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LANDSCAPE

UPDATE

AAN's "Discover" gains momentum

Retail and landscape member firms of the American Association of Nurserymen are discovering new selling possibilities through the AAN's "Discover the Pleasure of Plants" promotion program, begun early this year.

Although the consensus of those members polled on the efficacy of the plan thought its success or failure was "too early to tell," they did say business trends seem to be on the upswing. Since the program's activity is designed, in part, to help extend the purchasing season beyond spring into summer and then reinforce the fall planting promotions, AAN spokesmen believe more indications of results should be available later on.

The "Discover the Pleasure of Plants" promotion program is designed by the AAN to coordinate with this year's international advertising action of the Nursery Marketing Council which began Memorial Day weekend this spring and Labor Day weekend in the fall, with network radio spots, tie-in commercial tape for local use and, new this year, ads both spring and fall in four major consumer magazines.

ALCA calls for entries

Exterior and interior landscape contractors will have a chance to compete in the Associated Landscape Contractors of America's 15th Annual Environmental Awards program.

All commercial landscape firms which devote a major part of their business operation to Landscape Contracting, Interior Landscaping, Erosion Control and/or Landscape Maintenance are eligible to enter their best example of landscaping. Membership in ALCA is not a prerequisite.

Complete information and entry forms for the program are available from ALCA, PO Box 48, Falls Church, VA 22046; (703) 821-8611.

"Big Island" awaits '85 ALCA show

The Kona Surf Resort Hotel in Kailua-Kona, Hawaii, will be the site of the ALCA Annual Convention and Trade Exhibit, Jan. 20-24.

Educational sessions based on the theme, "Profit in the Pacific" will be Jan. 21, 23 and 24. The trade show, featuring equipment and table top exhibits, will be Jan. 22 and 23.

There will also be plenty of leisure activities from golfing to snorkeling.

Informational brochures on the convention and trade show will be available shortly. Exhibit space is available now and can be reserved by calling the ALCA office, (703) 821-8611.

ASLA sets Phoenix meeting

"Legacy for the Future: Learning by Design" is the theme for the ASLA's 84th Annual Meeting and educational exhibit in Phoenix, Nov. 17-20. Keynote speakers will be Ralph Caplan, an industrial designer and author, Neal R. Pierce, syndicated columnist and Robert B. Riley, educator and author. position with 3-M Farms which produces grass seed under contract to several major seed companies.

In a sense, Stalford is coming home. As a boy he began his career in the seed industry by working the very farms he is returning to.

STAFF

Hall joins WT&T as assistant editor

Ron Hall, 37, a former newspaper reporter and editor in Northern Ohio, joins WEEDS TREES & TURF as an assistant editor, it was announced recently. He becomes the third member of the editorial staff, joining Executive Editor Bruce Shank and Managing Editor Maureen Hrehocik.

Originally from Detroit, Hall studied writing and history at Wabash College, Crawfordsville, IN, before becoming a reporter with the Sandusky Register, Sandusky, OH. He also worked eight years as a reporter and editor with the Port Clinton News Herald, Port Clinton, OH.

Hall, who also has teaching and coaching experience (including a stint as an English teacher in Bogota, Colombia), hopes to strengthen the news sections of the magazine in addition to features and new trends in the athletic field and park maintenance industries.

PEOPLE

Names in the news

George Koziarz recently became president of the Illinois Landscape Contractors Association. Koziarz is associated with Synnestvedt Landscape Co., Glenview, IL, and has been in the landscape industry since 1969.

Greg Richards has been named product manager of turf chemicals for LESCO, Inc., Rocky River, OH. He replaces Joe Winland, who has been named vice president of commerical sales for Tru-Green Corp., East Lansing, MI. Winland will be based in Atlanta. Richards had previously been based in Landover, MD, working basically on LESCO sales to lawn care companies. Vanessa Jensen will assume some of Richards' duties.

From the Elanco Products Company, Indianapolis, comes word that **Salvatore A. Quattrocchi**, an agricultural chemicals sales representative in Arkansas, will be working in Minnesota, while **David A. Rausch**, who has been serving as market analyst, will be working out of the Bismarck, ND, area. **Mark I. Buroker** was re-

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Bill Black, CGCS Manager of Greens and Grounds Congressional Country Club Bethesda, Maryland

OR 15 YEARS, Bill Black had been using the best fertilizer he could find. But still he was never totally satisfied. Three years ago he began fertilizing the Congressional Country Club fairways with LESCO Sulfur-Coated Fertilizer and found the efficiency and performance he wanted.

storage." (Ask your LESCO sales representative about Spyder delivery in your area.)

As the home of the Kemper Open, Congressional Country Club cannot afford to gamble on quality. Bill Black knows he has a winner with LESCO Sulfur-Coated Fertilizer.

"LESCO Sulfur-Coated Fertilizer provided the best of both worlds some quick release, but also the residual I was looking for," Black explained.

When Bill Black switched to LESCO he found an added benefit in the Spyder delivery method.



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Fertilizers with

"It used to be you had to bring in the entire crew to unload the truck," Black said. "With LESCO Spyder delivery you don't even touch the product - you just have to make sure an area is cleared for

sulfur-coated phosphorus and potassium are also available, as well as a variety of combination products.

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cently named a marketing associate by Elanco. He joined the company in 1972 after graduating from Purdue University. Finally, **John R. Guthrie** was named a market analyst for international market research. Elanco is the agricultural marketing division of Eli Lilly and Company.



