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NOVEMBER 1979/VOL. 18, NO. 11

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**Cover:** Evergreens tied to prevent damage from snow. Photo by Maria Cinque.





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## VIEWPOINT

by Bruce F. Shank, Editor

### Smaller associations could use economies of a central service

This past month I spent days with leaders of both the National Arborist Association and the Professional Grounds Management Society. It is now clear to me that smaller associations may have fewer members and smaller treasuries, but their reason for being is as important as larger industry associations. Their significance is too often overshadowed by the larger groups with full-time professional staffs and sophisticated publications. As a result, association leaders who volunteer their time and energy occasionally feel less important than leaders in big associations.

Do we really need all these smaller, individual market associations? Can all Green Industries be organized and represented by the American Association of Nurserymen?

The answer to these questions may be found in the creation of our newest industry association, The Professional Lawn Care Association of America.

The lawn care businessmen who formed this group obviously felt their needs were not being met by existing associations. Furthermore, they needed a unified voice just in their industry to deal with fly-by-night operators who frequent all Green Industries, especially those in a rapid growth position.

In the first three months of existence, PLCAA created a code of ethics, circulated it to industry and consumer media, and reacted to one unsubstantiated charge from a regional sod producers association. They have promptly moved to guard their reputation as ethical businessmen and to show that their service is as vital to the Green Industry as any other.

Therefore, it is clear the existence of PLCAA is justified, as is the existence of other associations created to meet the needs of specific market segments.

At the same time we need to take care of the industry overall and to make association membership reasonably affordable.

Directors of landscape, arborist, and nursery associations meet periodically as a council. All national industry associations should take part in this council.

Perhaps one of the problems this council should discuss is the problem of paying for numerous association memberships. Due to rising costs, both the member and the association are financially pressed for funds. Individual membership associations are feeling the pinch the most.

### There is a need for specific market associations and an overall organizational body.

The subject of associations and membership needs vast attention. There are many aspects to explore, such as interassociation cooperation, representation in governmental affairs, and joint sponsorship of industry research and development.

As there is a need for the specific market association, there is need for an overall organizational body. This organizational hub could economically provide association needs such as printing, billing, and technical data. There are many things it could do to organize, support, and direct the flow of industry resources for the benefit of all markets.

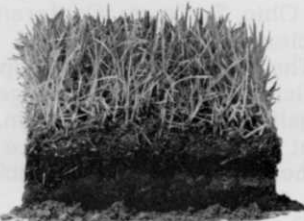
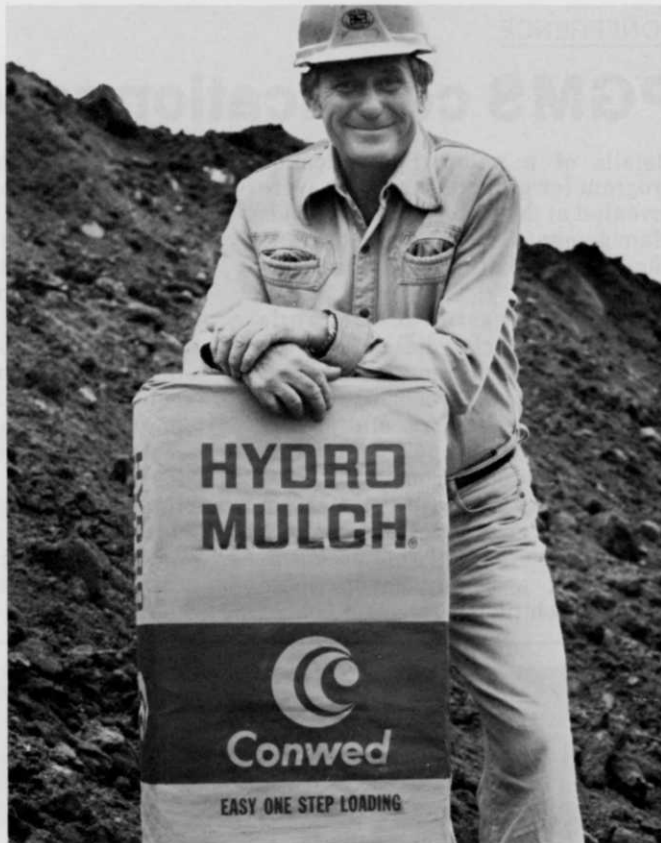
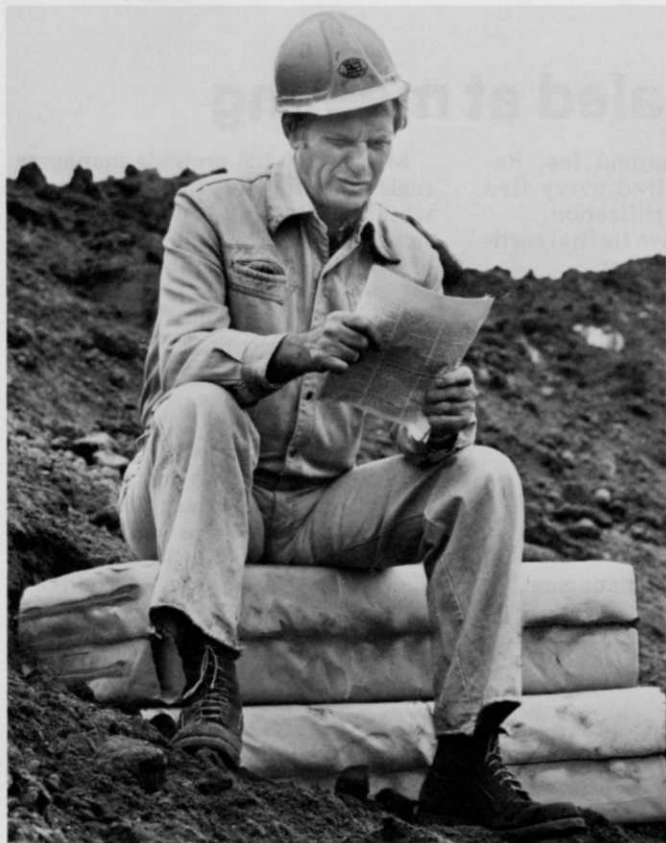
Perhaps this is dreaming, impossible, or simply naive. Perhaps we are all too wrapped up in our own worlds to cooperate and rock the boat. But it makes sense and it could happen if the interest is there.

