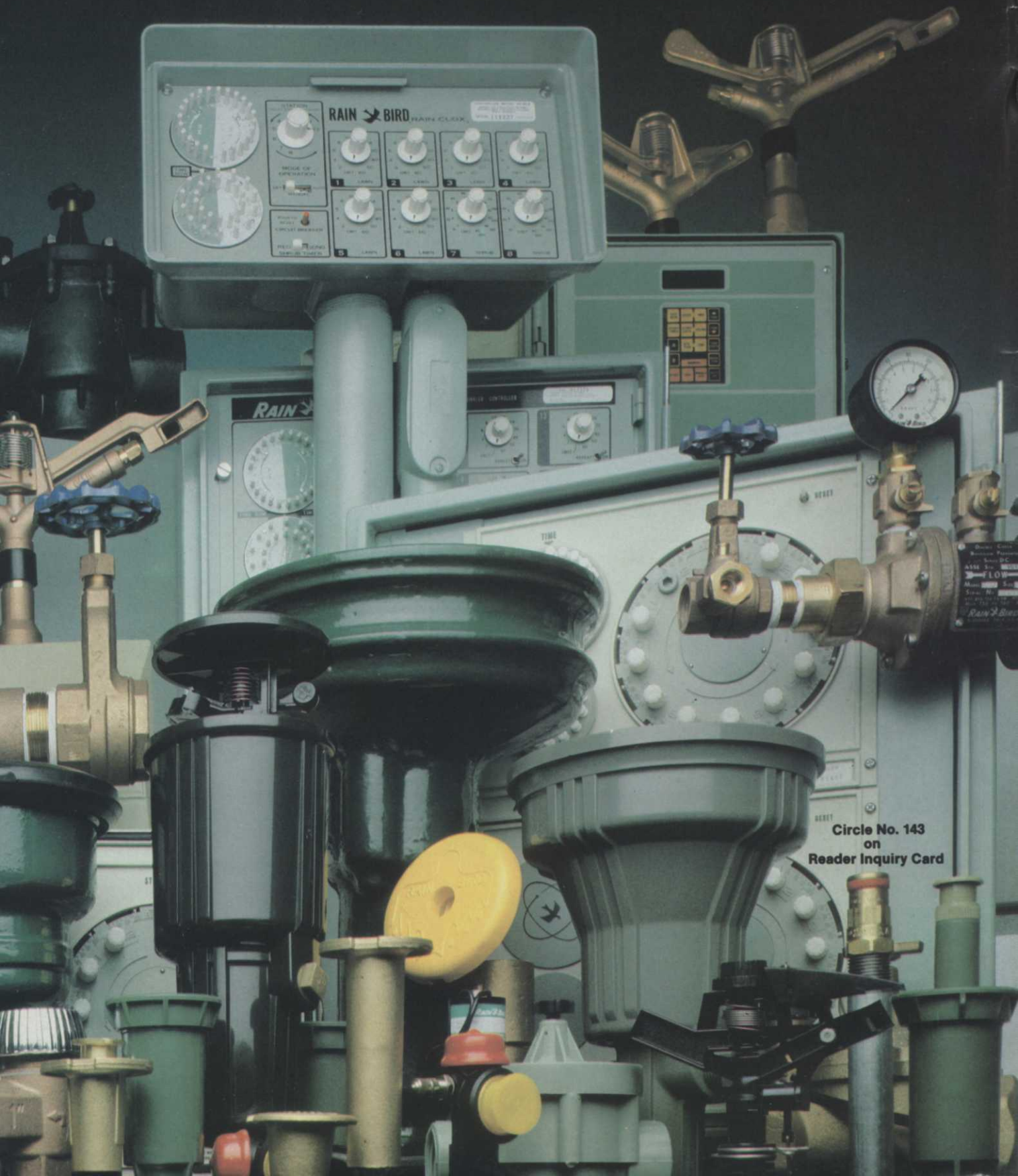


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Maxine Hagen
Production Manager

Denise Johnson
Graphics Manager

Agnes Aspling
Circulation Manager

Business

Atlanta
Dick Gore, Publisher
James R. Brooks, National
Sales Manager
Ron Kempner, Regional
Sales Manager
3091 Maple Drive
Maple Center One Building
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Cover: Morikami Museum and Japanese Garden is a high maintenance feature of Palm Beach County's park system.



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OUTLOOK

By Bruce F. Shank, Editor

Golf Business joins WTT

Golf Business magazine is now a part of *Weeds Trees & Turf*. As one of the three top landscape markets, golf course management in many ways is the leader in technology, research and product development. We will continue to bring the latest word on golf to you.

