis has done everything possible to save the "Treaty Oak," an endangered Austin historical landmark. (Photo by Mike Boroff of the Austin Statesman-American)

son, Earl Jr., says he's kept his company out of the media spotlight because of its love for the tree.

"It's a very sad thing," notes Earl Jr. "It was a magnificent tree. Now it's dead, (the victim of) a demonic

act by a mentally deranged person."

Adds Giedraitis: "That shadowy figure sealed the fate of the tree. But the real story is the outpouring of love and affection by people all over the world." □





The Expedite system, shown here, eliminates almost all chances for accidents, according to landscapers who use it.

INDUSTRY

## Biotech, safety are keys to 'good life'

ST. LOUIS — Biotechnology will play a bigger role in the lives of Americans and the green industry as they approach the year 2000.

This is how management at the Monsanto Company feels, according to Dr. Mike Montague, manager of research operations.

"Biotechnology is a quantum leap that ranks with the development of atomic and computer technology in this century," Montague told a group of reporters assembled at Monsanto's Chesterfield, Mo., research facility. "Biotechnology will have that kind of impact on our lives. And we

have bet the company on it."

Monsanto spent \$150 million to build its one million square foot facility that includes twenty-six 2600-square foot greenhouses.

"Congress and the administration is seeing that, for the U.S. to preserve its way of life, biotechnology

and other technologies are absolutely critical," Montague noted. "Total value of biotechnology-based products could easily be \$100 billion by the year 2000."

In keeping with its goal of producing environmentally-sound products, Monsanto came out with its

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INDUSTRY

## Pesticide manufacturers to pursue lawn, landscape pros

FAIRFIELD, N.J. — Lawn care operators, golf course superintendents, landscapers and other professional turf managers are being vigorously pursued by pesticide and fertilizer manufacturers.

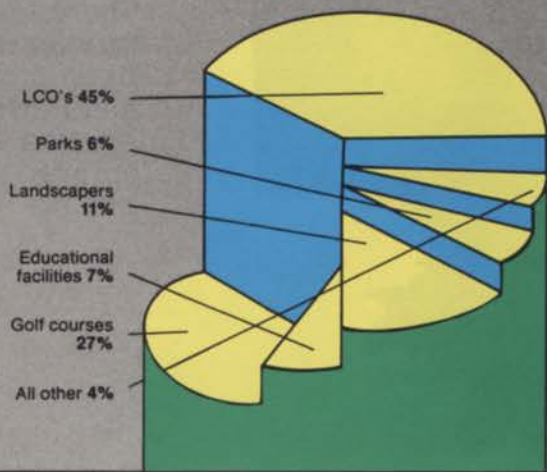
A recent study by C.F. Kline & Co. says manufacturers are being spurred on by profit incentives rather than market expansion or market size. Kline reports that 1988 sales to turf managers were about \$780 million, much lower than the total U.S. consumption of \$10 billion. However, sales to the specialty markets are contributing almost as much to company pro-

fitability due to lower development and selling costs.

Lawn care operators represent the industry's largest end-use segment, responsible for nearly 45 percent of fertilizer and pesticide sales. Golf course sales are second at 27 percent, and landscapers third at 11 percent (see chart), according to Kline & Co.

The report says competition will get stiffer, and acreage maintained by turf professionals will grow slowly. Manufacturers will increase sales only through the success of new products that chip away at competitors' market shares. □

### 1988 U.S. CONSUMPTION OF PESTICIDES AND FERTILIZERS BY PROFESSIONAL TURF MANAGERS





## Death claims Brickman Industries' founder Theodore Sr.

LONG GROVE, Ill. — The year 1989 has claimed its second landscaping giant with the death of Theodore W. Brickman Sr.

Brickman, founder of the award-winning Illinois-based landscape firm that bears his name, passed away at 82 years of age on Aug. 2. Though he had been inactive in the company for the last 15 years, he remained Chairman of the Board until his death.

The Brickman Group Ltd. bills itself as the country's largest design-build and horticultural management organization. It is now owned by Theodore "Dick" Brickman Jr.

"He was kind of a spiritual leader up until about a year ago," says Dick. "Even though he was largely inactive, there's still an emptiness."

The senior Brickman, a native of Ontario province,



T.W. BRICKMAN, SR.  
1907-1989

Canada, founded the company in 1939. Though it was not in operation during World War II, it rebounded and blossomed in the 1960s and 1970s. Its seven offices now serve the Midwest and eastern corridor from Boston to Florida. The company has won more than 100 national, regional and local awards for its landscapes.

"From day one, he and I became equal partners," Dick remembers. "As a father, he was willing to step back and let us younger people take the reins. I hope I have as much wisdom when it's time to let the younger people in our organization step in for me."

Further remembering his senior, Dick notes: "(My father) lived a good, full, useful life and touched a lot of people."

Earlier this year, death claimed John Moulder, one of the founders of Moulder Brothers Inc., a California landscaping giant. □

### BIOTECH from page 11

Expedite pesticide application system earlier this year.

"Expedite fits strategically into our philosophy," says Dr. Dave Duncan, director of greens business.

The Expedite system includes various herbicides and an exclusive "lance" manufactured in England which will be distributed worldwide by Monsanto.

"We believe we can reduce pesticide exposure (to the applicator) substantially," notes Monsanto district manager Jerry Steiner.

"And the hand-held unit is just the starting point."

Adds Dr. Duncan: "Expedite will fuel the (Monsanto) machine for more new products. It's very critical to our plans."

Landscape managers sold on Expedite include Vicki Phillips of the St. Paul (Mo.) Department of Parks and Recreation and Paul Norman of Washington University.

"Expedite is just amazing," Phillips says. "You hook it up, you put it on your back and you go." □

*New*

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