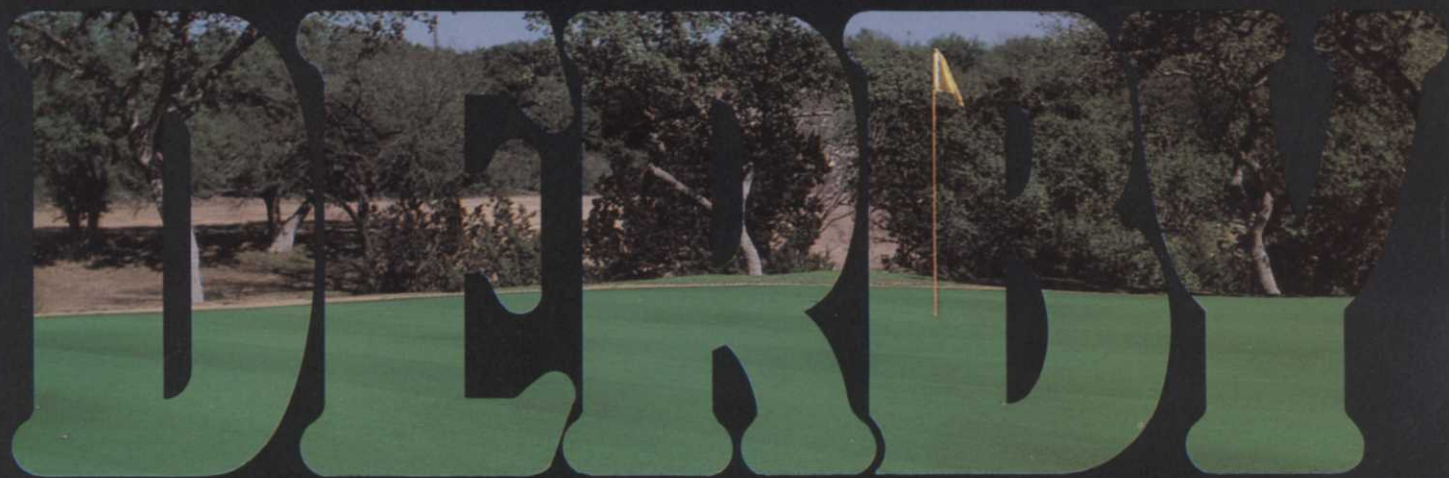


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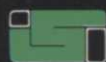
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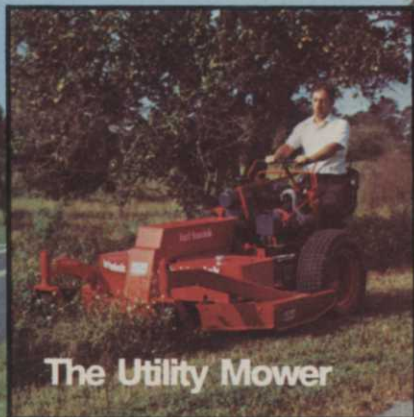
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JULY 1981/WEEDS TREES & TURF 1





# "When I bought this John Deere tractor, I wasn't sure it would be big enough to do the job."

—E. J. Stringer, Stringer Tractor Service Co., Texas City, Texas

When E. J. Stringer decided to buy a tractor for his construction business, he started by looking at some pretty big tractors. Which was only fair, considering the kind of work he had in mind.

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All big jobs. So he compared big-tractor features and finally got down to the big-tractor price.

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**Cover:** Heavy-duty spreader is a fast way to topdress a large area in a  
short amount of time. Photo courtesy Lely Corp.



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# OUTLOOK

By Bruce F. Shank, Editor

## Associations, Manufacturers Wrestle With Segmentation

Regional landscape-related shows have been outdrawing many national shows and this is discouraging to national associations trying to build larger memberships and to gain more support from manufacturers at their shows. Manufacturers, trying to get the most out of their show budgets, are also torn between regional and national shows.

Apparently, segmentation has not only increased among the various landscape markets, but regional segmentation is growing. Most recent examples are the lawn care show in Memphis, and the regional nursery and landscape shows in California, Florida, Texas, Ohio, and the Northwest. Some of these shows are drawing thousands of attendants and hundreds of exhibitors while national shows attract perhaps 30 exhibitors and 400 attendants. Obviously, the GCSAA show is an exception.