I was a fledgling assistant editor when Harvest Publishing Company bought *Golfdom* in 1974. Bob Earley, publisher of *Lawn Care Industry*, joined us to work on *Golfdom* when we purchased it from Times Mirror. At that time, the magazine was already having problems and we tried for eight years to keep it breathing. The Golf Course Superintendents Association of America publication was stiff competition and as the market matured the viability of a privately published magazine to the golf turf market diminished.

It was not for a lack of effort or interest that *Golf Business* failed the profit test. Many of us worked extra hours to make it succeed, especially Jim Brooks

who is now sales manager of *Weeds Trees & Turf*. That interest still exists but in *Weeds Trees & Turf*. A third of WT&T will be devoted to golf from now on.

At the same time, we are honing in on better editorial coverage of the landscape and public sectors, such as schools, parks, and athletic field managers. Many pleasant surprises are on their way.

This month we welcome Bill Hoffman as our Washington correspondent. Bill recently retired from the Environmental Protection Agency after 34 years of service in the government. He knows the people and the way government works. His expertise will provide an early warning system for you in regard to pending regulations and registrations. We've witnessed a number of new channels, mainly state local need registrations. Bill will follow products and regulations from the early stages of development to announcement.

We invite your questions on Federal

regulations. Bill can get answers quickly and accurately. Bill's expertise is now a service to you from *Weeds Trees & Turf*. Please don't hesitate to use him for answers to your regulatory problems.

Finally, we have some new blood in New York. Tom Paciello has joined the magazine as associate editor. He is very New York, very Italian, and very energetic. Part of his job will be to travel to all parts of the country interviewing readers about their businesses, problems, needs, and successes. He is also a good photographer and well educated. Please welcome him when he calls you. You'll warm to his personality.

These are just part of the improvements planned for the magazine in the coming months. This magazine is going to be responsive to your needs. It is here to serve you, please use it. Write me at 757 Third Ave., New York, NY 10017. You'll get results!

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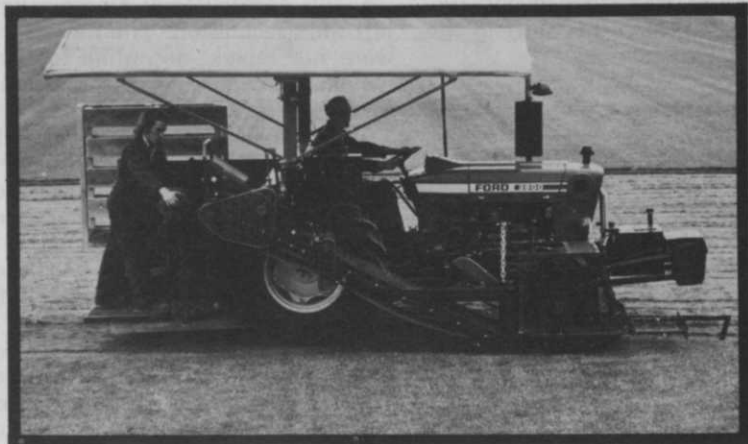
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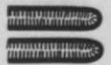
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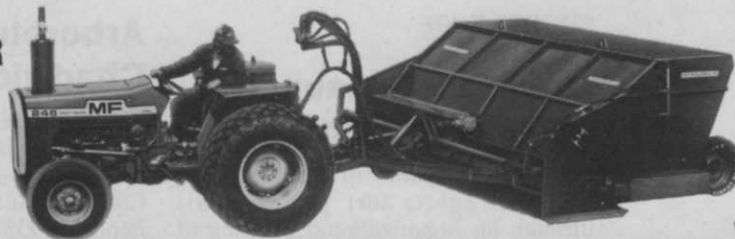
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GREEN INDUSTRY NEWS

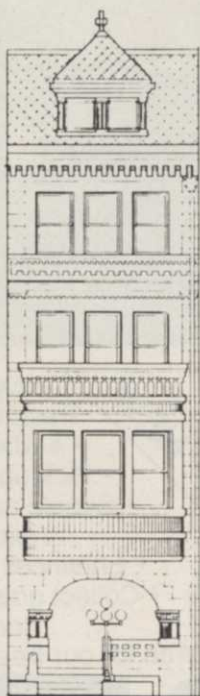
LANDSCAPE

Fire postpones move to new ASLA offices

Within two weeks of the scheduled move date, a renovated brownstone which is to be the future offices of the American Society of Landscape Architects in Washington, D.C., was damaged by fire.

The association has been carefully renovating the building to preserve woodwork, old brick, and wide staircases. Change of address notices had been mailed and the association staff was ready to move.

