

LANDSCAPE

CONTRACTOR NEWS

Expanding frontiers earmark ASLA meeting

Speakers at the American Society of Landscape Architect's annual meeting in Denver stressed the awareness and involvement of the industry in a wide diversity of work.

"The scope has arrived that we are involved in every facet of life," says Bill Oyler, director of programs and administration for ASLA. The November meeting forwarded that theme to more than 1,600 attendees.

Keynote speaker John Naisbitt—publisher, author, futurist, and newspaper columnist—spoke at the opening session about the change to which landscape architects will be expected to respond in the 1980's. The 22 individual educational sessions that followed emphasized this in specific ways. The programs were divided into five major education topics—energy, economics, communications, creative management, and design quality and values—and each of these were divided into five or six sessions.

Booth space was filled and included companies selling computers, lighting, irrigation equipment, turf, indoor-outdoor furniture, bridges, recreation equipment, and management consulting services. Oyler expects that the meeting next year in Washington, DC, will contain 100 booths, a good percentage more than this year's 67.

California show will cover entire field

The California Landscape Contractors Association's 1981 Landscape Industry show, scheduled for March 26-27 at the Long Beach Convention Center, promises to be a complete show for the landscape industry.

The planning committee is hoping to gather people and products from every aspect of the industry, including the related services and products used in the offices of landscape contractors as well as those used in the field. The organizers are urging suppliers of stationery, office furniture and equipment, computer and communication systems, public relations people, and financial consultants to exhibit.

This marks the second such show sponsored by CLCA. For further information about it, contact David Concannon, 1419 21st St., Sacramento, CA 95814, 916/448-2522.

Irrigation Association plans full course

The Irrigation Association will hold its first two-week Landscape Irrigation Institute in cooperation with the University of California at Riverside, March 23-April 3.

The intensive two-week course, designed for personnel of manufacturing, distributing, contracting, and consulting firms, will comprise 11 days of instruction and field trips.

Topics of instruction include basic principles of soil and water; principles of turfgrass, adaptation, growth, and maintenance; irrigation components and types; hydraulic principles; and installation, management, and scheduling of irrigation systems. Field trips will go to an irrigation pipe manufacturer, sprinkler manufacturers, irrigation systems, and laboratories.

Registration information is available from: The Irrigation Association, 13975 Connecticut Avenue, Silver Spring, MD 20906, 301/871-1200.

by the Agricultural Services Census for 1978.

The census indicated \$2.6 billion gross receipts for that year, nearly double the amount reported in 1974, although part of this increase may be due to more complete reporting. More than 36,000 landscape planting and maintenance service firms who derive their major source of income from garden services had gross receipts of \$1.4 billion; over 19,500 arboricultural firms showed gross receipts of \$1.06 billion; and 5,228 landscape planning and counseling services reported \$.18 billion in gross receipts.

Since more limitations are being placed on the pesticides that homeowners may use, professional landscape and horticultural services are expected to be in greater demand in the future.

FERTILIZER

Fertilizer movement advances in October

Domestic market movement for fertilizers from producers increased 3% in October above the same month in 1979, even though total month-end inventories also reached higher levels, according to a report by The Fertilizer Institute.

Domestic disappearance for October of both nitrogen and potash products was well ahead of the same month last year, while exports of all finished phosphate products also advanced.

"The October report clearly shows the rapid pickup in mid-fall movement that had been expected," noted Institute President Edwin M. Wheeler. "Recent industry reports from the field indicate that this improvement has continued into November for most products."

EROSION CONTROL

Scientists study reasons for erosion

In the Pacific Northwest, flooding and erosion are most likely to be caused by rainfall on top of frozen soil.

Myron Molnau and D. K. McCool, researchers at the Idaho Water Energy Resources Research Institute of the University of Idaho, are studying erosion to determine the extent to which it occurs on frozen soils. They plan to evaluate the effect of various land use practices, such as tillage, on the severity of runoff from frozen soils.

Their preliminary data suggests that minimum tillage controls erosion best.

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