

Council releases profile of customers

The Nursery Marketing Council has released data obtained from research of nursery customers.

The information reveals three different types of customers. The first type, which makes up an estimated 20 percent of homeowners, spends seven hours per week in the summer caring for their plants and an average of \$200 per year for plant materials. The other two groups spend about four hours per week in the summer caring for plants and spend \$40 to \$70 per year for plant material.

NMC also found that 25 percent of homeowners look to their local garden center for information on plants and 60 percent depend upon nurseries. Also, mail order plant catalogs are used by only one percent of homeowners.

ALCA urges compliance to Carter guidelines

The Associated Landscape Contractors of America have suggested that contractors, especially those working under government contracts, comply with new wage and price guidelines. Compliance must be documented by contractors and subcontractors. Certificates of compliance are required for government jobs for more than \$5 million. Other penalty situations are unclear.

Basically, prices should not rise an average of 1/2 percent less than the average price increase of 1976 and 1977. A ceiling of 9.5 percent exists for price increases. Wages should not increase more than an average of seven percent.

Houston is location of ALCA annual meeting

Final program details have been released for the 1979 Annual Meeting & Trade Exhibit of the Associated Landscape Contractors of America. The week-long meeting will be held Feb. 4-9, 1979, at the Galleria Plaza Hotel in Houston, Texas.

The ALCA convention will feature some twelve programs on various aspects of landscape contracting, starting with a unique two-session keynote presentation. Nationally-known Dick Seman will present a three-hour program on "Communicate to Motivate" dealing with personnel management in an in-depth analysis.

The Trade Exhibit will be coupled with a unique new program the following morning — the Equipment Demonstration program. Held in a bare-earth field adjacent to the hotel, the session will feature all of the major equipment manufacturers showing and demonstrating their machines for the industry. As the program will be held in a bare-earth field, the equipment will be fully operational, with back-hoes digging, hydro-mulchers spraying, mowers mowing, and so forth.

Technically-oriented Specialty Workshops will cover Interiorscape Contracting, Maintenance, Revegetation/Erosion Control, Public Relations and Insurance, and Lawn Care Workshop.

Full information and registration materials are available from: Associated Landscape Contractors of America; 1750 Old Meadow Road; McLean, Virginia 22102.

More than 200 companies will exhibit at the Georgia World Congress Center. The first GCSAA show was held at Detroit's Fort Shelby Hotel in 1928 where there were only 27 exhibitors.

PGA Hall of Fame inductee Gene Sarazen will be the keynote speaker. Educational themes will include The Way of Change, The Future of Water, Turf Management, Public Golf Course Management, Executive Appraisal, Conflict Management, and Applying Discoveries.

While superintendents tour Atlanta's finest golf courses, their wives can tour some of Atlanta's fine older homes or Stone Mountain Park.

Interest persons should contact GCSAA, 1617 St. Andrews Drive, Lawrence, KS 66044. Registration deadline is Jan. 6.

TURF

Research observed at Virginia field days

Approximately 280 turf professionals from 13 states were able to view the latest turf equipment, products and research at the 1978 Virginia Tech Turfgrass Field Days and Trade Show.

The two days of activity began at Lane Stadium with a tour of exhibits where 35 commercial businesses displayed turf products and equipment.

Participants then moved to Tech's Turfgrass Research Center to see



Richard E. Schmidt, associate professor of agronomy at Tech, demonstrates research on sub-irrigation of putting greens at the Virginia Tech Turfgrass Field Days and Trade Show. This method of irrigation has proven effective in conserving water and appears to have the potential of relieving dry spots on greens.