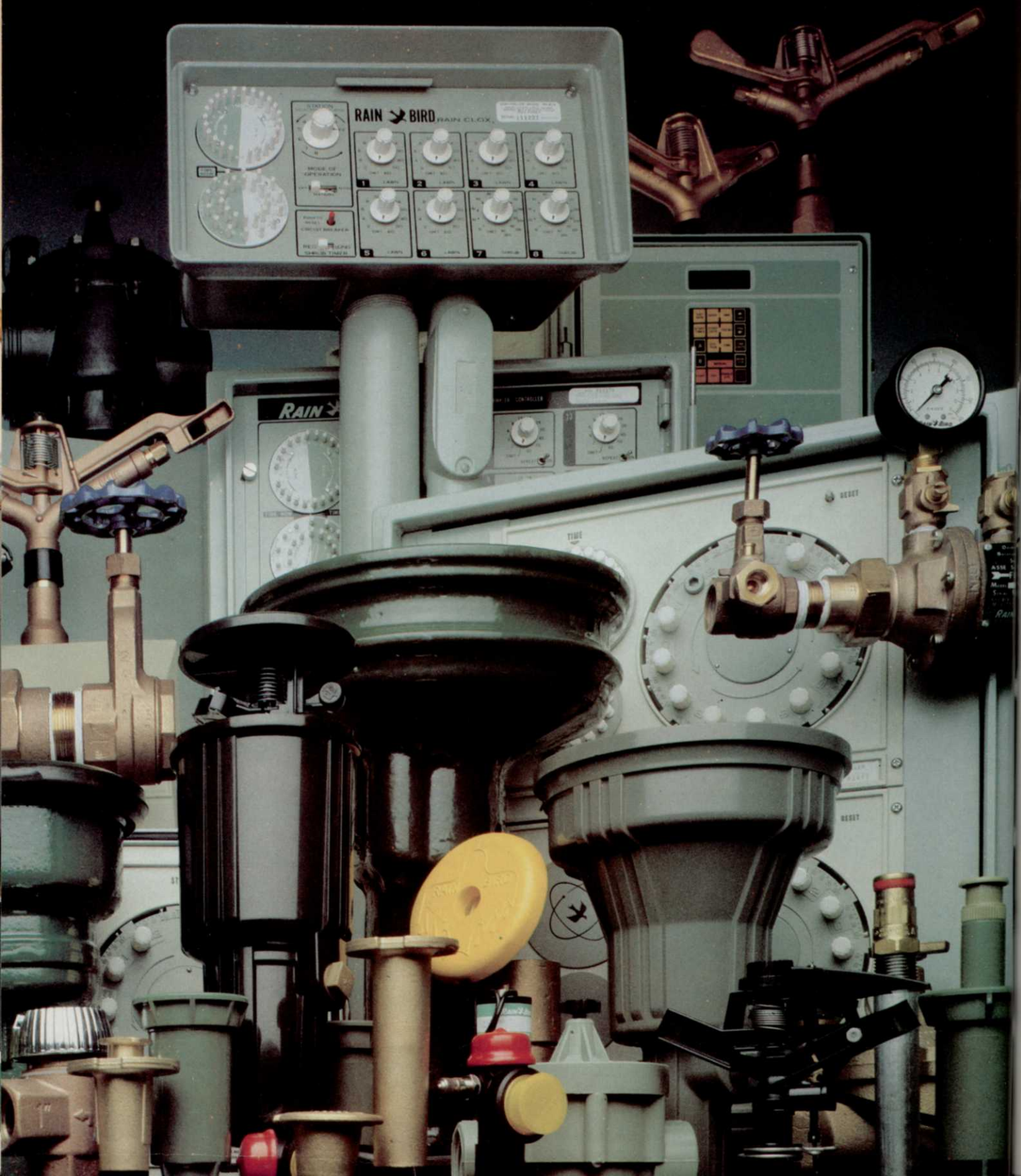


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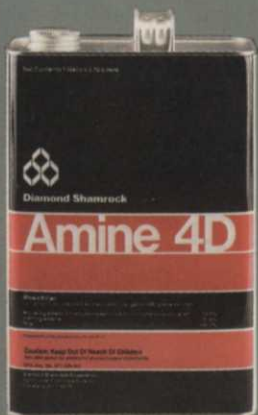
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# OUTLOOK

By Bruce F. Shank, Editor

The value of energy is causing a change in demand. Conventional fireplaces are being replaced with more efficient devices. Builders use smaller windows or double-paned windows in construction of new, energy efficient homes. Even the Internal Revenue Service has created a new deduction for taxpayers to encourage use of energy saving devices.

