

## UPDATE

### ALCA management conference packed with facts

The Associated Landscape Contractors of America's Management Division has developed an information packed program for its two-day conference in Denver, Nov. 13-15.

The Division attracted more than 400 for its first conference last fall in Dallas. The content of the second conference has been increased to provide both technical and management help for middle to upper management of landscape companies of all specialties. All sessions are concentrated into two days to reduce time away from the job.

Sales and marketing sessions will be led by the Sales Management Institute of Raleigh, NC, and include sales training, scheduling, manpower utilization, pricing strategies, management trends in the 80's, and market planning.

Technical sessions are led by university specialists and include use of growth regulators, cool and warm season weed control, and application techniques. Speakers include Jack Butler and Bob Zindhl of Colorado State University, Clyde Elmore of the University of California, Davis, B.J. Johnson of the University of Georgia, and Ray Freeborg of Purdue.

The Management Division is giving the lawn care association a run for its money with this conference. The site of the conference is the Marriott Southeast, Denver. Early registration discounts apply until October 20. Prices range from \$25 for students to \$175 for non-members. You can register by contacting ALCA, 1750 Old Meadow Rd., McLean, Va. 22102, (703) 821-8611.

### Housing nears pre-recession level

Despite the slight rise in interest rates this spring, single-family and multi-family housing starts were up nearly 75 percent from the year before, nearing a level not achieved since September 1979.

The Commerce Department reported May housing starts were close to 1.8 million units, up from 1.03 million a year earlier. Multi-family housing starts increased twice as much as single-family starts from the prior month, 28 percent and 14 percent respectively.

The South, West and North Central parts of the country shared the increase. The Northeast declined slightly.

Building permits for housing also rose in May to a 44-month high signalling future starts.

Opportunities in landscape construction should begin this fall and surge in 1984. Landscape maintenance work should start rising due to new construction by next summer.

### ILCA awards entry deadline set

The Illinois Landscape Contractors Association is accepting entries for its 1984 awards program.

Any landscape architect, landscape designer, firm, property owner or professional individual representing a landscape installation may enter. All entries must be received by Nov. 1. Awards will be presented at the ILCA Awards Luncheon during the Mid-America Horticulture Trade Show in January 1984. For entry particulars, contact ILCA, 4 A East Wilston St., Batavia, IL 60510, (312) 879-5566.

light topics for golf turf, lawn care and parks and recreational turf. Dr. Houston Couch of Virginia Polytechnic Institute, Jim Brooks, executive director of the Professional Lawn Care Association of America and Dr. Bill Daniel of Purdue University are scheduled to speak.

On Oct. 11, there will be two concurrent sessions. Session I will offer a chance for Pesticide License Re-Certification Review and the Core Exam, as well as category examinations for ornamentals and turf. Session II will be on Turf Equipment for the Space Age.

For more information, contact the Executive Office of the Florida Turf-Grass Association, 1520 Edgewater Dr. Suite E, Orlando, FL 32804 (305) 425-1581.

## EDUCATION

### Guelph offers cemetery management program

The Ontario Association of Cemeteries and the University of Guelph are cooperating to offer a Cemetery Management and Maintenance program through the university's home study program.

The 45-credit course leads to a diploma. Each course has a tuition ranging from \$63 to \$152 which covers the cost of all materials. Application for enrollment is available from the Department of Independent Study, University of Guelph, Guelph, Ontario, Canada N1G 2W1.

## TURFGRASS

### Turgeon leaves Texas A&M

Dr. A.J. Turgeon, Professor and Resident Director of the Texas A&M Research and Extension Center at Dallas, has left his post there to become vice president of research and technical products for Tru Green, a fertilizer, insect and weed control company, headquartered in East Lansing, MI.

His resignation took effect Aug. 1.

Turgeon, 40, who has been at Texas A&M for the past 3½ years, said he will miss academics, but looks forward to "the opportunity to move into industry and full-time turfgrass work."

"I grew up on a golf course (Metropolis Country Club in White Plains, NY) and spent 8½ years at the University of Illinois," Turgeon told WT&T.

While at Texas A&M, Turgeon headed the implementation of a long

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