Fortunately, executive director Ed Able secured temporary office space in the existing building in downtown Washington until repairs could be made. Seven months is the hoped for short delay until the move to the building located at 1733 Connecticut Ave. Able hopes to have his staff in the building by December.



Future ASLA Headquarters being renovated for the second time after a fire gutted the lower floors one week prior to occupancy.

ASLA hopes to have the building back in shape for viewing by members during its annual meeting in Washington Nov. 22-25. More than \$145,000 of a \$400,000 goal for building fund pledges has been received.

"Nearly all the building will have to

be reconstructed," said Able. "About 90 percent of the lobby woodwork will have to be replaced from the first floor down, and will match the existing woodwork above the first floor. Design-wise, the building will be the same."

GOLF

Editor, training director leave GCSAA staff

Dick Hale, editor of *Golf Course Management*, and Palmer Maples, training director for the Golf Course Superintendents Association of America, have left the association. The departures were not related according to Larry Goldsmith, manager-informational services.

Zahid Ikbal, a former member of the Kansas City Star staff and instructor at Kansas University, is the new editor. No major changes in the magazine's content or direction are expected.

An announcement is expected soon on Palmers Maples' replacement. Maples was acting executive director of the association after Conrad Sheetz left and before James McLoughlin took over. The director of training controls perhaps the largest training program for golf course superintendents in the country.

Management and publishes Park Maintenance.

The association intends to hold a concurrent conference with the 11th NIPGM conference Nov. 1-6 in Kansas City, Missouri. Dues will be \$30 per year. Membership is open to professionals who are in charge of stadiums, college level sports areas, secondary school sports areas and others managing industrial and private sports areas.

Richard Ericson of Bloomington, Minnesota was elected president; Harry Gill of Milwaukee vice president; and Dan Weisenberger of W. Lafayette, Indiana, treasurer.

The goals of the association are to unite those persons engaged in the construction and maintenance of athletic turf areas for better playing conditions; to promote the interchange of ideas among members and other organizations; and to encourage the dissemination of scientific and practical knowledge.

SPORTS TURF

Organization launched at Midwest Conference

Dr. William Daniel of Purdue led a group of sports turf professionals through an organizational meeting of the Sports Turf Managers Association during the Midwest Turf Conference this spring. The new group will be managed by Eric Madisen of Appleton, Wisconsin, who also manages the National Institute on Park and Grounds

HORTICULTURE

Arboretum honoring Chadwick is dedicated

The Ohio State University Board of Trustees dedicated in May a two-and-one-half acre horticultural garden in Columbus as the Chadwick Arboretum honoring OSU professor and author Lewis C. Chadwick.

Chadwick, who retired in 1967, has contributed a tremendous deal to the field of horticulture in 38 years of teaching and writing. Many leading

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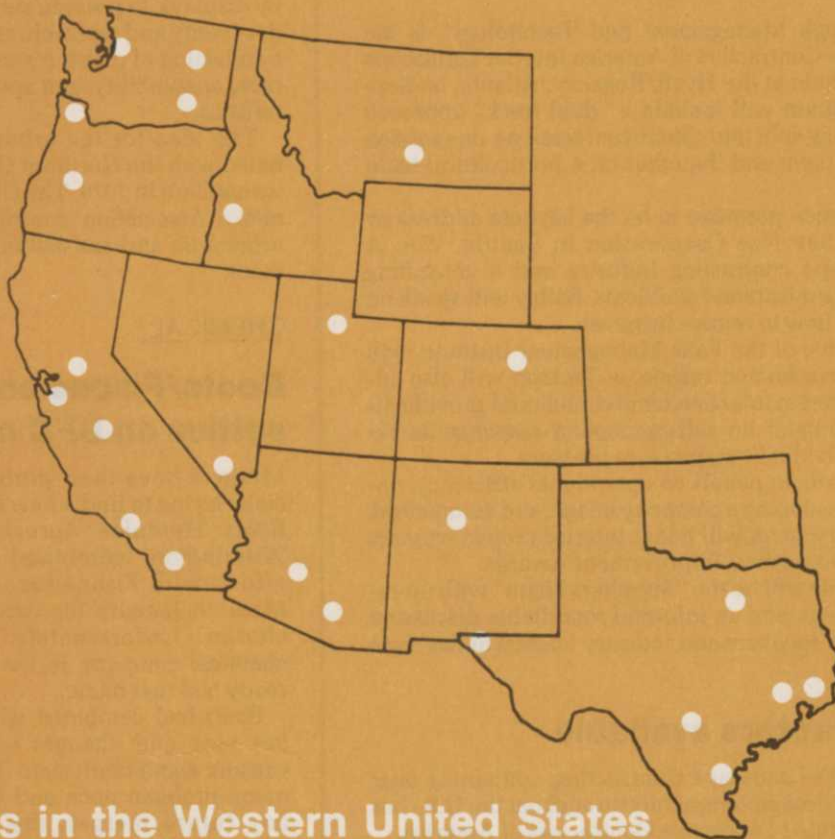
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LANDSCAPE

