

UPDATE

ALCA offers marketing help

The Associated Landscape Contractors of America has developed a new marketing package designed specifically for the exterior maintenance contractor. The package allows maintenance contractors to take advantage of two types of professional selling tools to enhance his business and services. Three mailers are available, designed to look like greeting cards and with a place to insert a business card. They are priced as low as 20 cents each.

The second part of the marketing package includes a brochure that can be sent as a follow-up to those who respond to the mailers or to those who have otherwise expressed an interest in maintenance services. Color photographs will depict results that are possible by using a professional landscape manager. It will also offer ideas on how to select a professional maintenance contractor, and the advantages of using professional rather than in-house maintenance. In addition to presenting the marketing concept, the brochure has been designed to include specific services offered by the individual maintenance contractor. A pocket in the back of the brochure can hold company literature, required bid information and a business card. For more information, contact ALCA, 1750 Old Meadow Road, McLean, VA 22102 (703) 821-8611.

CLCA honors 45 for outstanding work

Forty-five Trophy Awards in 21 residential and commercial categories were presented by the California Landscape Contractors Association to landscape professionals throughout California for the most outstanding work of 1982.

Winners in the 27th Annual Trophy Awards are:

The Sweepstakes Award, the highest honor presented by the CLCA for excellence in landscaping went to Art Torres Landscaping, Inc. of Encinitas for the Chantemar models in San Diego. Project was designed by Land Concern, Ltd. of Santa Ana.

The President's Trophy, presented for the best residential landscaping project of the year — Zierden Waterfalls of Sacramento for the Beneto residence in Carmichael. Designer was Dennis Tromburg of Sacramento.

For the entry judged best in all commercial categories, the Jere Driscoll Award went to Cagwin & Dorward of San Rafael for Santa Rosa Plaza in Santa Rosa. It was designed by Lawrence Reed Moline of Santa Monica.

The Excelsior Award, which recognizes special talent in any category by a new CLCA member, was won by Friesen Landscape of Fresno for the Arnst residence in Kingsburg. Tim Friesen was the designer.

The Judges Award, which salutes the best residential landscaping under \$25,000 went to Cal-Tropic Landscape, Inc. of Rancho Palos Verdes for the Cooper residence in Rolling Hills Estates.

For the use of unique methods or materials and/or special artistic effects, the Special Effects Award was given to Pacific Water Art of Mountain View for Orchard Technology Park in San Jose. The job was designed by Singer & Hodges of Oakland.

The Ben Slade Memorial Award for best overall landscape maintenance was presented to M.C. Landscape Care of Reseda for the Bellfield residence in Encino. Designer was Warner Ristau of Granada Hills.

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cultural engineer Rome H. Mickelson at the USDA's Agricultural Research Service, Central Great Plains Research Station, Akron, CO. Mickelson measured growth differences two years after trees were planted and average heights of trees in the study were from 10 to 20 inches.

"The rubber mulch, placed to prevent runoff, improves water use efficiency by reducing water evaporation from the soil surface and preventing growth of undesirable vegetation," says Mickelson.

After two years of growth, trees and shrubs with the rubber mulch were not significantly influenced by the addition of one, three, five or seven gallons of water per week per tree supplied with the drip irrigation system. Without the mulch, the addition of water increased tree growth 40 percent compared with non-irrigated trees.

HORTICULTURE

HRI book stresses nurseryman's viewpoint

A new publication from the Horticultural Research Institute can benefit everyone in the industry, according to its reviewer, Ray Brush, director of technical services of the American Association of Nurserymen.

"A Research Summary of the Census of Horticultural Specialties" details industry trends and gives an analytical review of nursery and floral industry statistics from 1949 to 1979.

"This publication is written from a nurseryman's point of view and gives all segments of the industry a pulse of what's going on," Brush said. Even though certain sections, such as the statistics on production, will have a more immediate effect, in this case on producers, they still have definite bearing on the landscape and retail segments of the industry, according to Brush.

"The statistics would be helpful in these two segments in planning ahead," he says.

Future production and market planning are two areas the book's author, David E. Stump, retired president of the Jackson & Perkins Co. of Medford, OR, addresses.

In the first section, the study begins with a summary of the data. Then, through tables and narrative, the second section provides the details regarding the sales of horticultural commodities which have proven popular

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LANDSCAPE UPDATE from page 14

Winner for Small Residential was Live Oak Landscape, Modesto the Welch residence, Modesto.

An Achievement Award was presented to Valley Landscaping, Bakersfield for the Costa residence, Bakersfield.

