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The multifaceted landscape management market consumes a wide variety of products in significant quantities. See page 37 for the 1983 Buyer's Guide.

SEPTEMBER 1982/VOL. 21, NO. 9



23

Landscape Management Profile: Dealers and Distributors

New research and four company profiles reveal creative measures taken by distributors to grow and prosper.

27

Beckman Salesmen Keep in Constant Touch With Their Customers

St. Louis turf and irrigation distributor serves its customers by frequent calls and professional advise. This persistence is paying off as Beckman grows.

30

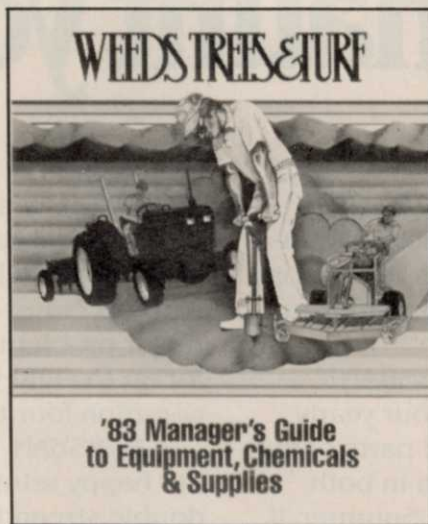
Modern Management Propels 7-Year-Old Irrigation Supplier

Hydroscape has experienced phenomenal growth in a short seven years due to a multi-talented management team and use of modern business tools.

36

Garfield Williamson Doubles Turf Sales In Five Years

New Jersey seed and chemical distributor has tapped the New York Metropolitan area for amazing growth. Not bad for a company started 100 years ago.



37

1983 BUYER'S GUIDE TO EQUIPMENT, CHEMICALS & LANDSCAPE SUPPLIES

Brand names and chemical ingredients have been added to the Buyer's Guide for 1983. Now you know who makes a general type of product as well as a specific brand or chemical. Use this comprehensive directory for planning and buying for next year.

89

Regional Distributor Becomes National Manufacturer

The fourth distributor profile is a prime example of the unlimited potential in the golf and landscape market. Lakeshore Equipment and Supply grew with the market from 1962 to present. Trucks are only part of Lakeshore's future.

92

North American Natives Need Further Study

Doug Chapman suggests we have not explored our own country for plants which fit better into today's low maintenance program.

DEPARTMENTS

Outlook	4
Green Industry News	6
Golf Update	8
Landscape Update	10
Government Update	14
Vegetation Management	90
Products	96
Events	100
Classifieds	102
Advertiser Information	104

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WT&T

OUTLOOK

By Bruce F. Shank, Executive Editor

Who really wants or needs management information?

The popularity of management consultants to the landscape industry seems to say many of you want and need management information. The age of computers, volatile interest rates, and government regulations for small business make a basic level of understanding necessary.

Business magazines and general business courses are helpful, but when you have a question about a specific problem to the landscape business, where do you look for an answer? Associations, specialized consultants, your accountant or banker? Probably all of these. So you have four opinions for one problem.

Weeds Trees & Turf and the Associated Landscape Contractors of America have hopefully solved a problem with a book and an educational seminar. More than a dozen successful landscape contractors and consultants are now writing chapters for the book. They will describe their experiences in solving landscape business problems using actual cases and specifications.

ALCA has organized a management seminar for the Dallas area in November. The topics and roundtable discussions will be based upon problems ALCA membership has experienced.

As you can see, the purpose is to provide you with information which is directly applicable to your business. General information you have, specific information you need.

The landscape and golf industries have always had a thirst for technical information about turf and tree care. Our dilemma at WT&T has been how to add business information to technical information.

ALCA has recognized a special group of owners and managers who are looking for business assistance or standards. The current thought is this group needs helpful material written just for it, not bits and pieces mixed with technical material.

Weeds Trees & Turf will continue to provide technical and some business material for your use. The book will confront business topics specifically, with consideration of the technical limitations or requirements out in the field.

Not everyone wants or needs management information. But those who do are growing in number and it's time to meet their needs. Drop me a note if you are looking for more business information. Perhaps you have a problem the book should cover. We've tried to include them all, but the idea is to meet as many of your needs as possible in one book.

My address is *Weeds Trees & Turf*, 757 Third Ave., New York, NY 10017. If you want more business information, we'll get it for you.

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GREEN INDUSTRY NEWS

Sod growers battle recession

Sod producers are having to improve their management practices to survive in the current market conditions. Representatives of the industry meeting at the American Sod Producers Annual Summer Convention agreed that sod sales are significantly down, due primarily to reductions in new home construction. According to Walt Pemrick of Warren Turf Nursery, producers are adjusting to the downturn by cutting back on overhead costs and making a more concerted sales effort.

According to Ralph White of Southern Turf Nurseries Tifton, GA and president of the ASPA, the smaller operators are under the most pressure. "A business which is as capital intensive as

sod is very difficult to justify on 50 acres." White feels that sod producers are becoming more business minded, keeping closer inventories, using more effective means of cost accounting, using more efficient machinery and hiring a higher quality of employee. The tighter market has narrowed the

open up specialized markets by developing regional sod grasses from dry land grasses, salt tolerant species and low maintenance varieties. "In the future, water will dictate the types of grasses we produce" stated Gardner. Water shortages will require sod producers to offer sod that is suitable to local climatic conditions, according to many sod growers.

