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Cover: Applying fumigant beneath the soil in a new seedbed. Photo by John Jagschitz.



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OUTLOOK

The next two decades of landscape design and maintenance will test the knowledge of the best horticultural businessmen. Environmental, energy and cultural concerns will throw a myriad of conflicting objectives at the landscape manager. Unless he has the necessary background on each area, the professional can only maintain older methods and risk some of his business to a more progressive competitor.

Consider these present-day concerns: chemicals are being heavily scrutinized for harmful effects to any organism, regardless of economic importance; energy costs are forcing the use of low maintenance plant material; and the value of vegetable and fruit gardens in previously appearance-only landscapes is likely to drive maintenance costs up. Adding plants to lower energy costs of structures actually adds to energy costs of maintenance. As you can see, it becomes a game of chess with many possible moves, none absolutely correct.

The result is the need to evaluate the complete landscape instead of parts. A landscape designer should include garden areas in plans along with appropriate windbreaks and shade. The rubber stamp design may keep prices down, but it will not advance the state of the

art. An installer must have knowledge of design beyond what looks good. It also requires landscape architects to reconsider their standard specifications for jobs.

The average cost of a single residence is rapidly approaching \$100,000. Commercial construction costs can increase 20 to 30 percent between groundbreaking and completion. If you figure that a good landscape adds more than six percent to the value of the property, not considering energy savings, three percent of the building cost should be expected for an investment in landscaping. To this add an energy savings factor equal to one year's energy costs for the building. Therefore, the owner of a new \$100,000 home should anticipate a landscape investment of at least \$4,800.

This figure will be low, especially if the lot is sodded. A look at some of the award-winning projects by ALCA and NLA members indicates that residential landscape investments of \$20,000 and more are common.

For energy savings to be realized in a landscape, the price has got to rise. To achieve the density needed for an effective wind screen, the number of plants must increase significantly.

To be convincing, the landscape con-

tractor and architect must have the facts and the answers to conflicting objectives. They must have the answers at the time potential customers start asking questions. Garden center clerks and landscape contractors should be ready within the next two months, and certainly by this fall.

Energy conservation is not merely a cold weather concern. Air conditioning costs can dramatically increase utility costs during a hot summer. In the summer you strive to block southerly sun, yet in the winter the idea is to let that same southerly sun bask the building in warmth. Timing of leaf fall becomes a factor and use of evergreens on that side is discouraged.

What may be needed most is a method to alert property owners to these new considerations. Newspaper articles, television and radio talk shows, direct mail, and public appearances are needed immediately to educate the customer of the practical aspects of landscape materials, including structures such as arbors and trellises.

The complexity of landscaping today raises it above the level of trade to that of profession. It adds excitement to the occupation as well as opportunity for growth. We hope to reflect this vibrance in all future issues. **WTT**

LETTERS

A classmate of Jim Watson

Your articles on the early years with all the pictures of the gentlemen (July-Oct. 1980) portray them so well. Bravo for publishing this.

We were fortunate to have known Jim Watson (October 1980 issue) for several years. He and my husband went to the same school. My husband is a landscape horticulturist. We thought so much of Jim Watson.
Mrs. George McGrath
University of Rhode Island
Agricultural Experiment Station
Kingston, RI

DED lacks information

The DED article by John L. Hart (November issue) is well written but does

have some misinformation and serious omissions. We are very pleased to see a magazine such as *Weeds Trees & Turf* carry articles on DED and other diseases because the magazine does have wide circulation and people can profit from the information. It is important, however, to have these articles accurate and up-to-date.

Sincerely,
D W French,
Department Head
Department of Plant Pathology
University of Minnesota-Twin Cities

Irrigation consultants

Your feature "Irrigation Projects Require the Right Design and Proper Equipment" by Mike Morey in the October issue was one of the best I've seen

on irrigation design.

