

NLA/GCA clinic mirrors business needs

The 1982 Landscape/Garden Center Management Clinic held at the Galt House, Louisville, KY, attracted over 500 attendees. At the clinic, sponsored by the National Landscape Association and the Garden Centers of America, participants and speakers agreed that increased attention to business management and marketing can turn 1982 into a good year for the industry.

Clinic observers noted that education sessions focusing on personnel and financial management techniques and other business topics were well attended. One of the well received innovations of the clinic was the buzz sessions where attendees have the opportunity to ask questions, share knowledge or clarify an opinion expressed by the speakers during the day's sessions. Jack Siebenthaler, horticultural consultant; Leroy Hannebaum, landscape consultant; and Frank Lester, management consultant, all took part in buzz sessions following their seminars.

Other highlights of the meeting included presentation of NLA Residential Landscape Awards, GCA Display Awards and recognition of GCA's Tenth Anniversary.

Design courses offered in Arizona

The Arizona Landscape Contractors' Association is sponsoring courses in residential landscape design, landscape construction details and advanced landscape drawing. The courses are open to professional contractors, landscape architects/designers, college students and swimming pool designers and will be offered July 22-31 in Scottsdale, AZ.

The three courses are part of a nationally recognized program offered annually since 1973. This year the program will also be offered in Pennsylvania and Ohio. Each course is limited to 60 students and will be taught by members of the Ohio State faculty. Instructors this year are Jot Carpenter, chairman of the landscape architecture department and former president of the American Society of Landscape Architects; Fred Buscher, OSU Cooperative Extensive Service; and Norman Booth, landscape architecture faculty.

Forty-four landscapers pass exam

Although a complicated, six-step application process prevented many landscapers from taking the test, 44 of 50 who sat for the first National Council for Interior Horticultural Certification exam passed. The exam was held during the Interior Plantscape Association Convention last year in St. Paul, MN.

Even with the 88% success rate, the general feeling among exam-takers was that it was more difficult than expected. NCIHC Chairman Donald Gammon noted a general comment was that the questions in the review manual were easier than the actual questions. Horticulture questions make up 35% of the exam, design 15%, business 20%, and maintenance 30%. Minimum levels have been established for each section and anyone scoring below the minimum on any section fails the exam.

Besides passing the exam, candidates must be approved by a majority vote of the nine-member NCIHC board of governors before being certified. Certification exam applications may be requested from the National Council for Interior Horticultural Certification, P.O. Box 17148, Washington, DC 20041.

and turf care machines," said Dwyer. "He and his people are looking forward to broadening our distribution line of heavy duty products with these new product introductions later this year."

Jacobsen centralizes equipment shipping

Dealers of Jacobsen lawn and garden care equipment are now able to receive delivery within a week after placing their orders, due to the recent completion of a new base distribution center in Memphis, Tennessee. According to John W. Shriver Jr., executive director of product distribution, the new facility will reduce out-of-stock conditions, processing, shipping, and delivery times.

The new structure is able to hold 100,000 lawn mowers. That capability, combined with computerized administrative support services and high speed fork lifts, enables the orders that are processed throughout seven regional distribution centers to be shipped within 48 hours.

BUSINESS

Southwest best manufacturing climate

A report released by the Alexander Grant and Co. accounting firm and the Conference of State Manufacturers Associations (COSMA) rates the southwestern states as the most conducive area in the U.S. for business. Florida, Texas and Colorado were the top three states, individually, in the ranking.

The regions that exhibited the worst climate for businesses were the New England Mid Eastern and Great Lakes States.

The data was compiled from replies by 38 state manufacturers associations. In their answers, the associations first weighted the factors as the relative importance of each to the region. Each state was then scored for the factors.

The most recent survey calculated the rankings by using 22 business factors, rather than the 18 that had been compiled last year. Five categories of factors included local and state government fiscal costs, availability and productivity of the labor force and state regulated labor costs.

The state and local fiscal policies were judged by the amount of state and local taxes, the rate of change in taxes, the state's expenditure growth vs. its

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