

### EQUIPMENT

#### West promoted at Cushman

OMC Lincoln has named Scott West III general manager of Cushman Motor Sales, Cerritos, CA, where he will be responsible for all marketing and administration of the company-owned outlet. He will handle Cushman industrial and turf care equipment along with the Ryan brand of turf maintenance units.

West joined OMC Lincoln in 1975 in the Cushman vehicle marketing department, followed by a position in the



Scott West III

Lawn Boy marketing force. In 1977, he was promoted to district sales manager for Cushman and Ryan product lines and then to advertising/sales promotion manager for all OMC Lincoln product lines.

According to Frank McDonald, OMC Lincoln marketing director, West's experience in revamping and strengthening service operations of dealerships will be valuable in the large southern California outlet.

### CHEMICAL

#### Diamond Shamrock names Mitchell VP

Kenneth Mitchell has been appointed as the vice president in charge of agricultural chemicals for Diamond Shamrock Corp., Cleveland, OH. Mitchell will have all responsibility for specialty chemicals, agricultural chemicals, animal health, process chemicals, ion exchange and metal coatings businesses. Mitchell was previously vice president and general manager of the process chemicals division.

#### LA report assesses the future

The American Society of Landscape Architects Task Force has published "Landscape Architecture into the 21st Century." This 100-page report covers the political, social, economic, and technological forces of change which will impact the profession and predicts the future practice opportunities of the landscape architect.

One of the points the report makes is that house sizes will reduce dramatically. Some other assertions include: More and more housing units will be built to accommodate the single liver (perhaps as much as 50% of all new and renovated housing units during the next 10 years); land use density will increase and construction of conventional single family homes will show dramatic declines; and rehabilitation of existing housing structures will rapidly out-pace construction of new units.

The Task Force was created by Immediate Past President William Behnke and was chaired by Past President Lane Marshall, the report's author and editor. Jot Carpenter, Cameron Man, Don Olson, David Racker, Grant Jones and David Wright served with Marshall during the year-long research effort.

#### Folder explains tree value to consumers

The Council of Tree and Landscape Appraisers has produced a colorful folder on the investment value of trees and other landscape plants. The folder is designed as an aid to tree, nursery and landscape professionals in informing their customers on the important dollar value of their trees and shrubs. The folder also explains exactly what events are normally classed as "casualties" by insurance companies and tax officials. The steps a homeowner can take if casualty strikes are spelled out—in terms of insurance coverage, tax deductions, or civil damage claims.

The folders are designed with space to permit an individual firm to have its name imprinted and distributed to the general public or homeowners. Copies are available in any quantity at 10¢ each by contacting The Council of Tree and Landscape Appraisers, 232 Souther Building, Washington, DC 20005.

#### Twelve contractors win ALCA Safety Awards

The Associated Landscape Contractors of America named 12 landscape contracting firms recipients of the 1981 ALCA Safety Awards for Accident Prevention. The awards were made in categories, according to the total number of man-hours worked over the twelve months of the contest (September 1, 1980, through August 31, 1981). Participating landscape contractors reported monthly on the number of time-lost accidents and labor time lost, during that month.

The winners of the 1981 Safety Award for Accident Prevention were: John Lamm of Jackson, Midwest Landscape Co., Francis J. Wolfe Jr. Landscape, Brazos Valley Nursery, Southern Seeding Service, Stano Landscaping, Landplant, Kujawa Enterprises, Nelson Landscape Service, Brickman Industries, Theodore Brickman Co., and Lawrence & Ahlman.

In addition the 1981 Safety Award winners, five firms were cited for perfect safety records: Aristocrat Landscaping, James Ranches Landscape, Skoog Landscape, Village Landscape Maintenance, and Clearwater Landscaping.