

ALCA hooks up with Foliage Exhibition

The Associated Landscape Contractors of America and the Tropical Plant Industry Exhibition Committee have finalized details for a joint venture of the Foliage Exhibition and ALCA's Annual Meeting. ALCA's Annual Meeting is scheduled for January 15-20 at the Miami Hyatt Regency and will precede TPIE. Thursday and Friday on the program are being left open to allow delegates to attend the trade show at the Coconut Grove Exhibition Center.

"Since Florida was the site of our Annual Meeting it was a natural to combine the trade shows," said Convention Committee Chairman Landon Reeve. "Because many of our exterior contractors do some interior work and otherwise would not have the opportunity to attend this type of specialty show, we are expecting a record breaking attendance."

NLA reelects Harrell

At the National Landscape Association/Garden Centers of America Clinic, Gerald Harrell, Landscapes Unlimited, TX, was reelected president of NLA. Also reelected were vice president Joe Wayman, Forrest Keeling Nursery, MO, and secretary-treasurer Robert Siebenthaler (all for one-year terms). Frank Tomlinson was reelected director-at-large and Denny Church, William Doerler and John Korfhage, Jr. were reelected to two-year terms.

1981 Landscape business up 11%

Landscapers reported an average increase in their 1981 business of 11%, according to National Landscape Association's Eighth Annual Economic Survey. Geographically, the Northeast reported the highest increase of 18%, while the Great Lakes region posted the lowest gain—7%. Projections for the current year are an optimistic, albeit modest, 7%. The Western Plains region expects the largest surge in business (12%), while landscapers in the West (West Coast and Southwest) predict a slight increase of 1%.

The NLA study surveyed 1981 actual business and 1982 predicted business in residential renovation, new commercial, new residential and commercial renovation. The geographic areas studied were the Northeast, Southeast, Great Lakes, Western Plains and West. Nationally, 52% reported an increase in residential renovations, with the 81% of the Northeast and 70% of the Western Plains reporting gains. New commercial business increases were posted by 50% of landscapers in the survey. Again the Northeast led with 61% posting an increase in business. New residential business decreased at 54% of the landscape companies (37% increased and 9% remained the same). Commercial renovation brought up the rear with 49% reporting decreases, 20% the same and 31% increasing.

Projections for 1982 are hopeful but take the sluggish economy into account. The percentage of landscapers predicting increases in business are: residential renovation—43% (Northeast 64%, West-63%); new commercial—40% (West-70%); new residential—32% (West-59%); and commercial renovation—18% (Great Lakes-0%).

For 1981, the East experienced an above average increase in business while the rest of the country experienced below average increases. For 1982, the Western Plains and the Northeast are the most optimistic while the other regions of the country are least optimistic about landscape business.

company's specialization in the marketing and retailing of sod directly to the homeowner. In 1981, the company sold more than 75 acres of sod and fertilizer. Richard Rogers, president of Pacific Green/Nunes, hopes that they will be able to use their marketing techniques to create consumer awareness and interest in sod.



Peggy and Jack Gribben have joined Pacific Green/Nunes

Kern Turf wins Rain Bird award

In other Rain Bird news, nine distributors received awards at the company's annual master-turf distributors meeting in Rancho Mirage, CA. Kern Turf Supply Bakersfield, CA, was chosen as the top distributor for its outstanding sales and marketing performance.

Kern Turf Supply was selected the top distributor of Rain Bird irrigation equipment based on outstanding sales and marketing performance with specific attention given to superior service, contractor development and effort, sales growth over a 12-month period and market penetration.

Awards were presented to Robison's Lawn and Golf of Grandview, MO, for contractor development; Lawn and Turf Inc., of Conyers, GA, for sales achievement; Automatic Rain Co., of Menlo Park, CA, for after-sales service;

Continues on page 16