

## UPDATE

### Loss of large ficus high, Florida marl planting suspected

An unusually high mortality rate for large ficus trees has been reported by many interior landscape contractors during 1983, according to Dick Ott, chairman of the Associated Landscape Contractors of America's Interior Landscape Division.

Most contractors have reported that the loss shows up among large ficus that had originally been grown in the field in Florida and subsequently transplanted into large containers. The trees were then held by other Florida nurseries in acclimatizing houses and eventually sent to the contractors for installations.

Where losses have occurred, an unusually large percentage of the trees installed have been lost.

Growers in Florida are generally aware of the problem, as are the research people at the University of Florida, although there is no consensus among them as to just what is specifically the cause of this developing problem, or, for that matter, whether there is a single cause.

There is agreement on one thing, however; most of the dying trees have been grown in fields of Florida marl before they have been transplanted.

### Estimating seminar planned for March in Houston, Dallas

A one-day bidding and estimating seminar for contractors will be on March 9 in Dallas and on March 10 in Houston.

The seminar is designed for general contractors as well as specialty contractors involved in commercial or public works projects.

Session topics will include bidding techniques to improve project cash flow, ways of reducing errors in the estimating process, the disadvantages of percentage billing, how to develop a good cost accounting system and effective ways to ensure accurate communication between office and in-field employees.

Preregistration is required and enrollment is limited to 60 people. Enrollment fee is \$135. For more information on registration, contact The Idea Bank in Tempe, AZ, (602) 829-1233.

### ALCA plans student field days

The Associated Landscape Contractors of America will sponsor its 8th Annual Student Field Days March 23-25 at Ohio State University's Agricultural Technical Institute in Wooster, OH.

The three day competitive event allows students from horticultural programs from colleges across the country to compete in events which directly relate to the skills necessary for a career in the horticulture industry.

Eighteen colleges are expected to participate in this year's event. For more information, contact Kent D. Hammond, ATI Dover Road, Rt. 250, Wooster, OH, 44691, (216) 264-3911.

## CONVENTION *from page 12*

"Registration was much better than expected and it sure feels good," said Dr. Richard Duble, conference chairman and turfgrass specialist, Texas A&M.

Noted turf and industry specialists from Texas and across the country conducted seminars during the four-day show.

New officers elected to the association are: James Moore, superintendent, Ridgewood Country Club, Waco, TX, president; Gary McElvaney, Chemical and Turf Specialty, Dallas, TX, president-elect; Jerry Roberts, vice president, director of development, Laurel Land, Ft. Worth, TX, vice president.

Directors include: Region III - Louis Quick, Denton Country Club, Director of NTTA; Region IV - George Manuel, O.M. Scotts; Region V - Joe McMahan, Dallas Country Club; Region VII - R.W. Deems, Herlingen Country Club.

Next year's conference will be in San Antonio, TX.

## INTERNATIONAL

### Trade venture links U.S. and Europe

An international horticulture distribution company based in Holland has been formed by Shemin Nurseries



Emanuel Shemin

Inc. in a joint venture with the Weyerhaeuser Co.

Shemco International (CQ) B.V. has been formed to initiate horticultural trade between the United States and Europe and within Euro-

*continued on page 20*