CONTRACTOR NEWS

ALCA's ILD Conference to Emphasize Management

"Professional Growth through Management and Technology" is the theme of the 1981 Landscape Contractors of America Interior Landscape Division Conference, to be held at the Hyatt/Regency, Atlanta, on September 9-12, 1981. The program will include a "dual track" approach with much of the programming split into concurrent sessions, one session on a business management topic and the other on a horticultural technical subject.

A highlight of the conference promises to be the keynote address by Rod Bailey of Evergreen Services Corporation in Seattle, WA. A professional in the landscape contracting industry and a consulting professional to firms with organizational problems, Bailey will speak on personnel management and how to reduce turnover.

I.J. Jackson, a representative of the Fails Management Institute, will speak on strategies to improve human resources. Jackson will also administer the D.I.S.C. Profile test to interested individuals and provide direct feedback to each participant on self-perception response as expected by others and the individual's response to pressure.

Other experts will participate in panels on operational efficiency, developing a lease program, developing a company image, and automation. The Awards Presentation Luncheon will honor interior project winners of ALCA's 11th annual Environmental Improvement Awards.

Other Convention highlights will be the "Suppliers Night" with up-to-date information on equipment, and an informal roundtable discussion program with the conference speakers and industry leaders at the close of the conference.

Directory of contractors available

The 1981/1982 *Who's Who in Landscape Contracting*, containing over 900 listings of commercial landscape contractors throughout the U.S., has been published by the Associated Landscape Contractors of America.

The directory lists the members of ALCA and provides the full name, address, and phone number for each contractor, as well as the name of the principle contact person. Each listing also contains a size index and the specialties for that contractor.

To receive the directory, send \$3 to ALCA Publications, 1750 Old Meadow Road, McLean, VA 22102.

Housing Starts Continue Slide

Landscapers and other businessmen affected by the housing industry are distressed that the number of housing starts continues to fall. After rising to an annual rate of 1.66 million starts in the construction of homes and apartments in January, housing starts plunged to an annual rate of 1.15 million units in May. This is the lowest level since the 938,000 starts of May, 1980, when the 1980 recession was in full swing.

"It's unquestionably interest rates," says Adren Cooper, a Commerce Department analyst. Although they have declined somewhat since then, mortgage rates were averaging a near-record 16.1 percent in early May.

"While the immediate future of the housing industry is not rosy," according to Commerce Secretary Malcolm Baldrige, "we are seeing some initial decline in inflation, and more recently in interest rates.

"If we can achieve lasting relief from inflation, then interest rates will come down," Baldrige added. "In this case, the next housing recovery could be more lasting than the recent one."

News from page 6

horticulturists of today were Chadwick's students. Some tree names carry the name "Chadwicki" having been selected by the professor.

The goals of the arboretum is to provide the place to expand on the number of improved landscape plants; to acquaint the public with landscape plants by displays; to provide subjects for student study and research; and to provide a collection of plants for study of hardiness, adaptability, and specific characteristics.

The idea for the arboretum originated with the Northern Columbus Kiwanis Club in 1979. The Ohio Nurserymen's Association contributed to the arboretum and assisted in its development.

CHEMICAL

Boots/Fisons combo settles on BFC name

Mergers have their problems, especially trying to find a new name. When Boots Hercules Agrochemicals of Wilmington combined marketing efforts with Fisons Inc. of Bedford, Mass. in January the name FBC was chosen. Unfortunately a regional chemical company in the country already had that name.

Boots had combined with Hercules last year and changes were already causing some confusion. To solve the name problem once and for all, until any future merger, the name BFC Chemicals Inc. was selected. BFC officials have their fingers crossed that they can take this name as their own and stop the series of changes.

URBAN HORTICULTURE

NY Botanical Garden plans futuristic thrust

The New York Botanical Garden has announced its plans to create three new "institutes" to apply botany and horticulture to problems of the present and future. The primary function of the Garden has been to serve scientists with the leading collection of plant information for reference and identification.

The three institutes are the Institute of Ecology, the Institute of Economic Botany, and the Institute of Urban Horticulture. The first will approach environmental deterioration and the role of plants. The second will deal with expanding the number of economically

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