Manufacturers are adjusting marketing efforts to this segmentation although their marketing budgets may not increase accordingly. 1981 has been a year of change for many Green Industry suppliers in regard to marketing.

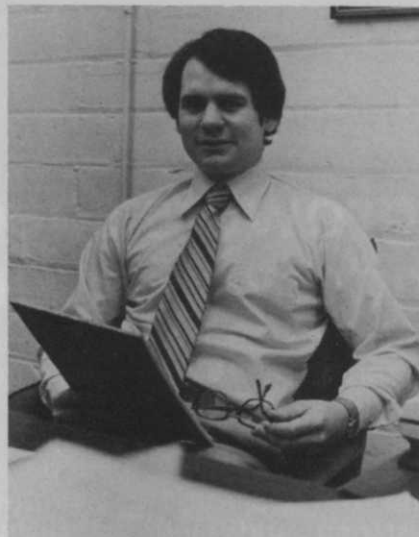
I've spent most of my time the past five weeks visiting associations and manufacturers. The subject of shows was on the minds of both groups. Many manufacturers are relying on regional shows. Chemical companies selling products under Special Local Needs labels may pull out all stops for particular regional shows. However, with these exceptions, manufacturers would prefer to concentrate on national shows.

Chemical makers with limited production, especially manufacturers of preemergence herbicides, find it convenient to sell basic chemicals to large regional distributors for reformulation and marketing. Equipment manufacturers, aware of weaknesses in depressed regions, direct marketing efforts at growth regions and assist distribu-

tors in those regions. Clearly recession has encouraged segmentation. As a result, regional associations are receiving more support from national manufacturers.

Meanwhile, national associations are strongly opposed to further segmentation on the national level. Groups that have developed in the last two years, the Professional Lawn Care Association of America and the Interior Landscape Association, have irked the officials of existing national associations.

Some national associations have chosen to reduce services in light of economic conditions. Others are



sharing resources to provide member services. The Interior Landscape Association and the Interior Landscape Division of the Associated Landscape Contractors of America met in May to discuss areas of duplication in service and to plan for future cooperation. The American Institute of Landscape Architects is currently voting on the issue of joining with the American Society of Landscape Architects.

The concern is most obvious when regional groups attempt to become national. A recent case is the announcement by the California Landscape Contractors' Association that it has changed the name of its Landscape Industry Show to National Landscape Industry Show for 1982. I can understand

'Southwest Landscape Industry Show,' but 'national' makes show organizers look somewhat big-headed. Granted California is probably the biggest market, but the regional association should make an effort to be more cooperative on a national scale.

I just feel that regional groups should remember their roots. There are many things that depend upon national impact which regional groups can't supply by themselves. These include lobbying for and against Federal legislation, financial support of needed research, and supplying national data to support the registration of needed chemicals and the development of needed equipment. Believe me, manufacturers and government officials won't accept a person's word anymore. They need proof before they act. One regional group may influence two senators and a few congressmen, but that won't get a Federal bill passed. It takes national effort to influence Federal legislation and product decisions by national manufacturers.

Segmentation is justified only by changes in the market. Since the onset of recession changes have been minimal with the biggest shift toward sunbelt cities. Cooperation and consolidation, where practical are needed to maintain integrity and a healthy level of growth.

## Nursery Business Up in Midwest, Northeast

Drought and insects have taken their toll and homeowners and professionals are buying plant material in dramatically improved volumes, report nurserymen in the Midwest and Northeast. Homeowners are making the decision to fix up what they have rather than buy new homes with 16 percent mortgage rates. Perhaps there is also new awareness of the energy benefits of landscaping. We'll get specific information on the first two quarters of 1981 and pass it on as soon as possible.

WTT





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# GREEN INDUSTRY NEWS

## California landscape show will go national in 1982

After the tremendous success of this year's Landscape Industry Show — 6,150 attendees and 200 exhibitors from all over the U.S. and overseas — the California Landscape Contractors Association has decided to make the 1982 show national. The 1982 show will be called the National Landscape Industry Show.

The 6,150 people attending the show, an increase of 23 percent over the 1980 attendance, included 2,660 registered as contractors. Hundreds of others registered as architects, designers, maintenance personnel, and parks/recreation personnel from various city, county, and state agencies.