The central body already exists in the American Association of Nurserymen and allied agencies. If AAN is willing and the other Green Industry Associations are willing, it's worth a shot.

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# GREEN INDUSTRY NEWS

## CONFERENCE

### PGMS certification revealed at meeting

Details of a national certification program for grounds managers were revealed at the 67th Annual Grounds Management Conference and Trade Show at the Baltimore Hilton Hotel Oct. 21-23.

The Professional Grounds Management Society has devised the program to set minimum standards of competence, to recognize qualified grounds managers, and to protect employers and customers from unqualified grounds managers.

The program requires certain educational and experience levels, provides a manual of essential knowledge, and requires periodic testing. Each phase carries a charge

in addition to an annual fee. Re-examination is required every five years to maintain certification.

PGMS hopes to have its first certified members in one year.

Areas to be covered in manuals and testing are:

- principles of grounds management
- design/management relationship
- equipment management
- personnel management
- materials and supplies management
- financial management
- energy and water conservation
- environmental issues
- technical aspects of managing plants

More than 125 grounds managers registered for the three-day event which included educational sessions, business meetings, and tours of Maryland landscapes.

Money management, an update on tree research by Shigo and Shortle, and low maintenance plants were popular topics.

Persons interested in the certification program or the next PGMS annual meeting in Kansas City in 1980 should contact Allan Shulder, Professional Grounds Management Society, 19 Hawthorne Ave., Pikesville, MD 21208, 301-653-2742.



**Panel members** at the 1979 Winter Overseeding Round Table in Biloxi, MS, were (left to right): Dr. Earl Barrios, Louisiana State University; Dr. Don Blasingame, Mississippi State University; Dr. Ray Dickens, Auburn University; Dr. Jeff Krans, Mississippi State University; Howard Kaerwer, Northrup King Co.; Dr. Joe Duich, Pennsylvania State University; Dr. Coleman Ward, Auburn University; and Dr. Euel Coats, Mississippi State University.

## SEED

### Overseeding experts gather in Mississippi

Thirty turf professionals from Mississippi, Alabama, and Louisiana and Dr. Joe Duich from Pennsylvania State University gathered in Biloxi, MS, to discuss winter overseeding in September. The

meeting was sponsored by the Seed Production and Introduction Corp. (SPIC) marketer of Pennfine perennial ryegrass.

Turfgrass experts serving on the panel discussion were: Dr. Jeff Krans, Dr. Euel Coats and Dr. Don Blasingame of Mississippi State University; Dr. Coleman Ward and Dr. Ray Dickens of Auburn University.

*Continues on page 40*

## GOLF

### GCSAA sets seminars prior to Ohio show

The Golf Course Superintendents Association of America has scheduled five seminars to precede the Ohio Turfgrass Conference in Cincinnati, OH.

