

### ALCA plans financial seminars

Two more financial management seminars have been planned by the Associated Landscape Contractors of America after the success of two new similar workshops in September and October.

Seminars have been scheduled for Feb. 16 in Phoenix and Feb. 28 in Chicago.

The continued emphasis on planning for the financial future in the landscape industry was the focal point of the two seminars held recently; one in San Francisco in September and the other in Dallas in October. Both seminars were presented by Jim Skelton of Ross/Paine and Associates, a financial consulting agency based in Chicago.

The two cities' "Pricing for Profit" seminars attracted over 60 landscape professionals. The program developed specific financial strategies for the landscape contractor and defined and examined ways to increase profit in today's economy. Areas covered were evaluation of income statements, forecasting, ways to plan for future growth and budgeting, profit centers, profit performance and pricing strategy.

ALCA Director of Programs Gail Morgan said the increasing concerns of the landscape industry in profitability and marketing in today's economy have made the financial management seminars valuable to anyone working in the landscape industry.

### IPA honored 17 at Annual Meeting

The Interior Plantscape Association acknowledged 17 designs in three categories at its Oct. 26 Annual Meeting and Trade Show.

Judges for this year's awards included Jacob Kaminsky, landscape architect from Columbus, MD; Darwina Neal, a landscape architect from Washington, D.C.; and Marge M. Talt, an interior designer from Potomac, MD.

Winners were judged in the following categories:

**Design Installation:** Madelyn Simon of Madelyn Simon & Associates, Inc. of New York, NY; James E. Richardson of Green Expectations, Inc., Dallas, TX;

Leonard A. Kersch of Garden Milieu, Inc. of Ann Arbor, MI; John Mini of John Mini Indoor Landscapes, Ltd., City Island, NY; Mark Morrison of Haines, Lunberg and Waehler, New York, NY; Steven Arkin of New Growth

Plantscape, Ltd., New York, NY; Raymond L. Brooks of Plant People, Phoenix, AZ; and Elaine F. Wilson of The Plant Place, Philadelphia, PA.

**Maintenance:** John Mini of John Mini Indoor Landscapes, Ltd., New York, NY; Raymond L. Brooks of Plant People, Phoenix, AZ; and Dagny DuVal of Plant Specialists, Inc., New York, NY.

**Residential:** Leonard A. Kersch of Garden Milieu, Inc., Detroit, MI; and Linda Trinkle Wolf of Interiors That Grow, Scarsdale, NY.

**Merit Award Winners:** James E. Richardson, Green Expectations, Inc.; John Mini, John Mini Indoor Landscapes, Ltd.; Steve Arkin, New Growth Plantscape, Inc.; Raymond L. Brooks, Plant People; Elaine F. Wilson, The Plant Place; Leonard A. Kersch, Garden Milieu, Inc.; and Linda Trinkle Wolf, Interiors That Grow.

mend planting resistant strains of Douglas fir from seed originating in Colorado, Arizona or New Mexico.

"That's the southern range of this tree that ranks second in popularity among all Christmas trees in the nation," he commented. "On the other hand, trees grown from seed originating in British Columbia, Washington, Idaho or Montana are like cake and ice cream to the gypsy moth larvae." Palpant said the resistant trees are the bluish-colored strains common in the southern range of Douglas fir country. Strains damaged by the larvae are the gray variety common to areas of the Pacific Northwest.

Research has shown the larvae are attracted to the trees from the scent of a series of substances called terpenes, part of the liquid mixture that makes up the sap in evergreen trees. Small amounts escape from the needles and attract gypsy moths. Palpant believes some terpenes are repulsive to the gypsy moth larvae. He said other scientists found that three terpenes reduced feeding by larvae at 0.2 percent concentrations.

The scientists first noted the peculiar feeding choice of gypsy moths in 1980 when very young larvae were sucked into a closed greenhouse through the ventilating system. They were deposited randomly among young Douglas fir seedlings. Only seedlings from certain geographic origins were eaten.

Drs. Paul Heller and David Shetlar of the Department of Entomology verified the observations and their analysis continued to point to gypsy moth preference for plants from the Pacific Northwest seed origins. Further experimentation upheld the early findings.

"Our research should serve as a guide to Christmas tree growers in managing Douglas fir plantations," Palpant commented. "If susceptible varieties are grown in the future, because of other favorable traits, then growers will know they must spray with insecticides."

#### SIX AWARDS

### Horticultural Society honors Disneyland

Six people involved in horticulture and a landscape staff were honored at the 1982 American Horticultural Society's 37th Annual Meeting in October in Cincinnati. Among those being honored were:

**Fred C. Galle**, awarded the Liberty Hyde Bailey Medal, the most prestigious annual honor given in American

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