Homeowners and businessmen are investing in energy conservation to insulate themselves from future energy price increases. However, they often overlook one of the biggest factors in energy conservation, the natural surroundings of a structure. Properly promoted, this area of energy conservation may represent the largest single opportunity for growth of landscape construction and maintenance companies.

The opportunity is not limited to landscape contractors. Landscapes for energy efficiency can be utilized by golf courses, parks, shopping centers, and cities to save money AND improve the appearance of an area at the same time. There isn't a sector of the Green Industry that can't participate in this new area of growth.

Landscape architects should place strong emphasis on energy efficient

landscapes. Some conflict between aesthetics and energy efficiency may arise, but basically no one can turn their back on this area of concern to the public.

In this issue of *Weeds Trees & Turf*, we present a number of articles to help illustrate the potential for more energy efficient landscapes. Energy saving landscapes was a major topic at the most recent Ornamentals Northwest Show in Seattle. They are also the subject of a book to be released this March by Moffat and Schiler of Cornell University.

As we face a possible flat year, we have a new card to play. Energy evaluations of landscapes are a good start. Hopefully this could pay off in new construction business from both residential and commercial accounts. It is not cold opportunism. It is application of an overlooked area of technology which can save your customers money in the long term.

The landscape is no longer valued merely by its pleasant appearance, soundproofing, or abstract additional value to the price of property. It can be measured in terms of gallons of oil, cubic feet of gas, and kilowatts of electricity, and these numbers carry more

weight than the dollar at present. Ask the customer to divide his energy costs by three. Then tell him you can possibly cut his bills by that much by planting attractive plants on his property. Back it up with the articles in this issue. If you can get the customer to think two or three years ahead, you may be able to gain new business equal to one year's energy cost for that account.

Like anything else it is an opportunity for the con artist selling poor quality plants, planting them poorly, and leaving town. Even though a planting may save energy costs, it also adds to maintenance costs if not properly designed and specified. Advancements in disease and insect resistant plants should be combined with the knowledge of energy conservation. Attention to design for aesthetic reasons should be maintained. Without control we could return to the house surrounded by unattractive barricades of plant material. There are trade-offs still and some compromises may be needed to achieve both aesthetic and energy conservation goals.

Nevertheless, the opportunity is worth the challenge and extra effort. It also teaches us an area of landscaping we should have known all along. **WTT**

## LETTERS

### "Dutch Elm" hits target

My congratulations to you for the publication of the thoughtful and well written article by Hart on the very serious problem of Dutch Elm Disease ("Tragedy of Dutch Elm Disease Bears Hope for Modern Control" by John L. Hart, November). Hart evidently has studied the problem carefully. His presentation is excellent in my opinion.

For what it is worth, you may give some weight to the above. I led the research on the disease for the U.S.D.A. for about 35 years.

Respectfully,  
Curtis May

### Benefits from magazine

Upon reading your 'Outlook' column in the November issue of WTT, it

prompted me to write to you about your magazine. I find your magazine to be extremely beneficial to me and my department. It seems like every time I am thinking about a project or a variety of tree or research information, I receive a copy of WTT and there it is, all my questions answered. You have an excellent magazine.

