

## UPDATE

### Maintenance pegged at 19%

According to the National Landscape Association's latest Management Survey, landscapers reported that maintenance services provided 19% of their total business. Regionally, the Northeast reported the highest percentage — 26%, while the Great Plains region came in at 12%.

Of the 138 firms that participated in the survey, 97% performed pruning as part of their maintenance services. Other services include: mulching — 95%, fertilizing — 93%, insect and disease control — 80%, chemical weed control — 75%, lawn renovation — 70%, planting for seasonal color — 66%, mowing and edging — 57%, manual weed control — 51%, watering — 40%, litter and trash removal — 33%, snow removal — 25% (Northeast: 34% and Great Lakes: 34%), and sweeping parking lots — 19%.

In chemical weed control, 70% indicated they used selective herbicides, 52% indicated they use non-selective herbicides, and 11% use aquatic herbicides.

### Late charge most popular collection practice

A recent management survey by the National Landscape Association concluded that 85% of the members responding assess late charges to encourage prompt payment of accounts. Regionally, the responses ranged from 62% in the Southwest to 93% in both the Great Lakes and Great Plains. The average monthly assessment was 1.7%.

Local attorneys were reported to have been used by 65% of the firms. Small claims courts have been used by 55% of the respondents. Mechanic's liens and collection agencies were used at one time or another by 37% of the firms, often as a last resort.

### ALCA launches management division, show, and book

The Associated Landscape Contractors of America Board voted in July to launch a Landscape Management Division at a meeting and educational seminar in the Dallas area in November. The Division will have its own set of officers and specialty staff at ALCA headquarters in McLean, VA.

Allen Smith, ALCA executive director, said both upper and middle managers of landscape companies will be invited to the meeting which will feature sessions on marketing, financial management, job costing, and roundtable discussions.

The new division is cooperating with Harcourt Brace Jovanovich Publications on a management book, *Cost Effective Landscape Maintenance*, to be published this winter. ALCA and HBJ are responding to requests for more information on business management of the landscape firm. The book will be written by successful landscape businessmen, university instructors, legal and business consultants, and HBJ editors. Maintenance standards will also be included.

ciation members, while many other groups held their annual business meetings. Participating associations included: Garden Centers of America, Wholesale Nursery Growers of America, Horticultural Research Institute, National Association of Plant Patent Owners, American Nurseryman's Protective Association, Nursery Association Executives, Mailorder Association of Nurserymen, and All-America Rose Selections.

The interaction between Hawaiians and mainlanders was one of the most interesting aspects of the convention. Both groups took every opportunity to explore each other's practices and techniques and were genuinely interested in finding out how nurseries and landscaping were handled back home. Six busloads of conventioners turned out to tour native Hawaiian landscapes, which included the Royal Hawaiian Shopping Center, Honolulu International Airport, Spaulding Estate, and the East-West Center of the University of Hawaii.

The convention was very business-oriented, with the majority of the seminars devoted to advertising, marketing and business practices. A particularly interesting seminar was given by Glen Asakawa of Presidio Garden Center, San Diego, CA. He gave an overview of the interior landscaping market and then explained the reasons why his company was not expanding into that area. (He explained that the market is good but the timing was wrong for his firm.) Seminar attendees were well-rewarded for the hours they spent inside the convention hall (away from tempting Waikiki Beach).

On the business end, S. Kent Langlinais, owner and manager of Kent's Nursery, Youngsville, LA, was elected AAN president and R. Jerry Rosso, secretary and treasurer of Julius Rosso Wholesale Nursery Co., Seattle, WA, was elected vice president. R. J. Hutton, Conrad-Pyle Co.; David Farley, Farley Bros. Nursery; and Richard Aldridge, Aldridge Nursery; were named to the AAN board of directors.

#### TURF

### Lawn Institute names Roberts

The Lawn Institute confirmed Dr. Eliot Roberts as the new director at its annual meeting in Dallas, TX. He is leaving a position as professor of soil science at the University of Rhode Island, where he was supervising programs

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