

# INFO CENTER

Useful literature and videos offered to LM readers

**REFERENCE GUIDE**—Compiled by the American Horticultural Society, the completely revised and expanded "North American Horticulture: A Reference Guide" is available for \$75. The 368-page book is divided into sections that include national grower trade associations, zoological parks, horticultural periodicals, etc. To order, call (800) 257-5755 or write Order Dept., MacMillan Publishing, Front and Brown Streets, Riverside, NJ 08075-1197.

**ON OPERATING COSTS**—The Associated Landscape Contractors of America has published an 80-page "ALCA Operating Cost Study" that provides the most current and detailed

descriptions of an "average" company's assets and liabilities, sales, direct job costs and indirect and administrative overhead. It is \$25 to members, \$45 to non-ALCA members, plus \$2 shipping and handling. To order, contact ALCA at 405 N. Washington St., Suite 104, Falls Church, VA 22046; (800) 395-2522. (In Virginia, dial (703) 241-4004.)

**DEER TICK CONTROL**—"The Comprehensive Deer Tick Control Manual" is available from EcoHealth in Boston, Mass. Included in the publication are landscape techniques for reducing tick habitat and reducing the attractiveness of the property to deer. For more

information, write EcoHealth, 104 Broad St., Boston, MA 02110 or phone (800) 234-8425.

**SAFETY POSTER**—A new free illustrated Personal Protection safety poster has been created by Precision Laboratories. The poster provides vital facts and information regarding chemical absorption, prevention and protection. It offers dos and don'ts on worker chemical safety, and can be conveniently hung in the workplace. For your poster, write Precision Laboratories, P.O. Box 127, Northbrook, IL 60065; or call (708) 498-0800.

**SUPERVISORY TRAINING**—The Professional Grounds Management Society is offering its "Landscape Management Supervisory Training Manual" for \$69.95. There is a 15% discount for non-members becoming new members, and a 50% discount for PGMS members. A \$5 postage and handling fee applies to all purchases. Chapters include all types of tools, mechanical equipment, pesticides, material safety, turf information, tree-shrub-annual information, biology of plants and customer service. To order, send check to: PGMS, 10402 Ridgland Rd., Suite 4, Hunt Valley, MD 21030.

**GARDEN CENTER CATALOG**—The "Stocks Catalog" will be sent to more than 12,000 garden centers nationwide this year. It features product information from manufacturers, growers and suppliers, plus 48 pages of the latest in marketing trends and merchandising information. For more information: Stocks International, P.O. Box 9379, Washington, DC 20005; (800) 325-6228.

**ON ESTIMATING**—Means' "Landscape Estimating" second

edition and "Site Work & Landscape Cost Data" 11th edition are now available. "Landscape Estimating" by Sylvia Hollman Fee is a chart-filled 265-page hardback. It retails for \$57.95. "Site Work..." is soft-bound, 483 pages, and retails for \$74.95. You can purchase both for \$109.95, a savings of \$27, by contacting: R.S. Means, P.O. Box 800, Kingston, MA 02364; (617) 585-7880.

**MARKETING TOOL**—"Landscape: It Works for Everyone" is a four-color brochure from the Associated Landscape Contractors of America. It is for use in promotional mailings or with their sales materials. Prices range from \$2.75 for non-member orders of fewer than 50 to \$0.80 for member orders of 500 or more. For more details, call ALCA at (703) 241-4004.

**MEDIA CLIPPING SERVICE**—Green Clip is now available for marketing, public relations and advertising managers in the green industry. It tracks references to company names, personnel, competitive products, etc. in more than 400 publications nationwide. For more info, call (619) 723-0255.

**STRATEGIC PLANNING**—James R. Houston's "Strategic Planning for Landscape & Irrigation Contractors" is now available through the National Landscape Association. Besides information about strategic plans, it contains sample reports, forms, statements and worksheets. The publication is available for \$45 to NLA members and \$54 for non-members. Send checks payable to NLA to: 1250 I St. NW, Suite 500, Washington, DC 20005.

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