Ann Pang

Mike Schaefer

Mike Schaefer is the new vice president of sales and Roger Meyer the new vice president of engineering for the F.D. Kees Manufacturing Company, Beatrice, NB. Schaefer was the company's national sales manager while Meyer served as the chief engineer. Schaefer will direct the sales and marketing efforts for the entire Kees line of lawn and turf equipment. Meyer will be supervising all engineering and new product development.

Ann Pang, a graduate of Cal Poly, San Luis Obispo, is the new liason between the Orange County construction operations and the landscape





Karl Fiander

L. Donald LaTorre

architectural community, according to a release from Environmental Industries, Inc., Calabasas, CA.

Otto Pick & Sons Ltd, Richmond Hill, Ontario, Canada, announced that **Karl Fiander**, a graduate of Carleton University, has been appointed manager of the Alberta region. Fiander is vice president of the Canadian Land Reclamation Association.

L. Donald LaTorre has joined Engelhard Corporation's Specialty Chemicals Division as senior vice president, minerals. Prior to joining Engelhard of Iselin, NJ, LaTorre served as executive vice president of Velcro USA.

GOVERNMENT

Supreme Court rules for EPA in long-awaited Monsanto decision

A long battle between the Environmental Protection Agency and Monsanto over use of "trade secret" health and safety data to support registration by competitors remains partly unsettled despite a June Supreme Court decision in favor of EPA.

The case was filed in 1979, heard by the Court this past winter, and took Justice Harry Blackmun four months to write the decision. The Court overturned a U.S. District Court decision calling EPA's data compensation arbitration process unconstitutional.

While waiting for a decision, EPA has held up pesticide registration applications using data originated by other companies. Existing registrations supported by "me-too" data have been threatened with nullification due to claims by data originators of inadequate compensation.

The Court ruled, however, a dissatisfied data originator can sue EPA for "just compensation" if the arbitration process results in an unacceptable figure. The Court ruled changes in the Federal Insecticide Fungicide Rodenticide Act(FIFRA) between 1972 and 1978 gave registrants an impression of confidentiality. Therefore, companies submitting trade secrets to EPA in that period could sue EPA for 'taking of property' if EPA used the data against the company's will. Most of Monsanto's data on Roundup (glyphosate) was submitted between 1972 and 1978. Data submitted to EPA before 1972 or after 1978 is subject to FIFRA-set arbitration rules.

EPA is waiting for the Court to rule on a similar case against it by Union Carbide. Justice Sandra O'Connor wrote in a separate opinion that she considered use of pre-1972 data as taking of property too.

Bottom line is EPA is still holding up registration of 'me-too' chemicals for the Union Carbide case, Monsanto can block EPA use of its data submitted between 1972 and 1978, and EPA faces another pile of lawsuits when data holders begin to contest compensation.

David Crossman, a Monsanto spokesman told Weeds, Trees & Turf, "The most important aspect of the case is the Supreme Court has recognized trade secrets as property. We would have liked the District Court's ruling to stand and for Congress to revise data compensation sections of FIFRA."

Government contractors beware

If you apply pesticides to Federal or state property under contract you soon may be forced to stop until an environmental impact statement based upon worst case analysis can be completed. Oregon and Washington contract pesticide applicators have been stopped from spraying lands managed by the Bureau of Land Management or the U. S. Forest Service by a Federal Circuit Court. Voluntary bans have been implemented by these agencies in other parts of the country as well. The Pesticide Public Policy Foundation calls this the most significant pesticide issue confronting the the Green Industry.

PLANT TIPS

The Planting Hole

Research has shown absolutely no benefit from adding organic amendments to the planting hole backfill.

by Michael Dirr, Associate Professor, Horticulture, University of Georgia, Athens, GA

What could be simpler than dragging a six cubic-foot bale of peat moss across a half-acre lawn for the sole purpose of mixing it with the backfill around a newly planted red maple?

The answer, no peat moss!

Sound like heresy? Perhaps! I make this point to emphasize that recent research has shown absolutely no benefit from the addition of organic amendments to the planting hole backfill. In no case did amendments improve growth and in some reduced growth over backfill with no amendments.

What does this mean for professional landscape managers? Essentially it means dig a wide hole, not a deep hole, and place the native soil back around the plant. Let's examine the early research and its application for the landscape manager.

Whitcomb (Oklahoma), Pellett (Minnesota) and Corley (Georgia) working independently reached similar conclusions concerning backfill amendments. Pellett's work (1971) was the first to question the benefits of adding amendments to the backfill.

Two sites were selected and ten different soil amendments were studied. The test plant was Lonicera korolkowii 'Zabeli', Zabel blueleaf honeysuckle. The plants were evaluated over a two-year period.

There was no statistical difference in plant growth due to the use of peat, perlite, vermiculite or sawdust compared to plant growth in local soil at either planting site.

Schulte and Whitcomb (1975) reported that the growth of Acer saccharinum, silver maple, in a good, clay loam soil or a nutrient-deficient silt loam subsoil was as good as or superior to growth in amended soil. Amendments included various percentages of bark, peat moss, sand or vermiculite. Root development in the good, clay loam soil was vigorous and the root system extended well beyond the limits of the planting hole. Trees planted in soils amended with peat moss had fibrous roots but they did not develop beyond the amended planting hole.

There was a positive response to fertilizer applications in the clay loam soil. Forty pounds of a 10-20-10 fertilizer per 1000 square feet per month



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