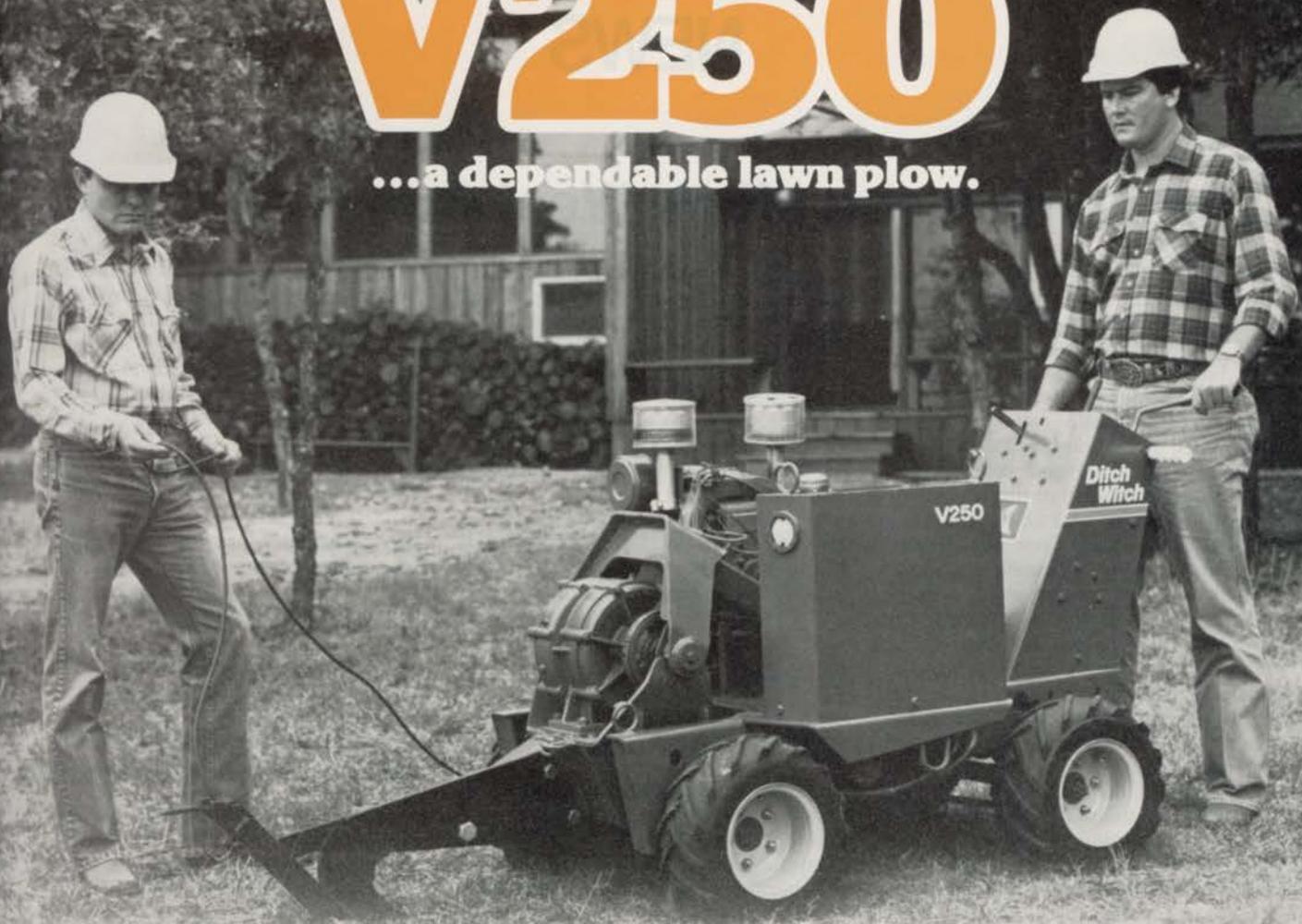
Mr. Morey mentions The American Society of Irrigation Consultants—and I would like to contact this organization. Would you please send me their address, or if you do not have it, forward this letter to Mr. Morey.

Roger Loefgren
Indiana Irrigation
Carmel, IN

The American Society of Irrigation Consultants represents a small number of consultants to landscape architects and to contractors who work on projects that involve automatic systems. For further information, write to John Hollenbeck Assoc., Inc., Irrigation Design Consultants, 3086 Claremont Avenue, Berkeley, CA 94705.—Ed.