Medium Residential was won by G.N. Landscaping, Monterey Park, for Highland Beauty, Rowland Heights. Achievement Award went to Horie Landscape, Vista for the Ishino residence, San Diego.

Large Residential was received by Heritage Landscape, Inc., Granada Hills, for the Jones residence, Chatsworth. Achievement Award was given to Yamasaki Nursery, Auburn for Rennecke Garden, Fair Oaks.

For Custom Residential, the winner was Creative Landscaping Concepts, Granada Hills, for the Peisner residence, Chatsworth.

The Residential Estate award was given to Zierden Waterfalls, Sacramento for the Ackers residence, Rancho Murieta. The Achievement Award was given to Carl's Landscaping, Inc., Laguna Hills, for Sutton residence, Laguna Hills.

The Small Renovation Award was presented to Blomquist & Sons, North Hollywood, for A. Blomquist residence, Chatsworth. Achievement Award was given to Richard Cohen Landscape and Construction, Inc., Mission Viejo, for the Windham residence, Laguna Beach.

The Large Renovation award was won by Creative Gardens, Inc., Los Angeles, for the Meyer residence, Sherman Oaks. The Achievement Award honored Landscape Management Associates, Corte Madera, for the Badham residence, Kentfield.

First Place and Achievement Awards in Model Homes

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went to Art Torres Landscaping Inc., Encinitas, for the Cantebria models, Encinitas and the Diamante Blanca models, San Diego.

The Small Commercial Living/Industrial award was given to Makoto Landscape Co., Oceanside, for Escondido professional Center, Escondido. The Achievement Award was given to McGuire Earth Works, Orangevale, for California Liquid Gas Corp., Sacramento.

The Medium Commercial Living/Industrial Award was won by Leek Landscaping, Fair Oaks, for River Rock Plaza, Folsom. The Achievement Award was given to Truxell & Valentino Landscape Development, Sanger, for Bullard & Marks Professional Center, Fresno.

The Large Commercial Living/Industrial award was given to Anthony Bertotti Landscaping, Inc., Novato, for the Harvest Inn, St. Helena. Heath Landscaping, Carmichael, won the Achievement Award for Water Tower Plaza in Sacramento.

The Public Works award was earned by Fries Landscape Co., Escalon, for March Lane median strip, Stockton. The Achievement Award was won by American Landscape, Inc., Canoga Park, for First Street & Los Angeles Avenue median island, Simi Valley.

The commercial Irrigation Award went to Valley Landscaping, Bakersfield, for McDonalds White Lande, Bakersfield.

The Condominium/Townhouse category was won by Yamasaki Nursery, Auburn, for Southridge Townhomes, Auburn. The Achievement Award went to Heritage Landscape, Inc., Cranada Hills for Palm Village Townhomes, Burbank.

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And more golf courses.

The toughest battle on the golf course doesn't always involve the players. Sometimes it's the golf course itself versus weeds. Fortunately, turf managers and superintendents have an ally—Balan® preemergence herbicide.