The seminars on such topics as pesticides, personnel management, irrigation, landscape design, and plant nutrition will take place at the Netherland Hilton in Cincinnati, Dec. 2-3.

The fall seminars used to be offered at different locations around the country.

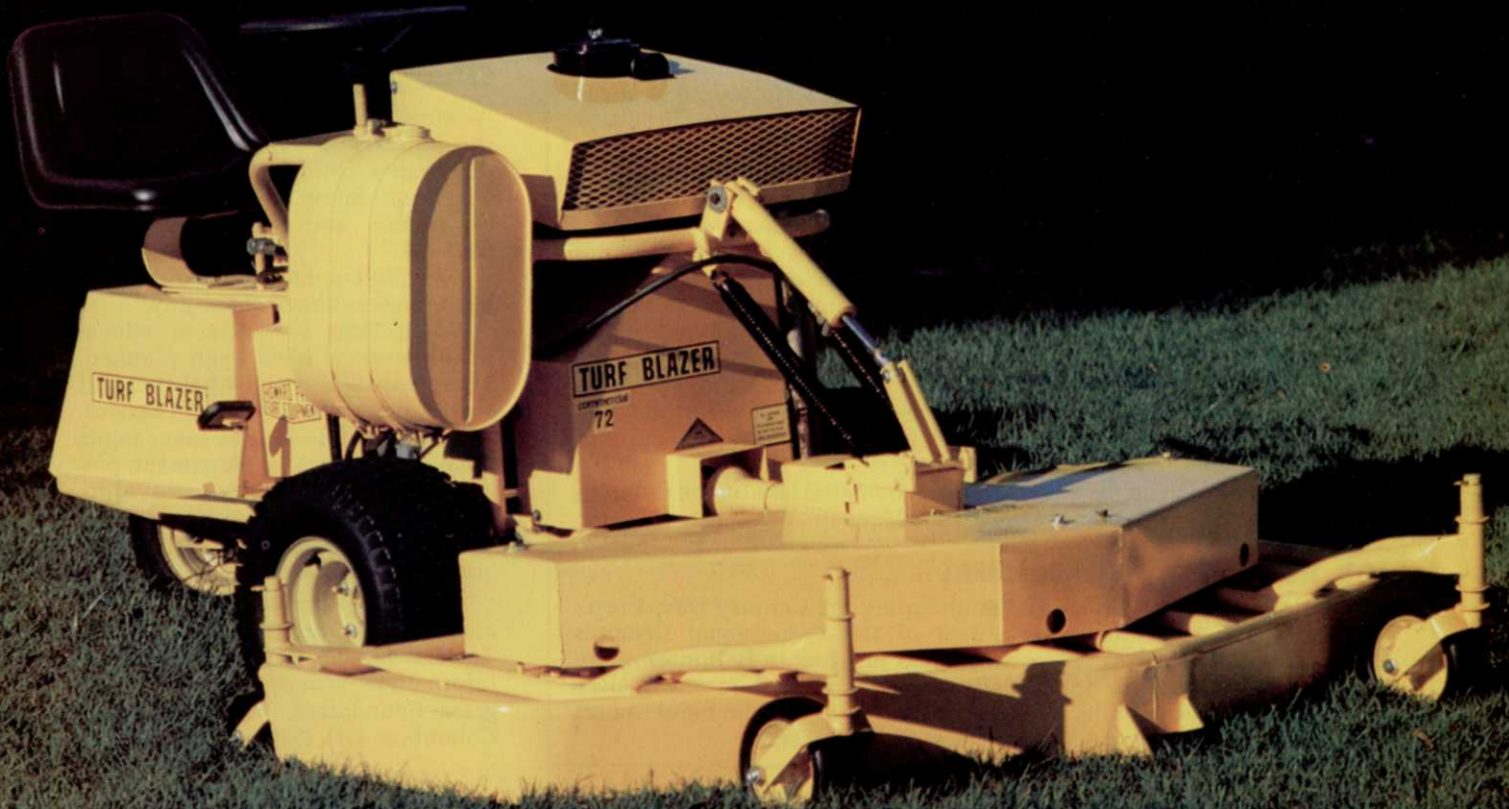
The pesticide seminar will be offered by Dr. Harry Niemczyk of Ohio Agricultural Research and Development Center and Dr. James Reinert of the University of Florida Agricultural Research Center.

William Nelson of the University of Illinois and Dr. Charles Sacamano of the University of Arizona will present the landscape seminar.

