

Industry needs to join forces

■ Words from Larry Scovotto, executive vice president of the American Association of Nurserymen:

"A great deal of work needs to be accomplished on behalf of the landscape industry. The residential landscaper, the landscape contractor and the interior landscaper need to join forces in a unified business and marketing effort to make the commercial sector and the general consumer more aware of the value and necessity of landscaping.

"On the national level, there is a big job to be done in residential, commercial and governmental business promotion on behalf of landscaping. People at all levels need to be educated to perceive both the need and value of landscaping. The expectation of landscaping throughout our daily lives must become a part of a new national culture."

Governmental sales growing?

■ Sales of turf supplies to landscape managers in the government sector will be a growing area in the next few years, according to James I. FitzGibbon of Lesco Inc.

"Government, school and institutional sales has the potential to be a big revenue-producer for us in the near future," he told company employees and suppliers recently.

FitzGibbon made the comments at the company's annual sales meeting in Sebring, Fla. which featured two days of trade show exhibits. Seminars were conducted by Ciba-Geigy, American Cyanamid, Elanco, Hoechst-Roussel and Mobay.

Construction up, down

■ A construction boom is seen on college campuses in the next five years, but the overall construction outlook for 1988 doesn't appear as rosy.

According to *The Chronicle of Higher Education*, "a survey of college planners found that about 60 percent saw the need for new or modernized facilities on their campuses as 'extremely urgent' or 'very urgent.'" Why? Because the facilities built during the first post-war baby boom in the 1960s are reaching the end of their 25-year life expectancy.

However, the overall 1988 construction picture is not good, according to George Christie, vice-president and chief economist for McGraw-Hill Information Systems. "Lower interest rates, more than anything else, will make the difference between a shallow and a steep decline of construction activity" this year. Projection is that the total 1988 construction contract value will drop three percent lower than last year's \$248.4 billion.

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