

are: to adhere to recognized agronomic principles of turf management; to maintain a reputation for fair and honorable conduct in relations with customers, employees, and suppliers; and to conduct business upon the basis of service to the public and the lawn care industry.

NURSERY

Survey shows raise in nursery wages

A survey of hourly wages and fringe benefits conducted by the Wholesale Nursery Growers of America shows an average 30 percent increase in wages for both seasonal and year-round workers over the past three-and-a-half years.

Hospital benefits have changed only slightly since 1974. Eight percent fewer skilled seasonal employees are covered by a plan, while more seasonal and year-round supervisors have full hospitalization benefits.

A similar pattern exists in life insurance coverage, with supervisors enjoying increases in full coverage. About 60 percent of unskilled seasonal employees receive no benefits in this area, the same as in 1974. Overall, WNGA found that employers tend to cover workers fully or not at all.

On the other hand, the average full coverage in company pension plans has dropped from 32 to 19 percent for seasonal employees, and from 30 to 23 percent for year-round personnel. The newer pension coverage laws appear to be making it too expensive for the small grower to continue at the rate of coverage offered in 1974.

CONFERENCE

Grounds managers to meet in Nashville

Hundreds of delegates representing management of parks, campuses, golf courses, and other large grounds areas will convene Oct. 28-Nov. 1 at the Opryland Hotel, Nashville, Tenn., for the ninth National Institute on Park and Grounds Management.

A concurrent National Turfgrass Conference will offer sessions on all

Housing starts down, but not badly

As expected, high interest rates on mortgages are moderating new home construction, but not to the degree expected by government and private analysts.

Furthermore, the number of building permits issued in August shows the housing market holding strong into the fall. Both starts and permits were higher than predicted by a Commerce Department report, but lower than 1978.

August starts and permits indicate there will be about 1,790,000 new homes built in 1979, up from the 1,600,000 predicted by the Commerce Department.

Foliage specs goal of Florida group, ALCA

The Florida Foliage Association (FFA), representing growers of interior foliage plant material, and the Associated Landscape Contractors of America (ALCA), representing commercial landscape contractors involved in interior landscape installation work, will collaborate on a unified set of industry specifications for foliage, according to a joint announcement. Committees representing both organizations will work together on the publication of the Plant Materials Specifications sections of the next edition of the "Guide to Specifications for Interior Landscaping."

The joint activity was initiated following Board approval of FFA expenditures to produce accurate, full-color photographs in the next edition of the book, which has been an ALCA publication until now. The two committees will cooperate fully in the production of the next text, which will be accepted by both groups as the industry standard.

Design-related material in other sections of the new edition will be developed with the active participation of the professional organizations active in interior design — the American Institute of Architects, the American Society of Landscape Architects, the American Society of Interior Design, and the Institute of Business Design — working together with the ALCA and FFA committees.

The next edition of the "Guide to Specifications for Interior Landscaping" will begin development this fall, and is expected to be completed and published in 1981 or early 1982.

Minimum highway landscape standards urged

Landscape groups have submitted written support of proposed changes to the Highway Beautification Act to the Federal Highway Administration which would put highway landscaping on a matched fund basis with states. In the same statement, AAN, NLA, and ALCA urged the Administration to set minimum highway landscaping standards and to redirect efforts to more landscaping and scenic enhancement programs.

- Specifically, the statement proposed:
- highway landscaping should be done under separate prime contracts
 - all contractors should be prequalified
 - performance bond should be required
 - pre-bid conferences should be held
 - inspection procedures should be more uniform
 - outdoor advertising standards should be set.

NLA residential landscape program announced

The National Landscape Association has announced its 10th Annual National Residential Landscape Awards Program.

Entries and information requests should be directed to the National Landscape Association, 230 Southern Building, Washington, D.C. 20005, 202-737-4060