ALCA focuses on modern management

Sessions at the 1981 ALCA Annual Meeting and Trade Exhibit in New Orleans, Feb. 8-13, will stress managing a business in a computerized, highly technical world. Approximately 1,000 landscape contracting firms are expected to be represented at the meeting.

Here is a sketchy outline of the event:
 Sunday, Feb. 8
 Registration and Mardi Gras party
 Monday, Feb. 9
 Estate planning
 Concurrent workshops: marketing design/build, personnel development in maintenance firms, land reclamation.
 Tuesday, Feb. 10
 Trade exhibit opens
 Al Hirt party in French Quarter
 Wednesday, Feb. 11
 Equipment demonstrations
 Interior landscape seminar
 ABC’s of computer applications
 Awards reception and luncheon
 Thursday, Feb. 12
 Learning to live with the computer
 Computer display and demonstration
 Banquet
 Friday, Feb. 13
 Financial management
 Adjourn at noon

Complete registration information for the show is available from Associated Landscape Contractors of America, 1750 Old Meadow Rd., McLean, VA 22101.

Tenth tropical foliage course January 13th

Orlando, Florida, becomes the foliage center of the country when the National Tropical Foliage Short Course is offered for the tenth time, in addition to major national displays of foliage and equipment at the Orlando Expo Centre. This is the biggest event in the interior plant field to date.

The workshop is divided into three sections: production, interiorscape, and marketing. Production topics include soil mixes, plant pest diagnosis, nutrition, irrigation, and production of specific plants. Interiorscape topics include bidding, transportation, acclimatization, installation, delivery, and selling. The marketing sessions will cover working with wholesalers, supplying the mass merchandiser, and working with super markets. Additional sessions on asset management, tissue culture, and inventory management are planned.

Florida’s foliage growers and equipment suppliers will display their material at the Orlando Expo Centre beginning Tuesday, Jan. 13. The four-day event will be headquartered at the Orlando Howard Johnson’s Downtown Hotel. For more information, contact the Foliage Education and Research Foundation, Inc., 305-886-1036.

ASLA offer health coverage at lower rates

Landscape architectural firms with at least 50 percent of the employees eligible for membership in the American Society of Landscape Architects will soon be able to take advantage of a group health/life insurance program that could lower premiums and raise coverage. Firms with less than ten employees may benefit the most from the program, according to ASLA President Robert Woerner. The plan is underwritten by Sentry Life Insurance Co., selected over other companies by the National Executive Committee. Contact ASLA, 1900 M Street, N.W., Suite 750, Washington, D.C. 20036 for more information.

LAW

Patent case decided in favor of Textron

A federal district court has ruled that a suit for patent infringement against the Jacobsen Division of Textron Inc. by Toro Company is invalid.

The Delaware court said that Jacobsen’s manufacture of the Sno-Burst Continues on page 12