

LANDSCAPE

CONTRACTOR NEWS

ALCA focuses on modern management

Sessions at the 1981 ALCA Annual Meeting and Trade Exhibit in New Orleans, Feb. 8-13, will stress managing a business in a computerized, highly technical world. Approximately 1,000 landscape contracting firms are expected to be represented at the meeting.

Here is a sketchy outline of the event:

Sunday, Feb. 8

Registration and Mardi Gras party

Monday, Feb. 9

Estate planning

Concurrent workshops: marketing design/build, personnel development in maintenance firms, land reclamation.

Tuesday, Feb. 10

Trade exhibit opens

Al Hirt party in French Quarter

Wednesday, Feb. 11

Equipment demonstrations

Interior landscape seminar

ABC's of computer applications

Awards reception and luncheon

Thursday, Feb. 12

Learning to live with the computer

Computer display and demonstration

Banquet

Friday, Feb. 13

Financial management

Adjourn at noon

Complete registration information for the show is available from Associated Landscape Contractors of America, 1750 Old Meadow Rd., McLean, VA 22101.

Tenth tropical foliage course January 13th

Orlando, Florida, becomes the foliage center of the country when the National Tropical Foliage Short Course is offered for the tenth time, in addition to major national displays of foliage and equipment at the Orlando Expo Centre. This is the biggest event in the interior plant field to date.

The workshop is divided into three sections: production, interiorscape, and marketing. Production topics include soil mixes, plant pest diagnosis, nutrition, irrigation, and production of specific plants. Interiorscape, topics include bidding, transportation, acclimatization, installation, delivery, and selling. The marketing sessions will cover working with wholesalers, supplying the mass merchandiser, and working with super markets. Additional sessions on asset management, tissue culture, and inventory management are planned.

Florida's foliage growers and equipment suppliers will display their material at the Orlando Expo Centre beginning Tuesday, Jan. 13. The four-day event will be headquartered at the Orlando Howard Johnson's Downtown Hotel. For more information, contact the Foliage Education and Research Foundation, Inc., 305-886-1036.

ASLA offer health coverage at lower rates

Landscape architectural firms with at least 50 percent of the employees eligible for membership in the American Society of Landscape Architects will soon be able to take advantage of a group health/life insurance program that could lower premiums and raise coverage. Firms with less than ten employees may benefit the most from the program, according to ASLA President Robert Woerner. The plan is underwritten by Sentry Life Insurance Co., selected over other companies by the National Executive Committee. Contact ASLA, 1900 M Street, N.W., Suite 750, Washington, D.C. 20036 for more information.

J.P. Shildrick, Sports Turf Research Institute, Bingley, West Yorkshire, BD16 1AU.

United States turf specialists have been attempting to form a similar group for the last three years without approval of a constitution.

SOILS

Computer data bank established by Scotts

Results from more than 100,000 soil tests made on U.S. golf courses have been stored on computer by the Pro-Turf Division of O.M. Scott & Co., Marysville, Ohio. With the information, Scotts hopes to produce summaries of soil characteristics for particular regions of the country. Superintendents in the regions can then find out what nutritional deficiencies need to be corrected.

Scott technical representatives will help analyze and interpret the soil test data for the superintendent. The desired result is more effective fertilization programs and perhaps lower costs.

The company reports that more than 90 percent of the nation's golf courses were tested for the information system.

OFFICERS

PGMS members cast ballots in Kansas City

John Van Vorst, supervisor of parks to Tenafly, NJ, is the new president of the Professional Grounds Management Society following elections during the group's latest meeting in Kansas City.

The president-elect for 1981 is Earl Wilson, vice president of Thornton-Wilson Inc., Maineville, OH. Wilson is a charter member of PGMS Southern Ohio Branch. Fred Rigger, grounds manager for the Padonia Swim Club in Cockeysville, MD, is the new vice president. Elected to a second term is Treasurer Robert Fisher, a past PGMS president and consulting horticulturist in Virginia.

LAW

Patent case decided in favor of Textron

A federal district court has ruled that a suit for patent infringement against the Jacobsen Division of Textron Inc. by Toro Company is invalid.

The Delaware court said that Jacobsen's manufacture of the Sno-Burst

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