

# LANDSCAPE

## CONTRACTOR NEWS

### GOLF

#### **McLoughlin named GCSAA exec director**

James E. McLoughlin has been chosen as the new Executive Director of the Golf Course Superintendents of America, said GCSAA President Melvin B. Lucas Jr.

McLoughlin is well known in the national golf community, having served as executive director of the prestigious Metropolitan Golf Association since 1966. He will begin his duties with GCSAA this September.

Lucas said, "The future welfare of the golf, club, and turf industries will require greater communications among all golf-related organizations in the years ahead, and often, a common effort. Jim McLoughlin's diversified background will facilitate GCSAA's support of this concept."

McLoughlin has served on the board of governors and is currently a member of the National Club Association's long range planning committee. He is a past president of the International Association of Golf Administrators and is chairman of its national liaison planning committee. He cofounded and served on the faculty of the Manhattanville College Club Management Program, a continuing education program designed specifically for the golf club community, which has been attended by many golf course superintendents.

### IRRIGATION

#### **Symposium planned for Nebraska Center**

The Second National Irrigation Symposium has been scheduled at the Nebraska Center for Continuing Education (NCCE), University of Nebraska, Lincoln for October 20-23.

The program will include presentations on current irrigation practices, irrigation development during the 70's, current significant research, and potential future developments.

### HONORS

#### **Chemical Association elects new chairman**

The Chemical Manufacturers Association (CMA) recently elected H. Barclay Morley, chairman of the board and chief executive officer of

#### **Interior Landscape will meet in Denver**

"Prospering in an Uncertain Economy" is the theme of the 1980 Interior Landscape Conference scheduled for the Fairmont Hotel in Denver, Sept. 10-13.

A wide range of speakers will discuss the economic climate's impact on interior landscape firms, foliage technology, personnel administration, promotion, and selling. The conference will also feature a business meeting and presentation luncheon, at which exhibiting firms will show new developments in their products and/or services.

At least 50 leading suppliers and manufacturers will display their products and services for the industry at the trade exhibit on Thursday. Program chairmen are expecting a record turnout, possibly 400 people.

Complete information and registration materials for the 1980 Interior Landscape Conference of ALCA is available from: Interior Landscape Div., 1750 Old Meadow Road, McLean, VA 22102, 703/821-8611.

#### **Author to address California landscapers**

Author William Whyte will keynote the 1980 California Council of Landscape Architects annual conference scheduled for October 19-21 at the Asilomar Conference Center on the Monterey Peninsula.

White, who wrote "The Social Life of Small Urban Spaces," will show a film he made of New York street life which analyzes public places and why people do or don't use them.

Panels will provide discussion on resource conservation and licensing and legislation. Other topics include microclimate modification for human comfort and a presentation by Sunset Magazine on problems landscape architects have preparing photos for publication.

For more information, contact conference chairpersons Leah Haygood (415/841-5154) or Deb Mitchell (415/821-3500).

#### **Productivity marks ASLA board meeting**

The American Society of Landscape Architects' Board of Trustees covered a multitude of items at its mid-year meeting held in Kansas City during May.

The discussion included the new headquarters building, membership, unification with the American Institute of Landscape Architects and changes in the constitution and "Emeritus Status" bylaw. Executive Director Ed Able reported that in the past 12 months, ASLA membership has increased 14.2 percent, and the current number of dues-paying members stands at 4,876.

#### **ALCA's Interior Div. names chairman**

The Associated Landscape Contractors Interior Landscape Division installed a new chairman and embarked on its first full year of operation as an independent arm of ALCA at the group's 1980 annual meeting in San Diego.

Laine Craft, owner/manager of Living Interiors, Lake Park, FL, was installed as chairman of the I.L. for 1980.

According to Craft, I.L.D. programs for the year include: several one-day interior Maintenance Technicians Short Courses, management-oriented seminars, and the first annual Interiorscape Conference this fall in Denver.