Producers also have the opportunity to open new markets in areas that traditionally use seed rather than sod. Because the price of sod has come down dramatically due to oversupply, efforts are being made to convince both professional and retail consumers to convert from seeding to the use of sod.

According to White, the ASPA is planning its activities with the short term difficulties of its members in mind. Symposiums on water usage and business management are being offered in conjunction with the association's winter convention in San Antonio TX. White feels that the management changes that are being made in the industry as a result of this recession will put sod growers in a very strong position when economic conditions improve.



Fourteen teams competed in the Sod Rodeo during the ASPA Convention in Denver CO.

profit margin on sod and made mistakes far more costly than they were a few years ago.

Al Gardner from Greenlawn Sod Co., Inc., of Broomfield CO, commented that the industry is trying to

COMING SOON

National Council for Interior Horticultural Certification Exams, Interior Plantscape Association Convention, Portland, OR Oct 25-27, and Tropical Plant Industries Exposition, Coconut Grove, FL Jan. 20-22. The final Step in the NCIHC certification process, the exams contain five sections: horticulture, business, maintenance, design and plant identification. To find out more about the certification process Contact NCIHC, One Mannions Lane, Danbury CT, 06810, 203/792-6085.

Turfgrass Symposium, Oct, 20-21, Columbus, OH. Focusing on turfgrass fertilization, the symposium will feature talks in on topics such as fall fertility, responses of turf to nitrogen sources, rates and timing of nitrogen, and the effects of potassium and phosphorus in turfgrass maintenance. Contact Dr. B.G. Joyner Plant Diagnostic Lab, Chemlawn, 6969 Worthington-Galena Rd., Suite L, Worthington, OH 43085 614/885-8367.

SEED

Davis Rogers Investment buys Vaughan-Jacklin

The Vaughan-Jacklin Corp. has agreed to sell its business and assets to the Davis Rogers Investment Group. The Vaughan-Jacklin board of directors was unanimously in favor of the proposed purchase agreement and has agreed to sign a voting and proxy agreement for 33% of the outstanding shares of Vaughan-Jacklin.

Davis Rogers is offering \$13.75 per share for Vaughan-Jacklin stock, less the expenses for the transaction. The purchase price is also conditional upon the net worth of Vaughan-Jacklin remaining the same as their preliminary estimate. After the transaction,

Vaughan-Jacklin intends to make an offer to each shareholder giving him the option of redeeming his shares for cash.

Vaughan-Jacklin is a distributor, manufacturer and grower of professionally used horticultural products and home garden supply items. The Davis Rogers Investment Group which owns and operates substantial agricultural businesses and real estate. David Rogers presently owns and runs companies involved in growing and distributing sod, raising row crops and ranching.

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USGA forms research committee

The United States Golf Association has formed the Turfgrass Research Committee. "In time, the research compiled by this committee could lead to major breakthroughs in turfgrass maintenance," said USGA Senior Executive Director Harry Easterly Jr.

The long-term program will be a multi-million dollar undertaking. The primary purpose of the program is to develop minimal maintenance turfgrasses that are water conserving, salt tolerant, disease and insect resistant and will provide excellent playing surfaces. One of the major efforts of the committee will be to form a computerized reference source for all turfgrass research literature. This will bring together every piece of literature dedicated to turfgrass research from throughout the world.

The committee will also fund overseas expeditions which will enable researchers to gather grasses from all over the world. An expedition for plant material search in Asia and South Africa has already been authorized.

Owners form independent group

A new golf industry trade association, the Golf Course Association (GCA), has been formed by the owners of privately-held public golf courses. Directors of the National Association of Public Golf Courses voted in April to become an independent group and adopt the new moniker, "Golf Course Association." NAPGC had been an affiliate of the National Golf Foundation for the past five years.

GCA's objective is to grow quickly as the voice for the owners of tax-paying public golf courses and earn a position as one of the major independent forces within the golf industry, according to Bailey Trull, owner of Trull Brook Golf Course, Tewksbury, MA. The association will represent public course owners on industry and governmental issues and is envisioned as an important business and management education resource for the daily-fee segment of the golf industry.

GCA is beginning with a membership of approximately 150 golf course owners. As of January 1, 1982, NGF reports that there are 5428 daily fee golf courses in the U.S. GCA predicts a membership growth rate in excess of 200% annually over the next several years. Michael Rippey of Smith, Bucklin and Associates has been named executive director of the association which is headquartered in Chicago and has offices in Washington, DC. Regular membership dues are \$175 for nine-hole courses and \$250 for courses with 18 or more holes. Companies which provide products or services to GCA member courses may enroll as associate members for \$200. Charter memberships are being offered until the Golf Course Association's 1982 Annual Meeting, December 1-4, at Arnold Palmer's Bay Hill Club and Lodge, Orlando, FL.

