

per to retail nursery and garden centers across the country. Two basic messages will be communicated: homeowners will be introduced to new concepts in outdoor living through creative landscaping; and the nation's corporations will be shown how "landscaping is good business."

Rather than confine its goals to just existing customers, the new program is designed to also reach those not yet in the marketplace for nursery products. Advertising will be directed at families with husband and wife between 18 and 62, whose incomes range upward from \$7500 and who live in their own homes. About 15 million American families meet these criteria and will, therefore, be the target audience of the program. If, as a result of the program, 10 per cent of these families spend as much on nursery stock next year as on color TV, industry sales would almost double, AAN projects.

Theme for the campaign will be "Plant a better place for living," with "how to enjoy it" being stressed more than "how to do it." Called the *Mood Zoned Lawn* concept, the new sales approach breaks down the home exterior into separate activity areas, such as "Tranquil Zones" — lawn areas surrounded by dense plants with space for a person to lounge in quiet beauty — and "Party Zones" — patio areas featuring festive plants.

The business and industry portion of the advertising program will be directed at about 68,000 firms employing 100 or more persons. These firms will be shown how landscaping pays off in terms of improved community relations and employee morale.

A special organization has been created to implement the national sales development program. Called "The Landscape Council," the group will be comprised of all AAN members who choose to join in the project. They will have available for their customers complete direc-

tions for the creation of Mood Zones, along with the necessary materials, equipment and assistance. They will also have at their disposal various campaign tie-in banners, posters, pamphlets, ad mats, etc. Enrollment of members in the Landscape Council will continue throughout the first several months of this year.

The sales development program itself is scheduled to begin in the early Spring of 1970, according to AAN. Wayne H. Dickson, director of the organization's public relations, has called the years of preparation for this project "a textbook study of how a trade association can help its industry grow."

Southern Cal Association Installs New Officers

New officers and directors of the Southern California Turfgrass Council for 1969 were installed on December 16, during the group's annual Christmas celebration in Burbank.

New president is Hugh G. McKay, sales manager for the Moist-O-Matic Division of Pacific Turf and Engine Co., Los Angeles. Other officers inducted were: 1st vice president — William S. Howlett, Cal-Turf, Inc.; 2nd vice president — Dave Mastroleo, Fox Hills Country Club; treasurer — Al Nobel, B. Hayman Co.

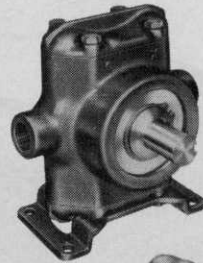
Newly installed directors were: Dr. H. Hamilton Williams, Los Angeles State and County Arboretum; Jerry Woffinden, Leisure World; and last year's Council president, Robert Scofield, Robinson Fertilizer Co.

One of the first actions taken by the new board of directors was the appointment of Mrs. Marie Trowbridge as Council Executive Secretary. Mrs. Trowbridge will serve all correspondence and be in charge of both the membership list and annual directory.

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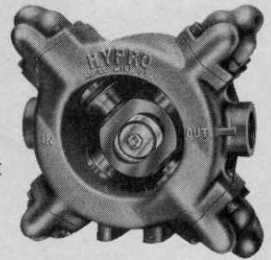
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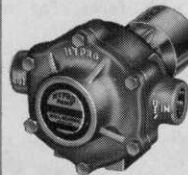
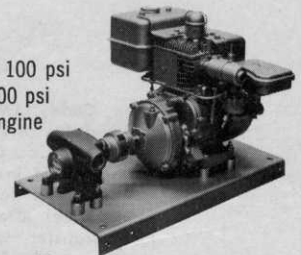
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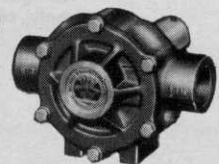


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