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GREEN INDUSTRY NEWS

GOLF COURSE

Turf conference offers West Coast exposure

The 52nd International Turfgrass Conference and Show presented by the Golf Course Superintendents' Association of America in Anaheim, California, Jan. 25-30, continued a four-year tradition of record attendance despite uncooperative weather and the spread out nature of the hotel facilities.

More than 7,000 golf superintendents, students, and other turf specialists filled the exhibit hall and conference rooms. The exhibit floor was exceptionally impressive despite economic conditions. Suppliers were clearly willing to make the investment for professional displays for this show. Hospitality suites were as elaborate as ever. RainBird's hospitality appeared to exceed others with a Gold Rush theme where each person panned and received a small amount of gold.

Once again, the research session was clearly well attended. An obvious reason is the collection of speakers for that session. For someone strongly interested in turf the session had to be im-

pressive with nearly every major turf specialist in the country on the podium. In three hours the delegates heard Purdue University's Daniel, Californians Gibeault and Madison, Michigan's Rieke, Beard from Texas, Virginia's Couch, Washington's Goss, Arizona's Kneebone, Rhode Island's Skogley and Jackson, and Nebraska's Shearman.

Unfortunately at the same time a session on ornamental pest control was being held. Many superintendents were forced to miss the ornamental ses-

sions on insect and disease control although tapes of all sessions are available. Florida's James Reinert, Ohio's David Nielsen, California's Elmore, and Ontario, Canada's Clayton Switzer thoroughly covered control problems from both northern and southern views.

News subjects covered during the educational sessions included building solar greenhouses by Connecticut superintendent Mark Fuller, integrated pond management by California's Kent

Continues on page 90

ECONOMY

Chemical industry expects good year

The chemical industry has bright prospects for 1981, according to a survey of member companies of the Chemical Manufacturers Association. The level of investments which these companies have planned demonstrate their faith that the country's economy will rebound and more production will be needed.

The members predict record shipments of \$186 billion in 1981, which would be an increase of 16 percent over the expected 1980 level of \$160.6 billion and exceed the 1970-1980 growth rate of 12.7 percent. Expected net income of \$12.7 billion will mean an 18 percent increase, a significant improvement over the long-term average growth rate of 11.6 percent.

Chemical industry capital investment in the United States is expected to increase by 20 percent—an outlay of more than \$11.5 billion. Capital investment by domestic firms abroad is expected to grow at an even higher rate of 30 percent.

The survey respondents feel that inflation will remain the major nonregulatory problem of 1981, fueled by significant growth rates in costs. For example, raw material costs are expected to increase by 14 percent, and fuel and

energy costs at the rate of 16 percent.

ENERGY CONSERVATION

Study notes boom for energy-saving products

Fuel and power prices will jump 9 percent annually over the next 15 years, making investments in energy-saving materials increasingly advantageous, says Predicasts, Inc., a Cleveland-based business information and market research firm.

According to "Insulation & Energy Conservation in Housing," an analysis of the industry, escalating energy costs, government tax incentives and building specifications, and a generally healthy outlook for housing starts will combine to create an over \$16 billion market for energy conservation products by the mid-1990's.

Until 1985, shipments of energy conservation products will grow at an average of 12 percent annually, reaching \$7.6 billion, with the retrofit market expanding particularly rapidly.

CONFERENCE

Dr. Beard addresses turfgrass conference

Professional turf managers will be more important as the turf industry

Continues on page 11



Members of the Council of Tree & Landscape Appraisers met in Washington, DC, to review current activities and discuss future promotional and educational needs. Shown are (from left, seated) Ray Gustin, representing The International Society of Arboriculture; Chairman L.C. Chadwick, of The American Society of Consulting Arborists; (from left, standing) Fred Micha, The National Arborist Association; John Ferra, The American Association of Nurserymen; and Erik Haupt, representing The American Society of Consulting Arborists.