

NLA Reveals Award Program For Residential Landscaping

A new program to bring together the best residential landscape designs as a service to the landscape industry has been announced by the National Landscape Association.

This new service to the industry will take the form of an annual award program, according to NLA President Arthur W. Landseadel. The program will be a vehicle to bring together the best residential, apartment and condominium designs of the year for distribution to NLA members and other landscape professionals who participate in the program. Awards will be presented at the annual NLA Convention.

As the national association representing the landscaping industry, the NLA intends to give the award-winning designs as much distribution as possible. Therefore, the award program will be open to all professional landscape designers even though they may not be members of NLA.

This new program has been on the drawing boards for some time, and was voted into being at the January Board of Directors meeting, Landseadel said.

"The obvious purpose of this new NLA program will be to stimulate creativity of landscape designers, as well as to keep all of us abreast of what is being done in this field, and to give us information and new designs, allowing the designer to be aware of new developments and trends in residential designing," said the NLA President.

According to Landseadel this new award program does not compete with any existing national award program such as the American Association of Nurserymen's Landscape Award. Actually, he said, there are a number of important differences.

"The most readily apparent of these differences," Landseadel said, "is that the AAN program is di-

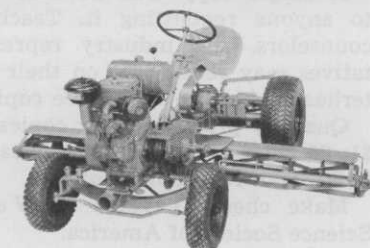
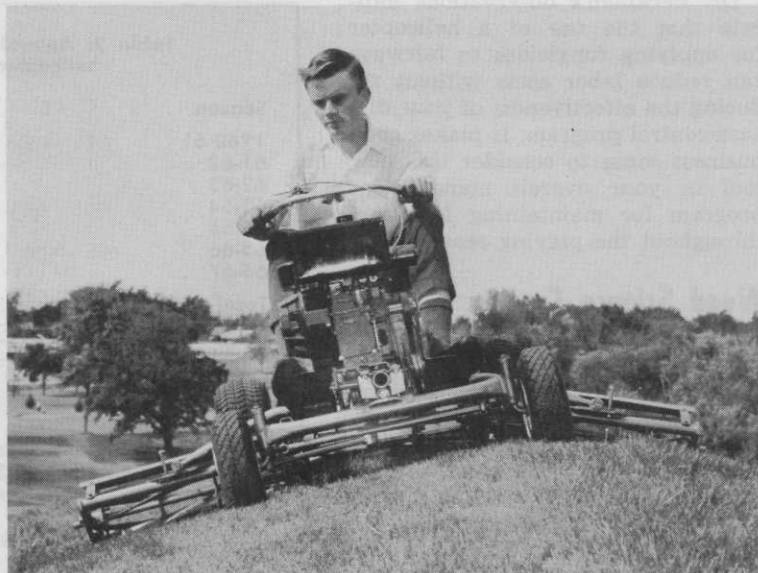
rected toward industry and government. There are also the important differences in the publicity objectives of the two programs. The NLA program will not be consumer or customer oriented. The publicity in our program will be restricted to the industry trade publications, releases to the recipients' home town press and letters of congratulations from the NLA to the landscape designer's clients (homeowner or property owner). Further, there will be no attempt in the NLA program to establish a chairman such as Mrs. Lyndon Johnson or Mrs. Richard Nixon. We are convinced that our financial resources for this program should be used to make available to the landscape industry the best in contemporary designs rather than giving widespread consumer publicity to the value of good designing and landscaping."

Landseadel concluded by saying that details of the new NLA Residential Design Award Program will be soon announced and entry information sent to the industry. Judging will be in the fall and awards will be presented at the reorganized NLA Convention, he said.

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