

INFO CENTER

MARKETING TIPS... "Practical Marketing Tips for the Landscape Company" is a 90-page workbook containing how-to information on helping landscape contractors attract and retain good customers. The author is James H. Mitchell, an associate of the Landscape Horticulture Center for Personnel Development, Los Angeles. Copies are \$19.95. To order, call (800) 359-6647 or send a check plus \$3 for shipping and handling to: Landscape Horticulture Center, 2509 E. Thousand Oaks Blvd., #109, Westlake Village, CA 91362.

VIDEO TRAINING... "For Every Season" is the first green industry video journal providing training on pesticide safety and horticultural practices for lawn care, landscape and grounds. Each tape, hosted by Mark Timmons and Meg Southerland, runs 20 minutes. Six videos spaced throughout the year are \$240 plus shipping. Visa and MasterCard accepted. To order, write "For Every Season," 105 Lyndon Lane, Louisville, KY 40222 or phone (502) 425-8121. Fax is (502) 425-8154.

TREE FELLING ILLUSTRATED... A brochure that describes proper techniques for tree felling and limbing is available from Husqvarna. The four-color, 32-page brochure was written by forestry engineers. For a *free* copy of "Work Technique for Felling and Limbing," write Husqvarna Forest & Garden, 907 W. Irving Park Rd., Itasca, IL 60143 or telephone (708) 773-2777.

READING SPARK PLUGS... The Champion Spark Plug Division of Cooper Industries has introduced "How to Read a Spark Plug," a 16-page refer-

ence booklet to help identify engine problems by analyzing the color, gap and deposits found on a spark plug. It is also available as an 18- by 30-inch poster. For your *free* copy, contact your Champion representative or write Champion Spark Plug, P.O. Box 910, Toledo, OH 43661.

DESK REFERENCE... The Professional Grounds Management Society is offering its revised "Grounds Maintenance Management Guidelines" for \$12 to non-members. It is *free* to members. The manual includes maintenance standards, operating manuals, contract specifications, etc. To order, send check payable to P.G.M.S., 10402 Ridgland Rd., Suite 4, Cockeysville, MD 21030.

ON WATER CONSERVATION... A *free* 12-page booklet, "Every Drop Counts" is now available from Easy Gardner Inc. It was designed as a guide to water-conscious gardening for the homeowner, but contains information of interest to landscapers like lists of drought-tolerant plants. For your copy, send your written request to P.O. Box 21025, Waco, TX 76702.

SMALL BUSINESS SOFTWARE... New England Business Service's "Directory of Software, Vol. 3" is now available *free* to anyone requesting it. The 112-page publication lists how to obtain more than 850 software packages currently on the market that are suited especially to small businesses. For your copy, call NEBS' Customer Service Department at (800) 225-9540.

CHEMICAL REFERENCE... "Turf & Ornamental Chemical Reference," a new annual sub-

scription guide, is available through John Wiley & Sons/C&P Press for \$105. The 930-page volume is designed to meet the needs of professionals maintaining golf courses, lawns and grounds, parks, nurseries and other outdoor areas. It contains product labels and material safety data sheets supplied directly by manufacturers. For more information, call John Wiley & Sons/C&P Press at (212) 850-6484.

ORGANIC MANUAL... Howard Garrett's new book is a complete reference guide to landscaping and gardening using organic techniques and products. It contains specific tree, lawn, shrub and flower care programs; including 100 illustrations on 104 pages. To order, send \$11.95 to Lantana Publishing, P.O. Box 140650, Dallas, TX 75214.

SAFETY TRAINING... Horticulturist Pete Howes has published a pesticide safety training booklet titled "A Little Common Sense on Pesticide Use." It is available in both English and Spanish for \$1.99 per copy. Additional information may be obtained from Howes at 1761 Lorenzen Dr., San Jose, CA 95124; (408) 267-8756.

TO WIN AWARDS... The National Landscape Association has released a new videotape entitled "Award-Winning Landscape Designs." The tape offers creative landscape ideas and techniques, use of color and texture, selection and arrangement of plant material, and more. The tape may be used to increase sales through marketing and is great for presentations, trade shows and garden center showrooms. For a *free* detailed brochure about the tape, contact David Peiffer, NLA, 1250 I St. NW, Suite 500,

Washington, DC 20005; (202) 789-2900.

PEST CONTROL... For advice on how to control gypsy moths and other pests, nursery operators and landscapers may want to consult "Woody Ornamental Pest Control Suggestions 1991" from Penn State University's Department of Agriculture. The guide sells for \$7. Write Publications Distribution Center, 112 Ag Administration Bldg., University Park, PA 16802 or phone (814) 865-6713.

ON EMPLOYEE TRAINING... The Georgia Extension Service has just completed the second in a series of employee training videos for landscape professionals. It is called "Planting Procedures for Ornamental Plants." Step-by-step transplanting procedures for trees and shrubs are shown, with emphasis on site analysis before planting, proper soil preparation, plant spacing, depth and the importance of water and mulch. To order, send a check for \$24.95 to DeKalb Extension Service, Attention: Video, 101 Court Square, Decatur, GA 30030.

ACCOUNTING SYSTEMS... The Associated Landscape Contractors of America has available a book called "Designing Your Accounting System." It is a "how-to" text written by Frank Ross, president of Ross-Payne Associates. Price is \$15 for ALCA members and \$25 for non-members. Mail orders to ALCA, 405 N. Washington St., Suite 104, Falls Church, VA 22046. Visa or MasterCard orders are accepted by phoning (703) 241-4004 or faxing to (703) 532-0463. Please include your credit card account number and expiration date.