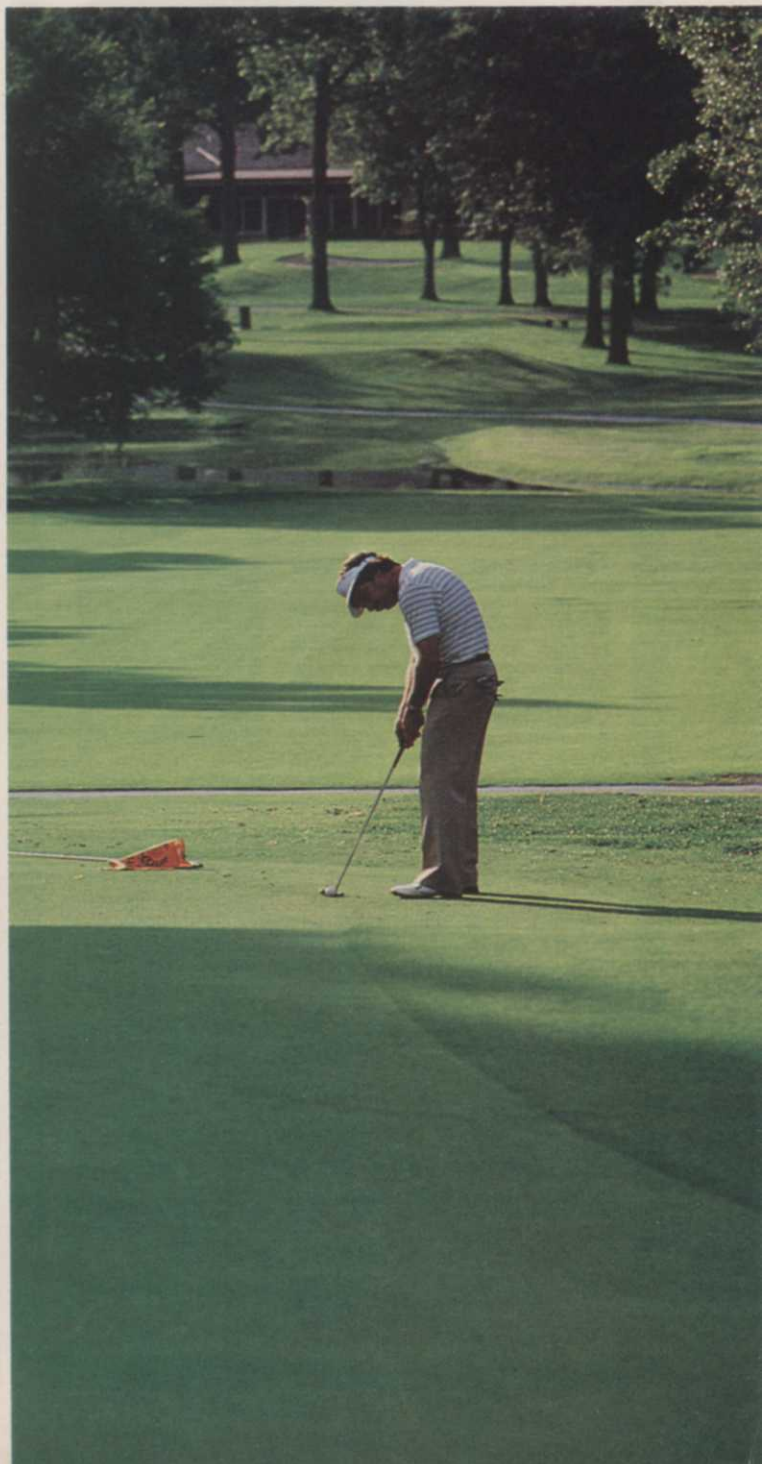
Balan takes on the toughest annual weedgrasses like crabgrass, goosegrass, poa annua, and foxtail as well as any herbicide around. Yet it's still one of the most economical. And it's gentle to your turf. With those kind of credentials, it's easy to see why Balan's popularity continues to grow each year.

Golf course management isn't complete without economical, effective weedgrass control. And with Balan, that's par for the course.

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Cagwin & Dorward of San Rafael won the interiorscaping award for Santa Rosa Plaza, Santa Rosa. The Achievement Award went to VanderGeest Landscape, Inc., Reseda, for Mid Valley Racquetball Club, Pool Area, Reseda.

The Small Residential Landscape Maintenance award was given to Stay-Green, Inc., North Hollywood, for the Nesen residence, Westlake Village.

The Large Residential Landscape Maintenance award was also won by Stay-Green, Inc., North Hollywood, for the Cooperman residence, Bel Air.

The Small Commercial Landscape Maintenance award was given to Lancaster Enterprises, Costa Mesa, for Countryside Condominiums, Orange. The Achievement award went to Cagwin & Dorward, San Rafael, for Golf Court, Santa Rosa.

The Medium Commercial Landscape Maintenance award went to Mission Landscape Services, Inc., Costa Mesa, for Stonecreek Plaza, Irvine. The Achievement Award was given to Brooker Associates, Inc., Placentia, for Parkview Terrace, Long Beach.

The Large Commercial Landscape Maintenance award was presented to Stay-Green, Inc., North Hollywood, for Security Pacific National Bank, Los Angeles. The Achievement Award went to Brooker Associates, Inc., of Placentia, for Crown Pointe, Long Beach.

Annual Trophy Awards recognize the professional excellence of CLCA's 1200 members statewide. Entries were judged on aesthetic appeal, utility value, quality workmanship and design. CLCA is the nation's oldest and largest organization of professional state-licensed contractors.

WTT

Daconil 2787® Green Tag Sweepstakes

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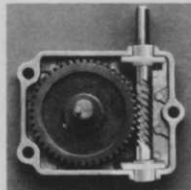
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In addition, the T-7 features a virtually unbreakable polyethylene base and canister. All interior exposed parts are made of corrosion resistant stainless steel. And, the T-7 utilizes such "human engineered" features as a lightweight, compact, body-contoured design, see through safety lid, to prevent your breathing in harmful fumes of dust from the canister, and a precision calibrated top-mounted fingertip flow control knob.

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