

ALCA honored by Houston Mayor Houston Landscape Week proclaimed

February 4-10 was proclaimed Houston Landscape Week by Mayor Jim McConn in honor of the 1979 Associated Landscape Contractors of America meeting. McConn noted three worthy characteristics of landscape contractors in his proclamation: "WHEREAS, the natural living environment is the basic environment of human life, in which all people function; and WHEREAS, the landscape contractor, in his daily work, installs, enhances, and maintains the natural, living environment; and WHEREAS, the leading landscape contractors from throughout the United States and abroad are assembling in Houston. . ."

Election of officers

Bill Thornton, Jr., a principal of Thornton Environmental Industries, whose main responsibility is for Thornton Landscape, Inc., was named the 17th president of ALCA. Thornton resides in Cincinnati, Ohio.

President-Elect is Wallace SaBell. He is president of SaBell's, Inc., in Lakewood, Colorado.

Other officers elected include vice presidents Ritchie Skelton, president of Duncan Landscape Associates of Vienna, Ohio, and Allen Keesen of



William G. Thornton, Jr.

Allen Keesen Landscape, Inc., Denver, Colorado.

The treasurer is Ray Gustin III, Gustin Gardens, Inc., in Gaithersburg, Maryland. David Pinkus, North Haven Gardens, Dallar, Texas, is the secretary. Ron Ahlman is the Immediate Past President.

The new officers will serve until the next meeting in February of 1980.

Awards

The Ninth Annual Environmental Improvement Awards were announced and some nineteen projects recognized at the meeting. The awards are made each year in three classifications: Environmental Grand Award, Merit Award and Award of

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Distinction. The entries are judged on a regional basis.

The Grand Award, the highest, was presented for the following projects:

Deere & Company Interior Atrium (Interiorscape, Region IV) Tropical Plant Rentals, Inc. Prairie View, Illinois

Hilltop Park (Landscape Contracting, Region I) A&J Shooter & Associates, Mountain View, California

Kriss Residence (Design/Build, Region VI) Alley Pond Nurseries, Huntington, Inc., Melville, New York

Peninsula Office Park (Maintenance, Region I) Green Valley Landscaping Inc., San Jose, California

Small Residence (Design/Build, Region VII) Green Brothers Landscape Company, Inc. Smyrna, Georgia

William Lackey Residence (Design/Build, Region III) Landscape Associates Inc., Little Rock, Arkansas

The award winners were selected from 90-plus entries by a panel of three judges: Jot Carpenter, president of the American Society of Landscape Architects; Kent Slepika, director of the American Society of Interior Design; and Dale Manbeck, president of the National Landscape Association.

Trade show

All of the leading landscape suppliers were set

up to exhibit their products Tuesday in the Galleria Plaza Hotel's exhibit hall. A unique new ALCA program features an equipment demonstration.

Held on a bare-earth field next to the hotel, equipment manufacturers demonstrated their equipment in actual operation. Spray equipment sprayed, diggers dug, and those attending saw "the whole thing".

Education

A number of excellent speakers complimented the ALCA program. Dick Semann gave a fantastic presentation of "Communicate to Motivate". By the time Semann had reviewed the process of motivation, including effective goal setting and new concepts of motivational management within the landscape contracting field, everyone was truly "motivated to communicate".

Specialty workshops began on Thursday with sessions for interiorscape, maintenance, insurance, public relations and erosion control and revegetation. The sessions continued on Friday morning and a session for the rapidly expanding lawn care industry was added.

A record 683 landscapers attended the national meeting this year.

Those wanting to know more about the organization should write: Associated Landscape Contractors of America, 1750 Old Meadow Road, McLean, Virginia 22102.

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