Sincerely,  
John Andrew Fik  
Landscape Supervisor  
Darien Lake Fun Country

### Objects to chlordane

Dear Dr. Funk:  
In the November 1980 issue of *Weeds Trees & Turf*, a pest control service person asked how to get rid of crayfish. Your answer was to check with the local Cooperative Extension Agent on

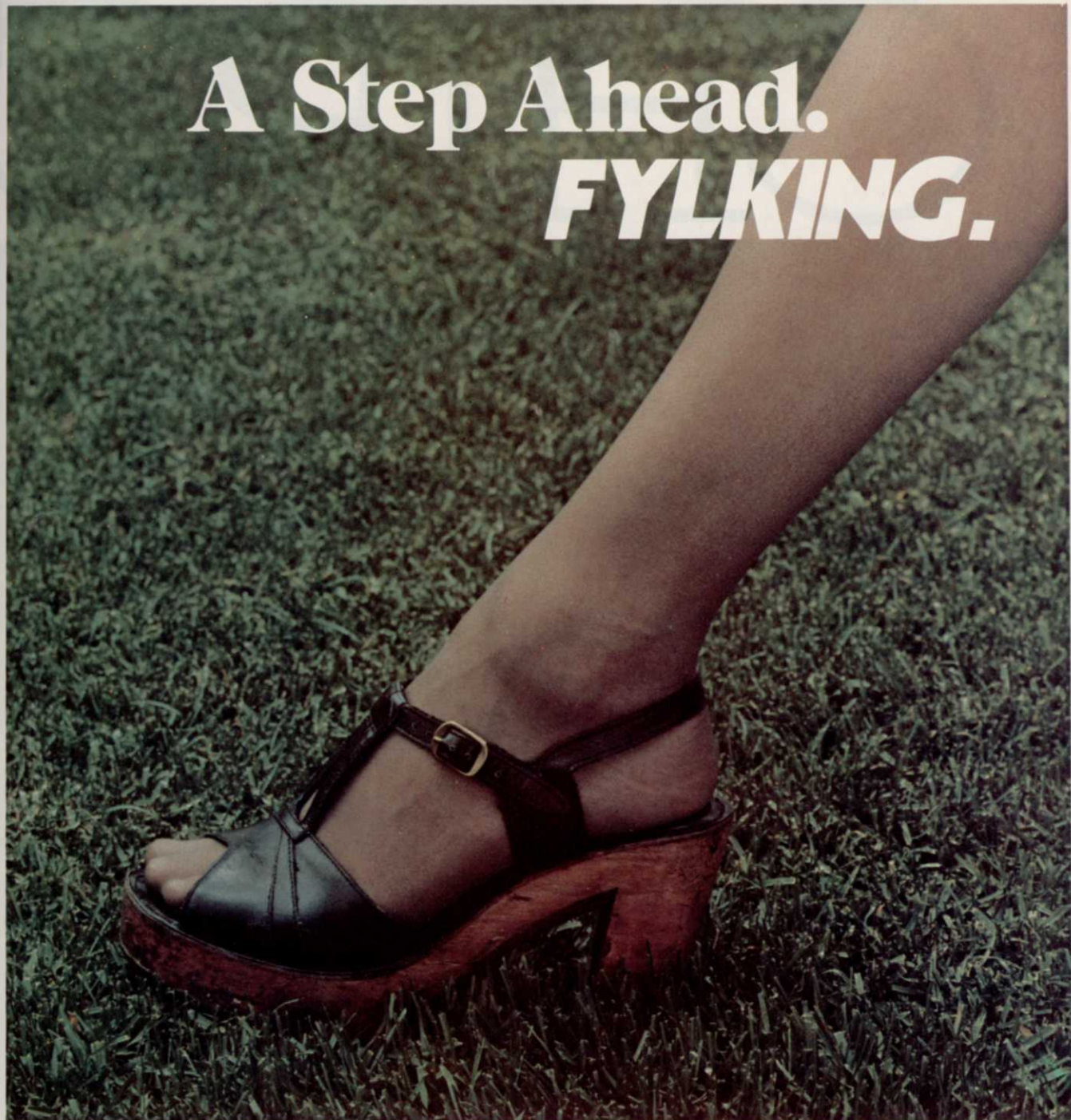
the status of chlordane. Velsicol Chemical Company, the sole U.S. producer of chlordane, agreed to voluntarily cancel most uses of chlordane, effective March 6, 1978. The only uses not cancelled were termite control and dipping of roots and tops of non-food plants. Unless the service person could obtain some chlordane manufactured and labeled prior to March 6, 1978, it would be illegal to use chlordane in such a manner.

