

# LANDSCAPE

## CONTRACTOR NEWS

### LAF terminates management by consultants

The Executive Board of the Landscape Architecture Foundation decided in December to terminate the foundation's management contract with Executive Consultants of McLean, VA. Executive Consultants at one time managed the Associated Landscape Contractors of America, the American Society of Landscape Architects, and the Landscape Architect Foundation. LAF is the last to break away from the management consultant group in an effort to increase productivity and service.

### Nursery promotion expected to boost sales by five percent

Nursery related industries can expect to experience a five percent increase in sales in areas where advertising by the Nursery Marketing Council runs. NMC made this prediction based upon consumer research tests using radio advertising to promote beauty and value enhancement of living plants.

A scatter plan will be used to place advertising until NMC can generate the \$2.75 million estimated for a national program. NMC has a goal to advertise nationally, seven days per week a solid three months in the spring.

Funds for the advertising come from nursery suppliers who contribute 1/4 percent of invoice totals. Interested persons should contact NMC, 230 Southern Bldg., Washington, D.C. 20005.

Inc., of Woodbridge, VA and Schlick Landscaping Inc, Huntington, NY.

**Commercial** - Century Landscape Contractors, Agoura, CA with two project awards.

**Design-build** - Landscape Associates Inc., Little Rock, AR and Theodore Brickman Co., Long Grove, IL

**Maintenance** - Ladybug Industries Inc., Jacksonville, FL, Ray's Landscape and Nursery Inc., Walled Lake, MI, and Clearwater Landscaping Co., Sun Valley, ID

**Interiorscape Installation** - North Haven Gardens Inc., Dallas, TX

**Interiorscape Maintenance** - Cohl-mia's, Tulsa, OK

Some of the winners will be featured in Weeds Trees & Turf later in the year in a roundup of the best landscape designs for 1980.

New officers were installed during the meeting. They include President Wallace SaBell of Denver, President-Elect Allen Keesen of Denver, Vice-President Ritchie Skelton of Vienna, OH, Vice-President Ray Gustin III of Gaithersburg, MD, Treasurer David Pinkus of Dallas, and Secretary Landon Reeve of Woodbine, MD.

ALCA also presented safety awards to 12 landscape contracting firms at the show, during a special breakfast meeting. The awards were made according to the number and time lost as reported for the period September 1978 through August 1979. Three firms reported no accidents or time lost.

If San Diego wasn't nice enough, a group of ALCA members continued the meeting on a three-island tour of Hawaii.

### SALES

### Echo ups sales for seventh year in a row

Echo, Inc. of Northbrook, IL, expects to report increases of 45 percent for the fiscal year just ended, an increase that represents a seventh consecutive record sales year for the company.

Echo markets a variety of two-cycle engines but has become well-known for its outdoor power equipment, including chain saws, power

blowers, hedge trimmers, and weed and grass trimmers. Its chain saw line was up in volume more than 30 percent last year.

### HORTICULTURE

### Lower temperatures save greenhouse heat

Researchers at the Connecticut Agricultural Experiment Station in New Haven have shown that plants can tolerate lowered temperatures in a greenhouse for part of the night, thereby saving fuel.

They indicate that fuel consumption in a greenhouse can be reduced by about 20 percent from January to April. The savings in dollars for growers can be significant because fuel accounts for half the cost of growing plants in greenhouses in the Northeast.

The fuel savings occur if the temperature in the greenhouse is maintained at 60 degrees F for the first part of the night, which is the standard practice, and then allowed to drop to 45 degrees for eight hours.

### GRANTS

### HRI expands its research grant program

The Horticultural Research Institute has announced the funding of five \$1,000 research grants in addition to 15 Richard P. White \$500 research grants for the coming year 1980. The grants will be awarded to help researchers conduct important projects of direct interest to the nursery and landscape industries.

Any organization conducting research which may benefit the nursery community—state and federal research laboratories, land grant universities, forest research stations, business firms, botanical gardens, and arboreta—is invited to make application for one of the grants.

An advisory committee of research scientists reviews applicants and selects them on the basis of information from a simple questionnaire.

Grants are available from the HRI, 230 Southern Building, Washington, DC 20005, and must be returned by May 1, 1980. The grants will be awarded in November.