INTERIOR

California announces national interior show

A California publisher has announced plans for a National Interior Landscape Exposition to be held at Disneyland Hotel Convention Center, Anaheim, for June 1983.

Florida has been the center of the interior foliage market since its creation, although interior landscapers are now in business throughout the U.S.

Hester Communications, publisher of *Western Landscaping News*, hopes to attract thousands of interior plant specifiers to Anaheim as well as hundreds of exhibitors. Hester currently coordinates the American Pavilion at the International Bicycle and Motorcycle Exhibit in Cologne, Germany.

A panel consisting of representatives from the Associated Landscape Contractors Association, the Interior Plantscape Association, the American Society of Landscape Architects, and interior landscape firms is helping Hester with show planning.

NURSERY

Nurserymen hit the beach (in Hawaii)

"Oahu" means gathering place in Hawaiian and the nurserymen did just that as they flocked to Honolulu, HI, to attend the 107th Annual Convention of the American Association of Nurserymen.



NLA President Gerald Harrell

The convention ran five days and was chock full of information for the sundry affiliated associations of AAN. Tours and seminars were held for nurserymen and National Landscape Asso-

Continued on page 10

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UPDATE

Maintenance pegged at 19%

According to the National Landscape Association's latest Management Survey, landscapers reported that maintenance services provided 19% of their total business. Regionally, the Northeast reported the highest percentage — 26%, while the Great Plains region came in at 12%.

Of the 138 firms that participated in the survey, 97% performed pruning as part of their maintenance services. Other services include: mulching — 95%, fertilizing — 93%, insect and disease control — 80%, chemical weed control — 75%, lawn renovation — 70%, planting for seasonal color — 66%, mowing and edging — 57%, manual weed control — 51%, watering — 40%, litter and trash removal — 33%, snow removal — 25% (Northeast: 34% and Great Lakes: 34%), and sweeping parking lots — 19%.

In chemical weed control, 70% indicated they used selective herbicides, 52% indicated they use non-selective herbicides, and 11% use aquatic herbicides.

Late charge most popular collection practice

A recent management survey by the National Landscape Association concluded that 85% of the members responding assess late charges to encourage prompt payment of accounts. Regionally, the responses ranged from 62% in the Southwest to 93% in both the Great Lakes and Great Plains. The average monthly assessment was 1.7%.

Local attorneys were reported to have been used by 65% of the firms. Small claims courts have been used by 55% of the respondents. Mechanic's liens and collection agencies were used at one time or another by 37% of the firms, often as a last resort.

ALCA launches management division, show, and book

The Associated Landscape Contractors of America Board voted in July to launch a Landscape Management Division at a meeting and educational seminar in the Dallas area in November. The Division will have its own set of officers and specialty staff at ALCA headquarters in McLean, VA.

Allen Smith, ALCA executive director, said both upper and middle managers of landscape companies will be invited to the meeting which will feature sessions on marketing, financial management, job costing, and roundtable discussions.

The new division is cooperating with Harcourt Brace Jovanovich Publications on a management book, *Cost Effective Landscape Maintenance*, to be published this winter. ALCA and HBJ are responding to requests for more information on business management of the landscape firm. The book will be written by successful landscape businessmen, university instructors, legal and business consultants, and HBJ editors. Maintenance standards will also be included.

ciation members, while many other groups held their annual business meetings. Participating associations included: Garden Centers of America, Wholesale Nursery Growers of America, Horticultural Research Institute, National Association of Plant Patent Owners, American Nurseryman's Protective Association, Nursery Association Executives, Mailorder Association of Nurserymen, and All-America Rose Selections.

The interaction between Hawaiians and mainlanders was one of the most interesting aspects of the convention. Both groups took every opportunity to explore each other's practices and techniques and were genuinely interested in finding out how nurseries and landscaping were handled back home. Six busloads of conventioners turned out to tour native Hawaiian landscapes, which included the Royal Hawaiian Shopping Center, Honolulu International Airport, Spaulding Estate, and the East-West Center of the University of Hawaii.

The convention was very business-oriented, with the majority of the seminars devoted to advertising, marketing and business practices. A particularly interesting seminar was given by Glen Asakawa of Presidio Garden Center, San Diego, CA. He gave an overview of the interior landscaping market and then explained the reasons why his company was not expanding into that area. (He explained that the market is good but the timing was wrong for his firm.) Seminar attendees were well-rewarded for the hours they spent inside the convention hall (away from tempting Waikiki Beach).

On the business end, S. Kent Langlinais, owner and manager of Kent's Nursery, Youngsville, LA, was elected AAN president and R. Jerry Rosso, secretary and treasurer of Julius Rosso Wholesale Nursery Co., Seattle, WA, was elected vice president. R. J. Hutton, Conrad-Pyle Co.; David Farley, Farley Bros. Nursery; and Richard Aldridge, Aldridge Nursery; were named to the AAN board of directors.

TURF

Lawn Institute names Roberts

The Lawn Institute confirmed Dr. Eliot Roberts as the new director at its annual meeting in Dallas, TX. He is leaving a position as professor of soil science at the University of Rhode Island, where he was supervising programs

Continued on page 14