

Rocky contractors get ALCA help

The landscape management division of the Associated Landscape Contractors of America continued a popular service begun last year in Dallas by presenting some of the best business minds in the country for contractors in the Denver area.

The four-day management seminar in November attracted 275 contractors. The sessions were designed for middle and upper management of landscape contracting firms.

Sessions included computers, equipment, utilization, scheduling, management, and agronomics.

Certification test gets dry run

The professional image of the landscape contractor in California received a boost recently at the "dry run" of the new industry Certification Test. Members of the California Landscape Contractors Association culminated five years of work in October in Santa Rosa, site of the test.

The "dry run" took two full days of work by six examinees, six judges and the involvement of many other individuals and firms. They tested the format, execution of the procedures, organization, layout and setup of the examination.

Jerry Lambert of Lambert Associates, Santa Rosa, coordinator of the test, said, "Until now the standards for a landscape construction worker have been several summers digging trenches for pipe and holes for plants. With the fantastic success of the Dry Run field test, however, certification will be a reality for our industry in 1984, meaning that new standards for the skills and knowledge of its work force will be established."

The field test included 13 phases of the hands-on examination including: Plan Reading, 30 minutes; rototilling, 30 minutes, tractor-loading, 30 minutes; Irrigation Installation, one hour; grading and drainage, 30 minutes; Trenching, 30 minutes; Plant Layout, 30 minutes; Tree Planting and Staking, one hour; Install Controller and Wire Valves, one hour; Mow Strip, two hours; Brick on Sand Patio, two hours; Sand Box with Cap, two hours; and Seed and Sod, two hours.

LAF switches to ASLA staff

The Landscape Architectural Foundation, a non-profit research, educational, and scientific organization serving landscape architects, is now managed by the staff of the American Society of Landscape Architects. LAF decided not to renew the contract of Robert LaGasse after reassessing its management needs. At one time, ASLA and LAF were managed by LaGasse.

The headquarters for LAF will be the same as ASLA, 1733 Connecticut Ave., NW, Washington, D.C. 20009.

Mastick is new IPA president

Irene Mastick, Foliage Plant Systems, Pine Brook, NJ, has been elected president of the Interior Plantscape Association. Mastick was elected at the group's annual business meeting in October.

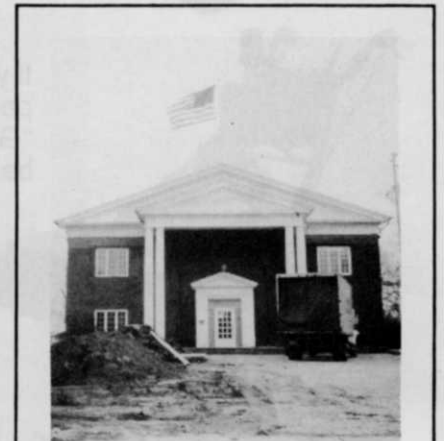
Stan Winchester is immediate past president of the group.

TORO from page 12

sales of snow equipment in the period ending October 28. As before the snowless years, snow equipment sales represented nearly half of Toro's sales.

Toro is still reporting a loss overall, but the loss has been reduced by two thirds, from \$2.7 million in 1982 to 750,000 in 1983 for the quarter.

Other bright spots in Toro's sales were a doubling in consumer lawn equipment sales and nearly a 50 percent gain in irrigation sales. Professional turf equipment sales were down nearly a third and represented slightly more than ten percent of the company's sales.



New Lakeshore Headquarters

Last minute construction underway in November at the new headquarters for Lakeshore Equipment and Supply, in Rocky River, OH.

Rocky River was the first home of Lakeshore, when it was strictly a distributor to local golf courses and nurseries. Its territory has grown rapidly as has its staff and manufacturing.

Today, it has manufacturing facilities in Florida and Wellington, OH, as well as a warehouse in Elyria, OH.

CHEMICALS

BFC becomes NOR-AM changes address

BFC Chemicals Inc., manufacturers of Powder Blue and Blue Chip fertilizer and Turcam insecticide, has changed

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