

Need new business?

■ One way to enhance or build a landscape contracting business is to provide services that relate to these future gardening trends, as outlined by Charles Dunn, founder of The Garden Center in Tampa, Fla.

- yards as "outdoor rooms" to live in, rather than just look at
- intensive gardening in small areas
- structural and planted privacy screens
- night lighting of landscape features
- aquatic gardens, garden accessories that feature water
- wildflower plantings
- ornamental grass plantings
- bush fruits, containerized dwarf fruit tree plantings
- herb plantings
- color and fragrance as factors in choosing plants



- heirloom and antique cultivar plantings
- bird feeding
- homegrown flowers for cutting
- no-mow groundcovers instead of grass
- smaller lawn areas
- environmental activism
- water-conserving techniques
- potted plants
- emphasis on perennials rather than annuals
- landscape furnishings
- plants from other countries
- home gardening as an interest of older people

—Courtesy of ALCA Contractor News, May 1994. For more information about the Associated Landscape Contractors of America, phone (703) 620-6363.

PROFESSIONAL LAWN CARE ASSOCIATION OF AMERICA (800) 458-3466

■ **THE ENVIRONMENTAL** Protection Agency praises the PLCAA for its participation in the Pesticide Environmental Stewardship Program, which recognizes organizations that demonstrate a progressive approach to pesticide use.

"I applaud the steps your organization has already taken toward reducing the risks from the use of pesticides," noted Daniel M. Barolo, EPA's director of the Office of Pesticide Programs. "To further advance our common environmental goals, the next steps require collaborative public-private partnerships. Your willingness to join the PESPP indicates your dedication to these goals."

Tom Delaney, PLCAA's government affairs director, says that the organization is developing its environmental stewardship strategy now.

THE CERTIFIED Turfgrass Professional program is catching on around the world with lawn applicators from the U.S., Singapore, Israel, Canada and Bermuda expressing interest.

"We have more than 600 people registered and 45 who have successfully completed the course and earned their CTP," reports Dr. Helen Mills, head of the University of Georgia's Community Learning Resources department, which coordinates the program.

For a free brochure on how to become a CTP, call (800) 458-3466 or fax (404)

ASSOCIATION NEWS

578-6071. PLCAA members receive a discount on enrollment fees.

ASSOCIATED LANDSCAPE CONTRACTORS OF AMERICA (800) 395-2522

■ **WHO'S WHO** in Landscape Contracting, ALCA's annual membership directory, has been mailed to all members. Additional copies are only \$5 each for members and \$25 for non-members (plus \$1.50 shipping and handling).

SEVERAL SESSION topics have been confirmed for ALCA's the 1995 Landscape and Grounds Maintenance Conference being held Nov. 12-16 in Fort Worth, Texas in conjunction with the Green Industry Expo.

Confirmed sessions include: "Building a Successful Management Team," "Irrigation Maintenance & Operations," "Selling Residential Design/Build Services," "Snow: Everything You Ever Wanted to Know," "Leadership Principles," "Estimating for Successful Bidding," "Improving Productivity" and "Annuals: Add Spice with a Color Program."

Keynote speaker at the Green Industry Expo will be former prisoner-of-war Charlie Plumb.

MASTERS IN MANAGEMENT seminars will be held in three U.S. cities over the next three months: July 28-29 in Baltimore, Md.; Aug. 18-19 in Chicago, Ill. and Sept. 15-16 in Denver, Colo.

For inquire about space in a particular seminar, phone Connie Whelchel at ALCA headquarters.

ENTRIES FOR the Exterior Environmental Improvement Awards are due in ALCA's office by August 18.

PROFESSIONAL GROUNDS MANAGEMENT SOCIETY (410) 584-9754

■ **COMPANIES MAY** now become members of PGMS, a heretofore professional society for individuals.

"The broadening of our membership offering was the result of two major considerations," says PGMS president Steven W. Chapman. "First, we have been receiving increasing numbers of inquiries from companies—industry suppliers and others—who are interested in working more closely with PGMS and its members, and we just didn't have a mechanism to make that happen as naturally as we would have liked."

"Also, the addition of company members makes us more parallel to our partners in the Green Industry Expo, and will make certain exhibitor-related arrangements for the Expo more easily accomplished."