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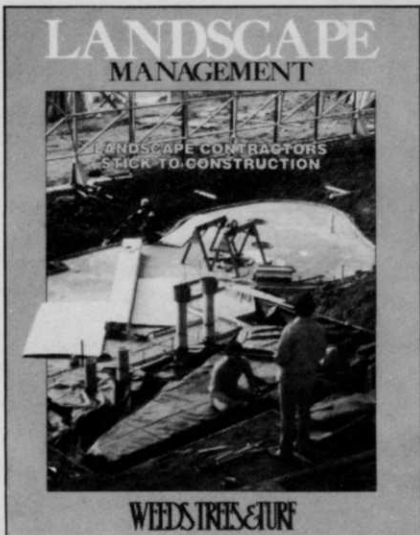


Cover: Interiorscapers from John Mini Indoor Landscapes water tropical plants in New York's ChemCourt, a huge greenhouse-like structure at tached to Chemical Bank on Park Avenue. See page 24.

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Indoor plantings have arrived, see page 24



Trends in landscape contracting, see page 31



June Bride, a linden for today, see page 44

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Interiorscape Planning Involves Building And Plant Specialists

The indoor landscape has been accepted by urban builders as evidenced by major projects in New York City. John Mini tells how to work with architects and engineers to meet plant specifications.

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Turf Needs Don't Match Customer's Wants

ChemLawn agronomist Charles Darrah describes a lawn care dilemma, matching the customer's desire for a dark green lawn year-round with the agronomic needs of the turfgrass plant. Lawn care specific research is needed, Darrah says.

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Landscape Management Profile: The Contractor Waits for Recovery

An anticipated shift toward maintenance from construction has not occurred according to the most recent *Weeds Trees & Turf* market survey. Small shifts in target customers are reported. One small and one large firm are profiled in their approach to business and the economy.

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15 Plants For '83 Landscapes

Doug Chapman selects from recent plant introductions for your 1983 shopping and specification lists. All have improved resistance to insects and disease to help streamline maintenance programs.

DEPARTMENTS

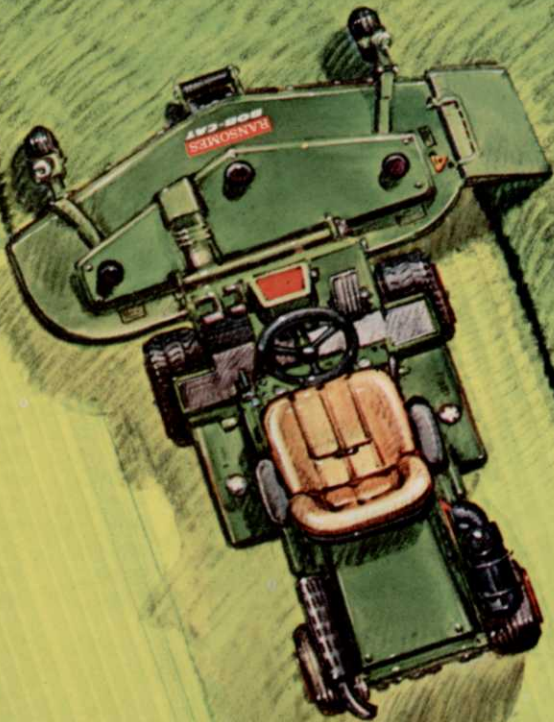
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OUTLOOK

By Bruce F. Shank, Executive Editor



Lobbyists aren't all bad

Special interest groups and their lobbyists have gained a "soiled" reputation with the American public. Purists are themselves applying lobbying power to develop legislation to restrict the power and influence of special interests.

Recent conversations with Leo Donahue and Ray Brush of the National Landscape Association would indicate lobbyists, in this case Donahue and Brush, actually coordinate interagency paperwork. These two men have been trying to work out improved gypsy moth quarantines with the Office of Management and Budget and the U.S. Department of Agriculture. They have discovered misunderstandings between OMB and USDA which may have been blocking progress of quarantine implementation.

Had Brush and Donahue not stayed in contact with the agencies, the current ineffective quarantines would have stayed the way they are. It wasn't a matter of influence, it was a matter of helping one agency know the real position of the other.

GCSAA show is Prusa's debut

The GCSAA International Turf Show scheduled for Atlanta, GA, in late February is Education Director Jim Prusa's first major effort to expand and improve the already high standards of the conference and trade show. He has been active on the education committee before, but this time he is in charge of the educational sessions.

Prusa comes from a superintendent's family and his brother is active in a growing lawn care operation in the Midwest. He is an honest-to-God "turfy". He is no green upstart out to upset an old, respected occupation. He is also not regionally limited to his educational experience at Cal Poly, Pomona. He grew up in Ohio and has a Masters in Business as well as a degree in horticulture. His professor at Cal Poly was Kent Kurtz who originally built his career in Illinois and returns there every summer.

So I doubt if GCSAA could really find a much better individual than Prusa to run its educational programs. The Atlanta conference will likely prove this. Educational seminars have been expanded greatly. Early risers can take advantage of seminars without leaving their jobs the weekend before the show. Prusa has responded to comments and criticisms about previous shows.

