

New study reveals local garden shows pay off for contractors

A new study by *Weeds Trees & Turf* reveals participation by landscape contractors in local garden shows adds to credibility and builds a small, but solid base of referrals during the off-season.

Contractors interviewed spend up to 250 hours and \$35,000 to design, set up, and tear down displays. Garden shows lend credibility to newer contractors, show homeowners the potential of landscaping, and help contractors reestablish contact with former customers and suppliers.

"People recognize immediately you are a good contractor," says Russell Jones, president of J. Franklin Styer Nurseries, Concordville, PA. "Any time you can achieve customer contact, it's very critical, especially in the off-season," Bob Kinney, vice president, Wilmore Gardens, Denver, CO, stressed. "One good customer gained from a show can turn around and give you 25 more customers in the next year," according to Lambeth Marshall, president, Associated Landscape, Inc., Hoyt Court, NC.

Undeniably leads from these shows are residential, but corporate executives have been known to make impressions about contractors while attending garden shows in their area. The complete report will be published in an upcoming issue of *Weeds Trees & Turf*.

Poor acclimation suspected for problems with large ficus

Survival problems with large *Ficus* trees transplanted to interior landscapes is now being linked to inadequate acclimation of field-grown trees to containers by the Interior Landscape Division of the Associated Landscape Contractors of America. Originally, the marl soil the trees were grown in was suspected. ALCA reported the problem this past fall and has tried to find a common link among problem trees.

ALCA says a process of root pruning, container size, proper digging and acclimation all effect the tree's ability to survive on location. The best tree is one that has apparently been growing in a container rather than in the field prior to installation.

Contest entry time is here

Summer is the time to enter many landscape award contests; including ALCA's Fifteenth Annual Environmental Improvement Awards, the Florida Nurserymen and Growers Association Fourteenth Annual Landscape Awards, and the California Landscape Contractors Association Trophy Awards.

The keys to winning landscape awards are knowing the job may be award material before it is started, good before and after photography, thorough records of the job as it progresses, testimony from the owner as to the impact of the project, following the contest rules closely, and presenting the entry material in a neat and attractive fashion.

Mike Bush has been appointed manager of Cypress Gardens' Nursery Division. Bush hopes to expand the attraction's existing collection of rare tropical and subtropical specimen plants. "I believe there is a wealth of plant material in places like Brazil, Argentina, and Paraguay that has yet to be exploited," Bush said.

Exmark Mfg. Co., Beatrice, NE, has promoted Dick Tegtmeier to executive vice president. Bob Martin, president, said the promotion was the result of "remarkable" growth for the fairly new mower manufacturer.

LESCO Inc. has named two territory managers. Les Guedel will be manager of East Coast sales and Jim Johnson will manage North Central sales for the company based in Rocky River, OH.

Ray Lewis and his wife returned from the Las Vegas GCSAA Show with some unpredicted baggage, a Dedoes trailer aerator. The Lewis couple won a drawing during the show.

JOB HUNTING

Turf and landscape recruiter opens doors

A firm specializing in recruiting personnel for the turf and landscape industries has been launched in Littleton, CO. S. Ronald Gaston and Associates will handle national fee-paid positions for golf course superintendents, landscape architects, and other professional landscape positions.

Ron Gaston says his firm is the first of its kind. A pamphlet describing the new service is available by writing the company, P.O. Box 2527, Littleton, CO 80161.

TURF SEED

Danish company's U.S. branch renamed

Daehnfeldt, Inc., is the new name of Pacific Seed Production in Albany, OR, after the Danish seed company decided to clear up any confusion about its presence in the U.S.

L. Daehnfeldt of Odense, Denmark, signed a cooperative agreement with Pacific Seed in 1982 to develop a joint Danish/U.S. breeding and production company. Many European seed companies are active in the seed growing regions of the northwestern U.S., often through U.S. companies. Growing conditions and land are more favorable in the U.S. than in Europe.

The company will continue research and development of turf, for-