

**COALITION** from page 12 where it's expected to review an educational curriculum proposed by a committee made up of applicators, extension agents, and representatives of the Environmental Protection Agency and U.S. Department of Agriculture. Each company will review the proposed curriculum, add to or subtract from it, and meet again to determine how it will be financed.

When complete, the program will be distributed through the Professional Lawn Care Association of America (PLCAA).

The education program will not become a part of existing certification or licensing programs, says Jim Altemus of Monsanto, a coalition spokesman. "What it is meant to do is to provide a level of education below that which is required for licensing or certification. This is the one that says whomever puts their hands on an applicator hose must have at least minimum education about what they're doing."

Companies within the coalition at presstime include Monsanto, Dow-Elanco, American Cyanamid, Rhone-Poulenc, and Ciba Geigy.

"When the program is finished, it's going to be a measurable improvement—a giant step forward for the industry," says Altemus. "It also says good things about the companies involved, that we're willing to find new ways of accomplishing things."

"We're doing something that benefits society as well as protects our right to do business within a market." □

## PEOPLE

### McClure named new director of pro lawn care association

**Ann McClure** has been named executive vice president of the Professional Lawn Care Association of America by its Board of Directors. McClure succeeds **James R. Brooks**, who announced his resignation from the organization last month after serving as executive director and executive vice-president for the last seven years.

McClure was most recently executive administrator for The Irrigation Association. Prior to that, she had been director of meetings for the Associated Landscape Contractors of America.

**C. Reed Funk**, Ph.D., was presented the annual Distinguished Service Award by **Clayton Yeutter**, U.S. Secretary of Agriculture during ceremonies in Washington, D.C. June 13. Dr. Funk, of the Rutgers University State Agricultural Experiment Station, received the award "for distinguished scientific achievements in turf breeding and outstanding contributions to the turf industry and the general public."

**Stan Cichuniec** and **Dorothy Borland** were honored by the Rocky Mountain Regional Turfgrass Association. Cichuniec, supervisor at Foothills Metro Recreation and Parks District, received the "Distinguished Service Award." Borland,

owner of The Turf Expert, was selected "Turfgrass Professional of the Year."

**J. Landon Reeve IV** of Chapel Valley Landscape has been presented a plaque for meritorious service to agriculture by Dr. Francis R. Gouin of the University of Maryland. A University of Maryland graduate, Reeve is a past president of three professional nursery and landscape contractor organizations. He is also an advisory board member for the Cer-



McClure



Funk



Borland



Huff

тифициed Professional Horticulturist program in Maryland.

**Dr. David R. Huff** has joined Rutgers University as a Post-Doctorate Fellow under Dr. Funk. The Michigan native will focus on the reproductive biology of Kentucky bluegrass and fine fescue identification. Huff earned his Ph.D. from the University of California/Davis.

**Anne Langhenry** has joined **LANDSCAPE MANAGEMENT** magazine as Central States Sales Manager. She was previously marketing and promotions manager for Yamica Corp., Exeter, N.H. Ms. Langhenry will be based in LM's Cleveland, Ohio, office.

**W.R. Sauey**, chairman of Columbia ParCar, was named "Master Entrepre-



Reeve



Langhenry

neur" in a competition sponsored by Ernst & Young, the accounting, tax and consulting firm. Judged by a panel of Wisconsin business persons, Sauey was one of four entrepreneurs honored.

**Martha Lindauer** has accepted a position with The Irrigation Association as director of communications with emphasis on the association's legislative program. She had been public relations coordinator for the landscape contractor's association. □

### Corrections in Seed Pocket Guide

The seed generation and seed tag values chart appearing in the July "Pocket Guide to Turfseed" contained some inconsistencies:

- 1) The chart should have been labelled "Kentucky bluegrass seed generation and seed tag values," and;
- 2) The chart incorrectly

noted that 2.0% *Poa annua* seed is allowed in certified blue tag seed.

**LANDSCAPE MANAGEMENT** regrets the errors, which also appear in the source chart in "Turf Manager's Handbook" by Dr. W.H. Daniel and Dr. R.P. Freeborg of Purdue University. □