

AAN's "Discover" gains momentum

Retail and landscape member firms of the American Association of Nurserymen are discovering new selling possibilities through the AAN's "Discover the Pleasure of Plants" promotion program, begun early this year.

Although the consensus of those members polled on the efficacy of the plan thought its success or failure was "too early to tell," they did say business trends seem to be on the upswing. Since the program's activity is designed, in part, to help extend the purchasing season beyond spring into summer and then reinforce the fall planting promotions, AAN spokesmen believe more indications of results should be available later on.

The "Discover the Pleasure of Plants" promotion program is designed by the AAN to coordinate with this year's international advertising action of the Nursery Marketing Council which began Memorial Day weekend this spring and Labor Day weekend in the fall, with network radio spots, tie-in commercial tape for local use and, new this year, ads both spring and fall in four major consumer magazines.

ALCA calls for entries

Exterior and interior landscape contractors will have a chance to compete in the Associated Landscape Contractors of America's 15th Annual Environmental Awards program.

All commercial landscape firms which devote a major part of their business operation to Landscape Contracting, Interior Landscaping, Erosion Control and/or Landscape Maintenance are eligible to enter their best example of landscaping. Membership in ALCA is not a prerequisite.

Complete information and entry forms for the program are available from ALCA, PO Box 48, Falls Church, VA 22046; (703) 821-8611.

"Big Island" awaits '85 ALCA show

The Kona Surf Resort Hotel in Kailua-Kona, Hawaii, will be the site of the ALCA Annual Convention and Trade Exhibit, Jan. 20-24.

Educational sessions based on the theme, "Profit in the Pacific" will be Jan. 21, 23 and 24. The trade show, featuring equipment and table top exhibits, will be Jan. 22 and 23.

There will also be plenty of leisure activities from golfing to snorkeling.

Informational brochures on the convention and trade show will be available shortly. Exhibit space is available now and can be reserved by calling the ALCA office, (703) 821-8611.

ASLA sets Phoenix meeting

"Legacy for the Future: Learning by Design" is the theme for the ASLA's 84th Annual Meeting and educational exhibit in Phoenix, Nov. 17-20. Keynote speakers will be Ralph Caplan, an industrial designer and author, Neal R. Pierce, syndicated columnist and Robert B. Riley, educator and author.

position with 3-M Farms which produces grass seed under contract to several major seed companies.

In a sense, Stalford is coming home. As a boy he began his career in the seed industry by working the very farms he is returning to.

STAFF

Hall joins WT&T as assistant editor

Ron Hall, 37, a former newspaper reporter and editor in Northern Ohio, joins WEEDS TREES & TURF as an assistant editor, it was announced recently. He becomes the third member of the editorial staff, joining Executive Editor Bruce Shank and Managing Editor Maureen Hrehocik.

Originally from Detroit, Hall studied writing and history at Wabash College, Crawfordsville, IN, before becoming a reporter with the Sandusky Register, Sandusky, OH. He also worked eight years as a reporter and editor with the Port Clinton News Herald, Port Clinton, OH.

Hall, who also has teaching and coaching experience (including a stint as an English teacher in Bogota, Colombia), hopes to strengthen the news sections of the magazine in addition to features and new trends in the athletic field and park maintenance industries.

PEOPLE

Names in the news

George Koziarz recently became president of the Illinois Landscape Contractors Association. Koziarz is associated with Synnestvedt Landscape Co., Glenview, IL, and has been in the landscape industry since 1969.

Greg Richards has been named product manager of turf chemicals for LESCO, Inc., Rocky River, OH. He replaces **Joe Winland**, who has been named vice president of commercial sales for Tru-Green Corp., East Lansing, MI. Winland will be based in Atlanta. Richards had previously been based in Landover, MD, working basically on LESCO sales to lawn care companies. **Vanessa Jensen** will assume some of Richards' duties.

From the Elanco Products Company, Indianapolis, comes word that **Salvatore A. Quattrocchi**, an agricultural chemicals sales representative in Arkansas, will be working in Minnesota, while **David A. Rausch**, who has been serving as market analyst, will be working out of the Bismarck, ND, area. **Mark I. Buroker** was re-