

LANDSCAPE UPDATE

ASLA institutes "return of dues" program

The American Society of Landscape Architects has instituted a new membership benefit for 1982 termed the Return of Dues Program. All national dues paid by each member after the program begins will be returned to the member at age 70 or to the member's estate upon death. The amount will be returned as long as continuous membership in ASLA is maintained.

The Return of Dues Program will be provided for all dues-paying Fellows, Members, Associates and Affiliates at no additional expense to each member. ASLA will pay all costs. Accrual of benefits will begin at the first renewal of membership. First year dues submitted with an application will not apply. If membership is dropped for any reason or dues are not submitted, the member will lose all claim to amounts accrued at that time. Upon re-entering ASLA, members will begin accruing return of dues credit from zero.

In other ASLA news, the Society has moved to its new headquarters. The new address, effective immediately, is: ASLA, 1733 Connecticut Avenue, N.W., Washington, DC 20009.

ALCA elects officers for 1982

The officers of the Associated Landscape Contractors of America were elected at its Annual Membership Meeting held recently at the Riviera Hilton, Palm Springs, CA. Ray Gustin automatically moved up to president, having served as president-elect for the past year. Gustin is president and owner of Gustin Gardens.

Other officers elected were: president-elect, David Pinkus, North Haven Gardens, Dallas, TX; vice presidents, Landon Reeve, Chapel Valley Landscape, Woodbine, MD; and Rodney Bailey, Evergreen Services Corp., Bellevue, WA; treasurer, Irvin Dickson, ChemLawn, Atlanta, GA; and secretary, Karl Korstad, Sedgfield Interior Landscaping, Greensboro, NC. 1981 President Allen Keesen automatically became immediate past president.

Executive Director Alan Smith commented that the meeting featured "the most aggressive seminar program of ALCA to date, particularly the interior sessions." Smith also noted that attendance was higher than anticipated.

IPA launches Media Year

The Interior Plantscape Association has declared 1982 as its Media Year. The underlying theme for the year is "The Interior Plantscape Specialist . . . the Professional Difference." The thrust of the campaign is to acquaint the public as well as designers, architects and landscape architects with the specifics of the job done by interior plantscape professionals.

Media Year is a promotional vehicle created for plantscape specialists as well as IPA. In the past year the association coined the phrase "The Interiors Team" to publicize that plantscapers be included in the roster of individuals who contribute to the design and well-being of a building. IPA is currently discussing plans to set up a committee of marketing experts that would evaluate the effectiveness of members' marketing plans that are submitted. A nationwide competition (with winning plans displayed at the Fourth Annual IPA Meeting in Portland in October) is also underway.

To publicize the plantscaping profession, officers and staff of IPA will be attending meetings, explaining association programs and offering to exchange speakers and information. A speaker's pool has been formed to address the various interested related professional on such topics as the aspects of interior plantscaping for designers and plantscaping for architects.

doors opened. The Riverside Convention Center proved to be a fine showcase for the 212 turf, chemical and equipment exhibitors. Superintendents continually filled the hall. Exhibitors were seen answering inquiries and transacting business right up to the Thursday 2 p.m. closing time. Some exhibitors, however, believed that the aisles were narrower than in previous years and those companies relegated to the mini-hall across from the main show floor received noticeably less superintendent traffic.



Part showgirl, part peacock.

One of the major traffic builders for some exhibitors was *Weeds Trees & Turf's* "Long Green Sweepstakes." Ten companies (BFC Chemicals, Dow Chemical USA, Mobay Chemicals, Milwaukee Sewerage Commission, RainBird Sprinkler Mfg., Ransomes, Safe-T-Lawn, Standard Golf, Stauffer Chemical, and Vandermolen) participated in the sweepstakes and many of them had superintendents lined up waiting to fill out entry blanks. The \$1000 first prize was won by Keith Scott, Oak Ridge Golf Club, Hopkins, MN. Scott registered at the Ransomes booth. Gary Stafford, Cardinal Golf Club, Greensboro, NC, picked up the \$500 prize (Stauffer Chemical booth); while Paul Latshaw, Oakmont Golf Club, Oakmont, PA, won \$250 (Safe-T-Lawn booth).

For the second year in a row the USGA Green Section held its Educational Conference in conjunction with the GCSAA show. At the conference (held Wednesday, 9 a.m. to 2:30 p.m.) it was announced that William Bengueyfield has stepped in to fill the shoes of the retiring Al Radko as national director of the Green Section. The theme of the conference was "The Good Earth Needs Good Golfing Turf" and the

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