

# LANDSCAPE CONTRACTOR NEWS

## Landscape clinic lays a path toward profit

The Landscape/Garden Center Management Clinic presented a new awareness of the 1981 meeting's theme, "Management — The Path to Profit," at its meeting held Feb. 1-4 at the Galt House Hotel in Louisville, KY.

Six hundred people, including 115 students, heard a variety of talks on new approaches to management for operators of landscape firms and garden centers. Daily educational sessions were complemented with buzz sessions each night. New officers were also elected for the two groups.

Many of the talks centered on personnel. Carl Jacobs of Shiloh Nursery spoke about "Selecting, Training, and Motivating a Landscape Staff;" Lew Van Buskirk discussed "Working the Fringes — Profiting Through Employee Benefits;" and a team of speakers focused on "Motivating Part-Time Employees to Full-Time Success."

"There is a lot more emphasis and interest on personnel now in management from a landscape/garden center point of view that one has to concern himself with," says Bob Fortna, director of publications for the American Association of Nurserymen. "As a result of this interest and modernization of landscape and garden centers, people are beginning to realize that update of personnel, cost control, and inventory techniques are very important."

Other topics at the clinic included "A Path to New Profits" by Joe Marsh, J&M Landscaping Maintenance Consulting, Inc.; "Sound Principles for Satisfying Profit — Analyzing and Applying Financial Information" by Dr. W.D. Downey of Purdue University; "Creative Thinking — Putting Creative Theory into Practical Application" by Terry Hinemean, Morris Massey Associates; and "Applying Operating Cost Statistics to Your Business" by a panel of experts.

The annual meeting is evolving even more into management, says Fortna. "In this industry, we have been neglecting business techniques. In this kind of economic climate, you have to be more precise and up-to-date."

New officers for the National Landscape Association elected at the meeting are: Gerald Harrell of Landscapers Unlimited, Houston, TX, president; and Joe Wayman of Forest Keeling Nursery, Elsberry, MO, vice president.

Elected to serve for the Garden Centers of America are: J.D. Causey of Causey's Garden Center, Wilmington, NC, president; Frank Akin of Akin's Nursery and Landscape Co., Shreveport, LA, vice president; and John Teas of Teas Nursery Co., Bellaire, TX, new director. John Horton of Horton Nursery Sales, Cleveland, OH, becomes the past president.

## Contractors show good safety record

The landscape contracting industry has developed a remarkable record for safety over the last year, incurring only one time-lost injury for every 18,000 man-hours worked.

The incident rate for the industry was determined to be .056—defined as .056 injuries per 1,000 man-hours worked. This equates to one injury per 18,046 hours worked—one injury per 2,256 mean-days. The time-lost rate was determined to be .708 days lost (due to injury) per 1,000 man-hours—one day lost for 176 days worked.

This data comes from a survey of a representative sample of the industry that was conducted by the Associated Landscape Contractors of America in conjunction with the ALCA safety contest. The time span for the study ran from September 1, 1979, through August 31, 1980, with data reported monthly by contractors.

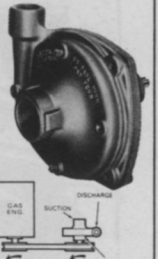
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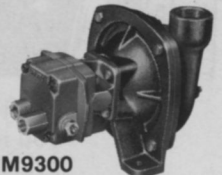
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