

## ALCA/NLA cooperate on landscape cost study

■ The Associated Landscape Contractors Association (ALCA) offers its 1994 Operating Cost Study. The study was undertaken as a cooperative effort by ALCA and the National Landscape Association (NLA).

The report provides detailed financial results of landscape contractors. The results profiled in this report are based on income statement, balance sheet, and operating data provided by participating ALCA/NLA members. This management tool is designed to provide the resources which enable landscape professionals to evaluate, plan and better manage their businesses.

The study represents the most comprehensive collection of financial data ever compiled by the landscape contracting industry. It's designed to help the three primary industry groups—exterior landscape construction, landscape management and interior plantscape.

"Everyone in the landscape industry needs a copy," says David Minor, president of Minor's Landscape Services, Fort Worth, TX. "It is a prerequisite for doing business in the '90s."

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The ALCA/NLA Operating Cost Study is available for \$25 for ALCA members and \$45 for non-members, plus 5 percent shipping and handling. To order copies, call or write ALCA, 12200 Sunrise Valley Drive, Suite 150, Reston, VA 22091; (800) 395-2522; fax: (703) 620-6365.

## With our compliments

■ On the facing page you'll find a Special Report focusing on turf seed. It's meant for your clients: to better educate them, and also to urge them to consult with you when it's to install or renovate their lawns. You're the ones who keep abreast of the latest turfseed news in the pages of *LANDSCAPE MANAGEMENT* Magazine.

We invite you to take this page and reproduce it for your clients. There is a space on the front for you to personalize it with your business card.

We hope you can use our Special Report to help build your business.

If you find it helpful, or have suggestions for future topics, please let us know. at (216) 891-2636.

If you would like reprints, please contact Paul Malone at (216) 891-2630.

*Paul Malone*

Senior Editor

*Tested by Lawn Care Professionals and Homeowners*

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