The 200-plus exhibitors from the U.S. and Britain covered the entire exhibition hall of the Long Beach Convention Center. They represented plant materials, spas, financial services, light and heavy equipment, insurance services, irrigation and landscape supplies, decorative supplies, tools, and communication services.

During the final day of the show, exhibitors signed up for 71 percent of the space that is available for the 1982 National Landscape Industry Show, scheduled for April 29-May 1 at the Long Beach Convention Center. An expansion of the exhibiting time to three

days should allow more opportunity to travel and shop the floor.

This year's show opened with a ribbon cutting ceremony by Long Beach Mayor Eunice Sato assisted by committee representatives from the California Landscape Contractors Association who sponsored the show. The opening night, March 26th, was highlighted by the upbeat sounds of the wandering Mariachi Band.

On Friday morning those who were judged to have the most appealing exhibits were awarded trophies. The

winners were: Stone-Age Creations of Orange, CA, in the 10x10 booth category; Hydro-Dig, Inc. of Anaheim for the 10x20 booth category; and C & E Lumber, L & S Stakes, and Nightscaping for combining on the 20x20 booth for the second straight year. Marlin Industries of Huntington Beach, CA, won the open space category.

For information on the new National Landscape Industry Show, contact David Concannon at the CLCA headquarters, 1419 21st St., Sacramento, CA 95814, 916/448-2522.

### PESTS

## Budworm outbreak hits 143 million acres

The current outbreak of eastern spruce budworm, now in its seventh year, exceeds 143 million acres in the United States and Canada, according to Dr. David Thorud, director of the Northeastern Forest Experiment Station, USDA Forest Service.

Losses of spruce and fir timber are conservatively estimated to be 7.8 billion cubic feet, Thorud said. Recent research by the Canadian Forestry Service indicates that even if the outbreak were to collapse now, losses from the death of weakened trees may still triple in the next three to five years.

Two approaches are currently used to cope with the pest: aerial application of chemical and biological pesticides to protect trees; and expanded salvage efforts. A demonstration project in Maine led by station scientist D. Gordon Mott, University of Maine scientist John Dimond, and a project management group composed of industrial, private land, and state forest managers, showed that if pesticides are applied in conjunction with harvesting substantial savings can result. Pest managers in Maine saved more than two million dollars in 1980 by applying these principles, said Thorud.

The Canada-United States Spruce Budworms Research and Development Program (CANUSA) sponsors the proj-

ect. The U.S. and Canadian forestry agencies conduct their own research and the Northeastern Station, which administers the eastern CANUSA program, sponsors a competitive grants program. Since the program started in 1978, a total of 46 investigations have been initiated at 16 universities, according to Thorud.

### CHEMICALS

## Mobay launches group with 2 new products

The Agricultural Chemicals Division of Mobay Chemical Corporation has announced the formation of the Specialty Chemicals Division to direct the promotion and distribution of two new products, Bayleton systemic turf fungicide and Oftenol insecticide for white grubs. These new products will be combined with the company's Dylox, Sencor, Baygon, and Dasanit to serve the professional turf market.

Bayleton is a newly released fungicide for turf and ornamentals which has the advantage of extended control periods, up to 28 days. This length of time is more in line with routing for lawn care and landscape contracting firms. Researchers have recognized that fusarium blight control is high. The wettable powder should now be arriving at distributors.



**Officers and directors** of the American Society of Consulting Arborists selected for 1981-82 are: front row (l. to r.) Jack Kimmel, Ontario, Canada-secretary-treasurer; Arnold Webster, Iowa-vice president; John Duling, Indiana-immediate past president; Edwin Irish, Michigan-president-elect. Back row: Jack Siebenthaler, Florida-director; Edward Collins, New York-director; William Griffin, California-president; Erik Haupt, Massachusetts-director; and Kenneth Funk, Ohio-director. Dr. Spencer Davis (not shown) was reappointed executive director.



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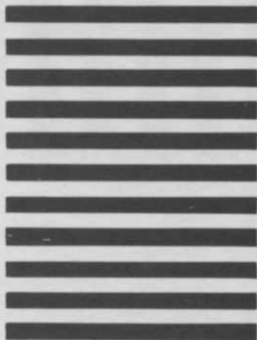
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