

Take a look inside . . . ALCA Miami conference

As more and more exterior landscape contractors dabble with interior landscape contracting, the Associated Landscape Contractors of America is inviting everyone to explore the interior foliage business this winter at its Annual Convention, in Miami, FL, Jan. 15-21.

ALCA has timed its show to coincide with the Tropical Plant Industry Exposition at the Coconut Grove Exhibition Center, Jan. 20-22. Exhibitors can gain double exposure from the joint ALCA/TPIE trade show. Convention-goers can also benefit from the one show for two markets.

NBC weatherman Willard Scott will keynote the show. Strong emphasis has been placed on selling and pricing. Washington, D.C. lawyer James Welsh will speak on antitrust precautions in pricing. Special workshops for interior landscaping, land reclamation, and design/build are scheduled. A complete day will be devoted to exterior landscape maintenance.

The Miami Hyatt Regency is the headquarters hotel. Contact ALCA, 1750 Old Meadow Rd., McLean, VA 22102, for more information.

Colton assumes president's job at Western

Eighteen years of service to Environmental Industries paid off to Stanley Colton when he was recently elected president of Western Landscape Construction, a division of Landscape Industries Inc.

Colton's promotion followed the resignation of Bruce Braunstein in early September. Braunstein cited personal reasons for his resignation.

Colton is author of a book on landscape cost estimating and sits on a committee at U.C.L.A. to evaluate landscape architect licensing criteria for California. Western Landscape Construction has two offices; one in San Diego and another in Santa Ana.

ASLA elects first woman president-elect

Darwina Neal, senior landscape architect of the National Capital Region of the National Park Service in Washington, D.C., has been elected president-elect of the American Society of Landscape Architects. She will become president of ASLA in 1984.

Theodore Wirth will be installed as president for the 1982-83 term during the ASLA Annual Meeting in Honolulu, Hawaii, this month. Calvin Bishop wraps up his term as president at the meeting.

Neal breaks a 35 male president string. More than 2,400 members voted in the election, an association record.

Neal's goals are to influence public decision-making to ensure full consideration of environmental issues, increase the profession's visibility, and emphasize continuing education among professionals.

Fred Buscher, extension agent-landscape horticulture, said in his Landscape Horticulture Newsletter that the state has established a long range planning committee for extension to study extension program priorities for the next ten years.

The committee has arranged a series of public meetings and a survey to help it in planning. Buscher hopes to find at least two representatives from each county in the state to speak for horticulture programs.

EQUIPMENT

Ford Tractor offers low-rate financing

Ford's better idea this year for tractors is low-rate financing and special lease arrangements for qualified buyers until November 30. Both programs offer a 9.5% annual percentage rate for certain industrial and agricultural tractors.

R.J. Nicolazzi, operations manager, said the company also offers a program where the first installment is not due until November 83. Tractors under the program include over-30 h.p. farm tractors, the 1000 series, Series 10 and TW Series tractors.

The special financing and payment programs also apply to attachments purchased with specified tractors.

Ford Tractor General Sales Manager J.L. Johnson says, "Twice as many customers will rent or lease tractors during the 80's as did during the 70's. It's apparent that renting and leasing saves money normally used for a down payment, preserves available credit, and may provide tax advantages. Ford is offering short and long-term lease programs.

EQUIPMENT

McGrath named GM of Locke mowers

Kevin McGrath, formerly sales manager, has been promoted to vice president and general manager of Locke Manufacturing Inc., by the board of directors of the parent company, Orag Inter Ltd., Baden, Switzerland.

McGrath replaces Hans Frymann who was made general manager by Orag when it purchased Locke four years ago. Locke has been making reel-type commercial mowers for more than 50 years.

McGrath said he plans no major product changes at the moment but does plan to broaden the product's exposure in the U.S. Orag is a major distributor of turf equipment in Europe.