The staff of *Weeds Trees & Turf* looks forward to this year's GCSAA Conference and Trade Show. We hope to see you there.

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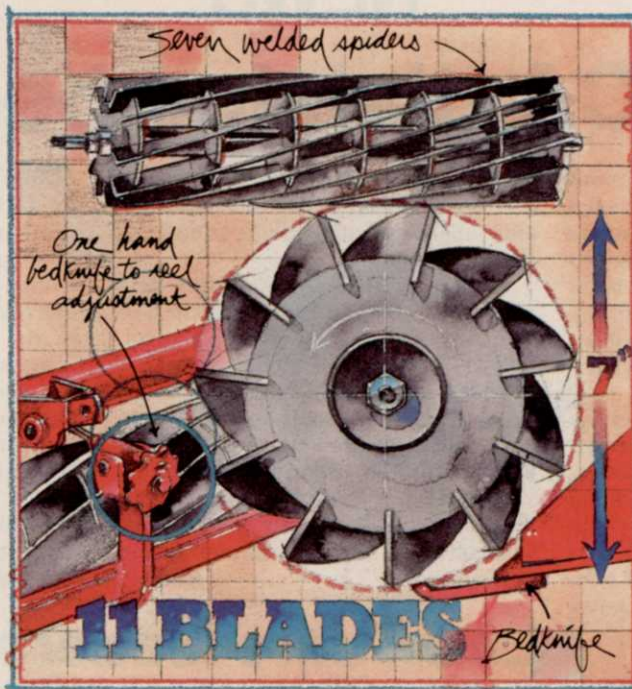
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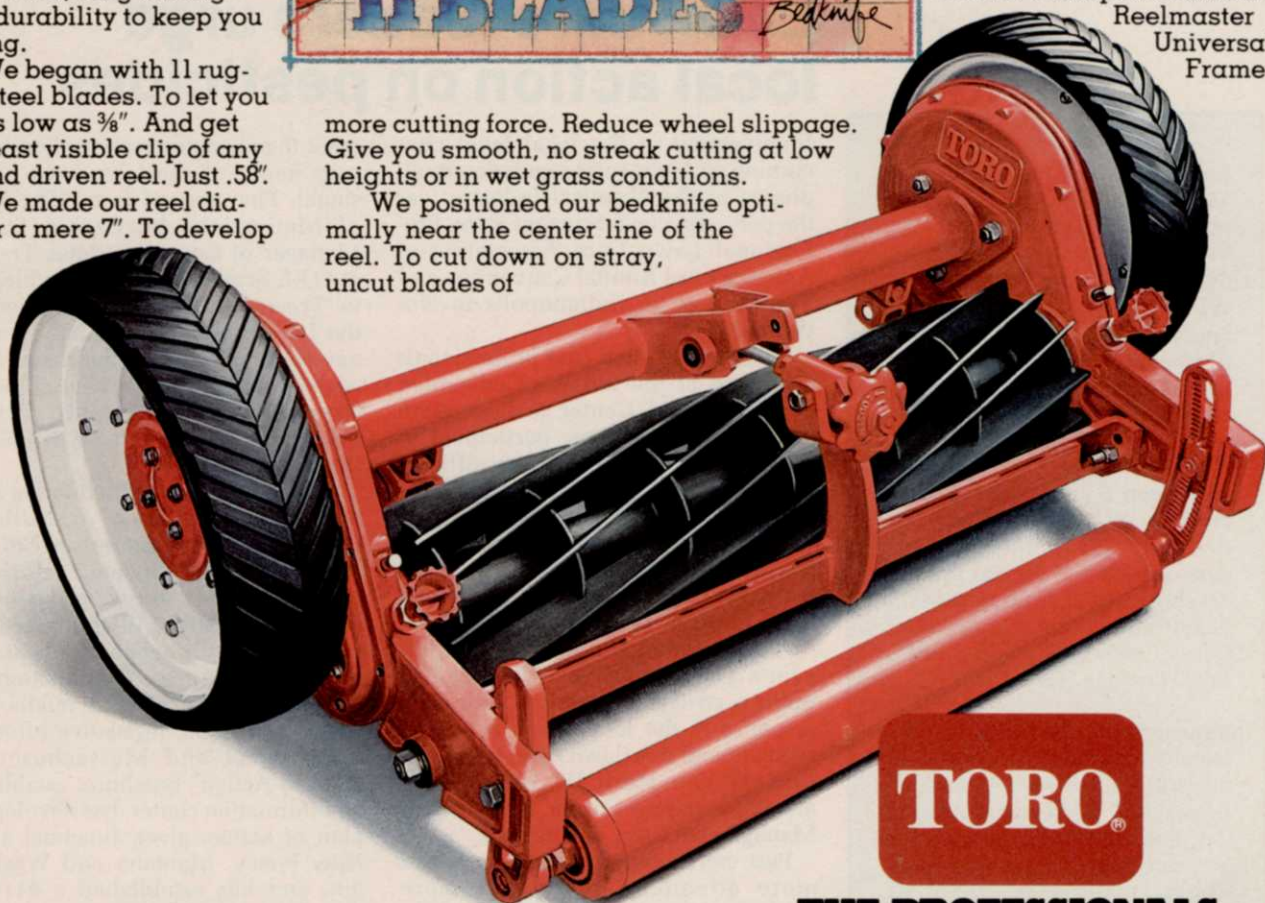
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JANUARY 1983/WEEDS TREES & TURF 7

