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HOT STUFF

ALCA now manages exams

FALLS CHURCH, Va.—ALCA is now managing the National Council for Interior Horticultural Certification. It took over that certification from the Ohio Florist Association (OFA) on Sept. 1, 1991.

ALCA says interior landscape contractors can now be recognized through its Certified Landscape Technician and a Certified Landscape Professional designations.

ALCA interior certification exams: the OFA short course July 11-15, 1992 in Cincinnati, the ALCA Interior Plantscape Division Conference Oct. 2-5, 1991, in Columbus. For more information, contact: Elise Lindsey, ALCA, 405 N. Washington St., Falls Church, VA 22046; (703) 241-4004.

8 bentgrass varieties on tap

STATE COLLEGE, Pa.—Penn State University researchers are developing eight advanced varieties of bentgrass which could "set new standards for density, quality and performance," according to Dr. Joe Duich, director of Penn State's turf research program.

"The increased use and extraordinary agronomic demands on creeping bent have led to the development of new varieties," says Duich, who was to retire from Penn State at the end of 1991.

Duich says "more and more golf courses" are using creeping bent for tees, fairways and greens.

Home builders landscape, too

DES PLAINES, Ill.—A recent survey of 1500 home builders and remodelers found that the bigger the builder, the more likely it will also offer landscaping services.

According to the survey, 20.3 percent of builders with annual sales of less than \$500,000 offer the service. Landscaping is done by 36.4 percent of builders with sales of more than \$5 million.

The builder/remodeler survey was conducted by *Professional Builder & Remodeler* magazine.

Landscaping for value

SACRAMENTO, Calif.—A well-developed and well-maintained landscape improves home property values in California by an average of 7-1/2 percent, according to a survey of real estate agents, brokers and landscape appraisers.

The California Association of Nurserymen (CAN) surveyed 184 professionals. According to the respondents, quality landscaping can speed a home's rate of sale by five to six weeks. Thus, two-thirds of the real estate agents recommend improving their client's landscape to help sell the home.

"First impressions can sell a home," says Tom Carnahan, past president of the San Fernando Valley Board of Realtors. "Landscaping is an integral part of that first impression."

Adds CAN president Ralph Klages: "According to *Money* magazine report, a new landscape has a recovery value of 100 to 200 percent."