

LANDSCAPE

CONTRACTOR NEWS

Ohioan offers cost saving advice

Art Landseadel, past president of the National Landscape Association, has offered the following advice to fellow contractors to cut costs.

Check insurance coverage to see that your insurance man has depreciated the value of insured items and reduced premiums accordingly.

Adjust coverage seasonally of resale items such as chemicals, stocked materials, and tools during the off season when your supply and its value is reduced.

Adjust telephone service during off periods. You may need fewer lines except during the sales season.

Offer fast pay discount of two percent to those customers that pay within ten days. Take advantage of similar offers from suppliers.

Contract out work to avoid fringe benefits of fulltime employees if the job is short term. Also lease equipment for short term jobs.

Take advantage of cooperative advertising in which the manufacturer offers to pay part of the advertising to get his product in use.

Consolidate business forms and billing to reduce printing and handling costs.

Void guarantee on past due accounts by terminology on contracts and charge late payers 1 1/2 percent interest per month after 30 days.

Add equipment/supervision charge to jobs to account for all overhead not considered when price structure was designed.

Every little bit helps and eventually adds up to a large savings.

California chapter selects Vandergeest

The Long Beach-Orange County chapter of the California Landscape Contractors Association, the largest chapter in the group, elected William Vandergeest of Vandergeest Landscape Care, Santa Ana, president. More than 200 landscape and irrigation contractors belong to the chapter.

Four vice-presidents were also elected to serve for 1980. They are John K. Budd, Budd Landscaping, Orange; Allen Chariton, Tierra Verde Landscape, Santa Ana; Wayne Duboise, Mission Landscape Service, Costa Mesa; and Bob Newton, Santa Ana.

Two more groups affiliate with ALCA

The Associated Contractors of Oregon and the Metropolitan Detroit Landscape Association became the 12th and 13th state and regional landscape contracting associations to formally affiliate with the Associated Landscape Contractors of America. Under the sponsoring member arrangement, member firms gain direct access to all ALCA publications and meetings.

ALCA creates interior division

A new division with its programs specifically for interior landscaping has been launched by ALCA. Lainé Craft, owner of Living Interiors, Lake Park, FL, has been installed as chairman of the division. The Interior Division has scheduled several sessions on maintenance, a fullblown conference in Denver this fall, and a newsletter of its own. Under development is a Maintenance Procedures Manual expected for release late this year.

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panies which don't have their own training programs. He urged arborists to bring the NAA's slide/cassette program to schools, where there is not the time to teach practical experience.

Four ways to improve the profession, Ryan said, are: education, good publicity (support of arbor day), hiring women, and paying more for workers to get better performance.

Charles Cissel of Guardian Tree Experts and Ted Collins of Ted Collins Tree and Landscape Service said the slide/cassette and Tail Gate safety programs can be very helpful for practical Integrated Pest Management (IPM). The question to consider for pest management, Collins said, is: "Is it safe, healthy, environmentally acceptable, and profitable?" He has promoted IPM through television, radio, public relations, advertising, and personal appearances.

Lively response came from Kenneth Morefield's talk on "The Wage and Hour Law, and Company Policies." The management consultant said, "Investigation of operations usually proves violations." Questions and disbelief from arborists showed that he was probably correct.

Speakers also shared their expertise on other governmental concerns, such as pesticide regulations and certification in the 80's; cultural practices, such as soil and foliage analysis and Dutch elm disease; and new technology, including computers. Members showed slides of innovative practices they have used to aid their operation.

The association honored the "Senator" cypress tree in Big Tree Park, Longwood, FL, with a bronze plaque. The tree is over 3,500 years old and has a dbh of 138 feet.

President Larry Holkenborg handed over his office to Bruce Walgren of Walgren Rree Experts, Inc., West Hartford, CT. Other newly elected members are: Walter E. Money, 1st vice president; Erik H. Haupt, 2nd vice president; Lee L. Lesh, secretary; Robert Mullane, treasurer; and William L. Owen, director.