GREEN INDUSTRY NEWS

New ALCA division begun

By a vote of 78 to 0, the landscape management committee of the Associated Landscape Contractors of America voiced its approval for a full-fledged division of ALCA specifically for management. The vote took place during ALCA's first landscape management conference held in Dallas in November.

"Every small business starts with a technical skill, but eventually management takes more and more time," Georgia State University's Dr. William Franklin told the conference. "The number one issue you must address as a small business owner is survival with meaning. Every firm must have a sense

of purpose, mold a unique character that communicates that purpose, decide what needs to be done, and mobilize resources."

With this thought in mind, the committee voted to become a division of ALCA, with its own officers, budget, and staff. Committee chairman Don Synnestvedt of Brickman Industries, Long Grove, IL, will become past chairman of the new division and Ron Kujawa of KEI Enterprises, Cudahy, WI, will be the chairman. Jack Mattingly of Mattingly Associates, Charlotte, NC, is president-elect of the new division.

More than 300 landscapers attended the Dallas conference, a significant number for a first-time event. The thirst for management information in landscaping appears to justify the need for a management specialty group.

One speaker, Clifford Kraft of Organizational Development Associates, described the phases of development companies go through in their lifespan. There are the entrepreneurial (beginning) stage, the personal stage where the owner makes all the decisions, then finally the organizational stage where the company's fate rests with others making decisions.

COMING SOON

Landscape Garden Center Management Clinic, Galt House, Louisville, KY, Feb. 6-9. The nursery businessman's annual update on management. Wholesale nurserymen and landscape contractors can benefit from this seminar. Contact the National Landscape Association, 230 Southern Building, Washington, D.C., (202) 737-4060.

American Sod Producers Association Winter Meeting, San Antonio, TX, Feb. 16-18. The primary association for sod producers hosts this annual relaxed business meeting. Contact Bob Garey, ASPA, 9th and Minnesota, Hastings, NE 68901.

International Turfgrass Conference and Show, sponsored by the Golf Course Superintendents Association of America, Atlanta, GA, Feb. 22-24. All managers of turf can benefit from this show. Contact GCSAA, 1617 St. Andrews, Lawrence, KS (913) 841-2240.

Lawn care leaders urge local action on pesticides

Involvement at the local level concerning governmental regulation in all phases of the chemical industry was the pervading undercurrent at the Professional Lawn Care Association of America's 3rd Annual Convention and Trade Show in Indianapolis in November.

Close to 700 lawn care professionals convened at the Indiana Convention and Exposition Center to hear more than 11 presentations, participate in panel discussions, elect new officers and board members and, of course, socialize. 115 firms exhibited at this year's show, representing 172 booth spaces.

Governmental regulation remained at the forefront of the convention.

"I think the platform concern at this year's convention was the need to build a strong, aggressive, articulate response at the local level to federal regulation of this [lawn care] industry," said Al Van Horn III, exhibit and meetings manager from the Bostrum Management Corp. of Chicago.

Past conventions, officials say, had more attendees, but never more companies represented, which Van Horn takes as a healthy sign.

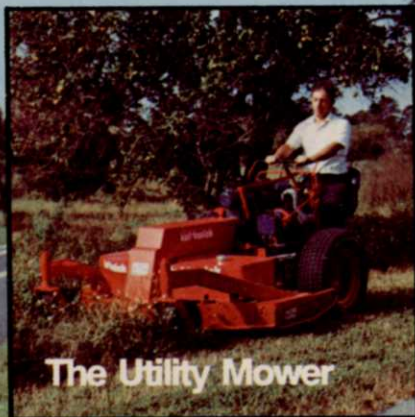
Seminar topics were designed to

meet the changing technical and business needs of the lawn care professional. They ranged from "The Magic of Motivation" by Gerald Sweda, Manager of Corporate Sales Training at O.M. Scott & Sons, Marysville, OH, to "Preventive Employee Relations for the Lawncare Businessman" by attorney Richard I. Lehr, Chairman, Management Labor Department at the law firm of Sieote, Permutt, Friend, Friedman, Held and Apolinsky of Birmingham, AL.

One of the most well-attended seminars was Dr. Robert W. Miller of ChemLawn's presentation of the "2,4-D Coalition Update," addressing one of the more controversial issues facing the industry. Miller stressed that while much still needed to be accomplished in the area, the coalition had already initiated a news media tour, speakers bureau, legislative efforts in Connecticut and Massachusetts, a "Call to Action" brochure, established an information center, given financial aid in New Jersey, Montana and Washington, and has established a \$114,000 budget for 1983.

Continued on page 12

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