Ron Frame, a consultant from Oklahoma City and Golf Business

*Continues on page 8*

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# Landscape Contractor News

## ALCA annual meeting topics announced

Topics for the Associated Landscape Contractors of America annual meeting set for Feb. 3-8 at the Town and Country Hotel in San Diego have been announced. The theme of the meeting is "New Directions for the New Decade."

Specialty workshops for markets of potential for the 1980's include interior landscaping, design/build, new chemicals, erosion control, lawn care, new equipment and irrigation maintenance.

Business communications and creative thinking are special topics with special speakers. The yearly highlights including the Environmental Improvement Awards, trade exhibits by manufacturers, and membership meeting are planned.

On the social side, ALCA has arranged tours to Tijuana and LaJolla, buzz sessions to exchange ideas, and the President's banquet.

A seven-day adventure to Hawaii has been arranged for after the convention. The trip will include the islands of Hawaii, Maui and Kauai.

For information on the show contact Associated Landscape Contractors of America, 1750 Old Meadow Rd., McLean, VA 22102.

## Link new PGMS president

William H. Link, director of landscaping for Century Dev. Corp., Houston, TX, was elected president of the Professional Grounds Management Society at its recent annual meeting in Baltimore. John Vorst, parks supervisor for Tenaflly, NJ, was elected president-elect. Earl Wilson of Maineville, OH, was elected vice-president and Robert Fisher of Mount Vernon, VA was elected treasurer.

Magazine columnist will conduct a seminar on personnel management.

The plant nutrition seminars will be taught by Dr. John Dunn of the University of Missouri, Dr. Ralph Engel of Rutgers, and Dr. Paul Rieke of Michigan State University.

Rain Bird's David Davis and Toro's William Speelman will conduct the irrigation seminar.

Interested persons should contact GCSAA, Larry Goldsmith, 913-841-2240.

## SEED

### Penncross, Penneagle sales limited to Toro

The marketers of Penncross and Penneagle creeping bentgrasses, Tee-2-Green Corp., has elected to sell the seed only through Toro distributors, unless a Toro distributor in an area turns down the chance.

B.H. Melton, president of Tee-2-Green, said the arrangement was made with Toro to lower distribution costs and to make the seed readily available to the consumer.

If a Toro distributor does not choose to participate, the dealership in his area will be offered to a seed

handler who calls on golf courses in the area.

The new marketing process will provide Tee-2-Green with better sales information and will enable the company to tailor marketing programs to usage areas.

### New bermudagrass resists winter-kill

A strain of bermudagrass discovered on a fairway in 1972 is showing good winter hardiness, outstanding vigor, and an attractive medium-green color in field tests conducted by Virginia Polytechnic Institute.

Called VPI C-1, the bermudagrass forms a tight sod that tends to remain weed free and appears to tolerate traffic well.

Comparison plots are maintained at the Southern Piedmont Research and Continuing Education Center near Blackstone, VA. L.H. Taylor, professor of turfgrass and R.E. Schmidt, associate professor of turfgrass hope the strain can soon be named and made commercially available.

Kidwell Turf Farms in Baskerville, VA, assisted in providing material for the tests.

## CONFERENCE

### 1,500 expected at Ohio turf program

More than 1,500 turf and grounds specialists are expected to attend this year's Ohio Turfgrass Conference and Show at the Cincinnati Convention and Exposition Center Dec. 4-6.

The 150 booths in the exhibit hall have been sold out since July.

More than 20 hours of educational sessions have been planned. These sessions are divided into golf course and professional lawn service.

Educational sessions cover topics such as personnel management, pesticide and equipment developments, an update on liquid lawn care, and granular applications for professional lawn care.

Lodging reservations may be made at the Stouffer's Cincinnati Towers (513-352-2100). For further information contact the Ohio Turfgrass Foundation, 1827 Neil Ave., Columbus, OH 43210, 614-422-2591.

## NURSERY

### Industry loses two great leaders

Nurserymen mourned the death of two of the industry's greatest contributors in September; Henry Kohankie of Lake County, Ohio and Charles McFee, Jr., of Richmond, Virginia.

Although he retired in 1954, Henry Kohankie was regarded by Ohio nurserymen as a living legend because of his wide variety of types

*Continues on page 12*



*Paspalum vaginatum*, a variety from Australia, is the subject of this turf plot demonstration by Orange County Farm Advisor J. Michael Henry during the University of California Field Day in Santa Ana in September. The new variety shows more salt tolerance and good winter color compared to other southern California turfgrasses.

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