

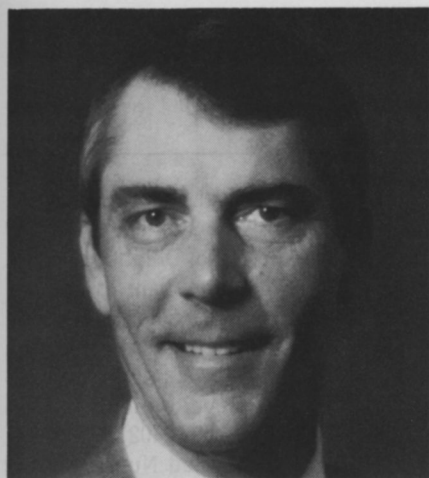
Lawn Institute changes address, executive dir.

MARIETTA, Ga.—New address for the administrative headquarters of the Lawn Institute is 1509 Johnson Ferry Rd., NE, Suite 190, Marietta, GA 30062. Phone number is (404) 977-5492 and fax is (404) 977-8205.

Taking over as executive director from Dr. Eliot Roberts, who recently retired, is James R. Brooks. Brooks, 52, was formerly executive vice-president of the Professional Lawn Care Association of America. He was also employed by LANDSCAPE

MANAGEMENT (then *Weeds Trees & Turf*) magazine and the Golf Course Superintendents Association of America.

The Lawn Institute was formed in 1955 as a non-profit corporation to assist in and encourage through research and public education the improvement of lawns and sports turf. Brooks was preceded by Dr. Roberts (1982-1992) and the late Dr. Robert Schery (1955-1982).



James R. Brooks, new at Lawn Institute

Equipment Expo revs its engines for industry pros

LOUISVILLE, KY.—Business seminars and equipment demos highlight the International Lawn, Garden and Power Equipment Expo, here July 26-28.

Nearly 550 manufacturers and suppliers are exhibiting at this year's Expo, along with an estimated 17,000 green industry professionals from the U.S. and 60 countries world-wide.

The Expo's outdoor demonstration area will again be in full swing. Prospective buyers can browse the expansive outdoor demonstration area and ride, weed-whip, chip, mow and aerate to their hearts' content, using the latest in landscape management and lawn care industry equipment.

Show organizers say the growth of the Expo has been rapid and substantial, with great gains in the number of commercial

end-users. In 1991, the percentage of dealers who carry commercial products increased 73 percent. The number of landscapers and cutters from across the U.S. increased 57 percent.

The North American Equipment Dealers Association will sponsor a 10,000-sq. ft. "Model Store," which will emphasize safety and "environmentally safe" products. There will also be what is described as a state-of-the-art, working service shop.

The seminar schedule features:

- green industry consultant Charles Vander Kooi, speaking on "Bidding with Confidence."

- Len Hays on "Expanding your Commercial Business."

Of special interest is the raffle of a Chevy S-10 Tahoe 4-door Blazer, sponsored by *Organic Gardening* magazine.

For more information, contact Andry Montgomery & Assoc., 6100 Dutchman's Lane, 6th floor, Louisville, KY, 40205, or call (800) 558-8767.

Institute examines herbicides

NEW YORK—What, use less herbicides and nitrogen on turfgrass? This may be possible if research at the Weizmann Institute of Israel pays off.

Institute scientists have developed an approach that could dramatically reduce the amount of herbicide needed to kill weeds.

When metal-binding chelators are applied simultaneously with a herbicide, the resulting synergy knocks out a weed's defenses against the herbicide. Greenhouse experiments indicate that this mixture could prevent weed growth with only 1/4 to 1/2 as much herbicide as usual. Moreover, the approach is likely to delay

the appearance of herbicide resistance by five to 15 years, the institute says.

Research projects also focus on genes that increase the efficiency of a plant's nitrogen uptake and plants that produce their own nitrogenous fertilizers. Some of these lines use 65 percent or more of the available nitrogen source, as compared to the usual 50 percent rate.

Other Weizmann research is focusing on fungi to kill weeds and eliminating cross-resistance to herbicides, making them more efficient.

For more information, contact Bernard P. Zwirn at Hill and Knowlton: (212) 697-5600.

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