

# LANDSCAPE

## CONTRACTOR NEWS

### ALCA's ILD Conference to Emphasize Management

"Professional Growth through Management and Technology" is the theme of the 1981 Landscape Contractors of America Interior Landscape Division Conference, to be held at the Hyatt/Regency, Atlanta, on September 9-12, 1981. The program will include a "dual track" approach with much of the programming split into concurrent sessions, one session on a business management topic and the other on a horticultural technical subject.

A highlight of the conference promises to be the keynote address by Rod Bailey of Evergreen Services Corporation in Seattle, WA. A professional in the landscape contracting industry and a consulting professional to firms with organizational problems, Bailey will speak on personnel management and how to reduce turnover.

I.J. Jackson, a representative of the Fails Management Institute, will speak on strategies to improve human resources. Jackson will also administer the D.I.S.C. Profile test to interested individuals and provide direct feedback to each participant on self-perception response as expected by others and the individual's response to pressure.

Other experts will participate in panels on operational efficiency, developing a lease program, developing a company image, and automation. The Awards Presentation Luncheon will honor interior project winners of ALCA's 11th annual Environmental Improvement Awards.

Other Convention highlights will be the "Suppliers Night" with up-to-date information on equipment, and an informal roundtable discussion program with the conference speakers and industry leaders at the close of the conference.

### Directory of contractors available

The 1981/1982 *Who's Who in Landscape Contracting*, containing over 900 listings of commercial landscape contractors throughout the U.S., has been published by the Associated Landscape Contractors of America.

The directory lists the members of ALCA and provides the full name, address, and phone number for each contractor, as well as the name of the principle contact person. Each listing also contains a size index and the specialties for that contractor.

To receive the directory, send \$3 to ALCA Publications, 1750 Old Meadow Road, McLean, VA 22102.

### Housing Starts Continue Slide

Landscapers and other businessmen affected by the housing industry are distressed that the number of housing starts continues to fall. After rising to an annual rate of 1.66 million starts in the construction of homes and apartments in January, housing starts plunged to an annual rate of 1.15 million units in May. This is the lowest level since the 938,000 starts of May, 1980, when the 1980 recession was in full swing.

"It's unquestionably interest rates," says Adren Cooper, a Commerce Department analyst. Although they have declined somewhat since then, mortgage rates were averaging a near-record 16.1 percent in early May.

"While the immediate future of the housing industry is not rosy," according to Commerce Secretary Malcolm Baldrige, "we are seeing some initial decline in inflation, and more recently in interest rates.

"If we can achieve lasting relief from inflation, then interest rates will come down," Baldrige added. "In this case, the next housing recovery could be more lasting than the recent one."

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horticulturists of today were Chadwick's students. Some tree names carry the name "Chadwicki" having been selected by the professor.

The goals of the arboretum is to provide the place to expand on the number of improved landscape plants; to acquaint the public with landscape plants by displays; to provide subjects for student study and research; and to provide a collection of plants for study of hardiness, adaptability, and specific characteristics.

The idea for the arboretum originated with the Northern Columbus Kiwanis Club in 1979. The Ohio Nurserymen's Association contributed to the arboretum and assisted in its development.

### CHEMICAL

#### Boots/Fisons combo settles on BFC name

Mergers have their problems, especially trying to find a new name. When Boots Hercules Agrochemicals of Wilmington combined marketing efforts with Fisons Inc. of Bedford, Mass. in January the name FBC was chosen. Unfortunately a regional chemical company in the country already had that name.

Boots had combined with Hercules last year and changes were already causing some confusion. To solve the name problem once and for all, until any future merger, the name BFC Chemicals Inc. was selected. BFC officials have their fingers crossed that they can take this name as their own and stop the series of changes.

### URBAN HORTICULTURE

#### NY Botanical Garden plans futuristic thrust

The New York Botanical Garden has announced its plans to create three new "institutes" to apply botany and horticulture to problems of the present and future. The primary function of the Garden has been to serve scientists with the leading collection of plant information for reference and identification.

The three institutes are the Institute of Ecology, the Institute of Economic Botany, and the Institute of Urban Horticulture. The first will approach environmental deterioration and the role of plants. The second will deal with expanding the number of economically