

NEWS BRIEFS

NRVMA AWARD WINNERS...The National Roadside Vegetation Management Association presented its 1990 awards during its annual meeting in Albuquerque, N.M. The awards are given annually for exceptional performance by state, city and county highway departments. Accepting the awards for their respective departments were:

- **Roy L. Smith**, Texas State Department of Highways and Public Transportation;
- **James Mathews**, Orange County (Fla.) Highway Maintenance Department;
- **Dempsey Benton Jr.**, Raleigh, N.C.;
- **David Spatcher** of Dupont received the "Roadside Support from Industry" award.

NEW CHEMLAWN PRESIDENT...David Siegfried has been named president of Chem-Lawn. Prior to joining the Columbus, Ohio-based company, Siegfried was president of Burlington Airline Express in Irvine, Calif.

HARDER AND HARDER...It is getting more difficult to register a pesticide for use on turf, according to statistics from the Mobay Corporation, a division of Bayer USA. Speaking at the Kentucky Turfgrass Conference, Mobay's **Sue-Ann Sietz** noted that just one or two of 20,000 chemicals screened each year actually makes it to the market. "It costs a minimum of \$28 million to bring one compound to market," she noted. Sietz says that it takes eight to 18 years for a chemical to go from synthesis to sales. That includes 10 to 12 months to get federal approval on a new product. "And individual state registration is becoming a major concern," she said, noting especially tough state laws in California, New York and Massachusetts.

A CHANGE AT AAN...Larry Scovotto is no longer executive vice president of the American Association of Nurserymen, reports association president **Rick Henkel**. A successor will be named soon by the board of directors.

OAK TREE JUSTICE...The venerable Treaty Oak in Austin, Texas, received judicial standing in the courts earlier this year when Paul Stedman Cullen was sentenced to nine years in jail. Cullen was convicted of maliciously poisoning the historical tree, valued at \$46,000, last summer (see LM, Sept. 1989). According to a report in *Urban Forests*, only 20 percent of the tree's crown came to leaf this season. Some of the dead wood is being slated to become artwork and more than 80 seedlings have been propagated to ultimately replace the oak, according to city forester **John Gedraitis**.

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"This program," says Andrews, "will focus attention on the need for smaller lawn care companies across the country to actively support the national association."

Andrews is excited about PLCAA's new-member incentive programs, which he describes as "more relevant to the smaller operator." To boost membership, Andrews says

companies which join PLCAA during the Nashville show will receive a special incentive package worth hundreds of dollars. Additionally, Andrews says the association has strongly committed itself "to developing a program of member services that will bring all members true value for their membership dollar."

To register for the conference, call the PLCAA at (404) 977-5222. □

NEXT MONTH:

Our annual "State of the Green Industry" report mixes the good news with the bad news. Also:

- **Community and worker right-to-know laws and how they affect your business**
 - **Should you buy or lease large equipment?**
 - **Complete Green Industry Expo report from Nashville, Tennessee**
- (P.S. — Look for our gala January, 1991 GCSAA golf show issue.)

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