In view of this fact and the cancellation of lawn uses of chlordane other than for termites, I feel that another chemical should have been recommended instead of chlordane.

Sincerely,  
Amy E. Brown  
Assistant Pesticide Coordinator



# A Step Ahead. **FYLKING.**



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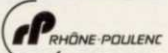
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## GREEN INDUSTRY NEWS

### First lawn care conference pleases suppliers, delegates

Hot on the heels of what many exhibitors and lawn care businessmen called "the best show we've ever attended," the Professional Lawn Care Association of America (PLCAA) has finalized plans for next year's conference and show — to be held Nov. 18-20, again at the Commonwealth Convention Center in Louisville.

More than 700 lawn care businessmen traveled from all over the country to attend PLCAA's first annual conference and show. This figure does not include representatives from the more than 50 exhibiting companies who filled close to 100 booths.

Exhibitors were happy, especially Lakeshore Equipment & Supply Co., Elyria, OH, and Professional Turf Specialties, Normal, IL. Lakeshore wrote over \$1 million worth of orders on the show floor, and Professional Turf sold its demonstration truck right off the floor. Dan Duncan and Ed McKinzie of Apex Pest Control & Lawn Care, Inc., picked up the keys to the 1,200-gallon-tank spray truck following the show

and drove it home to Bradenton, FL.

Standing-room-only education sessions were the rule for the three-day conference, including excellent presentations by Gordon Ober, Dr. Roger Funk and Jerry Faulring. Ober, general manager of Davey Lawnscape Service, Kent, OH, brought the house down with a comical yet informative slide presentation on employee training. The final-session talk by Davey research director Dr. Funk on pesticide use in the 1980's kept attendees in their seats until the end. And Faulring outlined a blueprint for the lawn care industry with his "Issues You Can't Avoid in the 1980's." Faulring, of Hydro Lawn, Gaithersburg, MD, was elected president at PLCAA's first annual business meeting.

Elected as vice president was Douglas Baker of Leisure Lawn, Dayton, OH, John Latting of Lawn Groomer, Normal, IL, was elected secretary-treasurer. Elected to the board of directors were: Larry Brandt, Spray-A-Lawn, Cincinnati, OH; Don Burton,

Lawn Medic, Bergen, NY; Steve Derrick, Latick, Inc., Normal, IL; Rick Eldred, A-Perm-o-Green Lawns, Austin, TX; Dr. Robert Miller, Chem-Lawn Corp., Columbus, OH; Davey's Ober; Dr. Paul Schnare, Atkins Lawn Care, Columbia, MO; Richard White, Village Green Lawns, West Chicago, IL; and Ronnie Zwiebel, Chem-Care Lawn Service of Birmingham, AL. Robert Earley, editor/publisher of *LAWN CARE INDUSTRY* was named industry liaison.

For information about attending or exhibiting at next year's PLCAA Conference and Trade Show, contact: Jane Stecker, PLCAA, Suite 1717, 435 N. Michigan Ave., Chicago, IL 60611, (312) 644-0828.

#### ENERGY

### Peat may be Canadian energy alternative

The construction of a peat-fired steam-electric generating station in northeastern New Brunswick would be technically and economically feasible, according to a preliminary study prepared for the Canadian Government by Montreal Engineering Company Limited.

The study indicates that, as in Ireland and Finland, peat could be an economical alternative to oil in Canada and could create a significant number of permanent jobs. The preliminary findings will be evaluated by the federal and provincial governments and the New Brunswick Electric Power Commission to determine whether there is a basis for proceeding with pre-engineering and detailed design studies.

#### SALES

### Greater demand for horticultural service

Horticultural services are on the increase, according to statistics released

*Continues on page 12*



Bustling exhibit floor at PLCAA convention.