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VIDEOS AND LITERATURE FOR THE GREEN INDUSTRY

COMPANY STAFF HANDBOOK FOR THE GREEN

INDUSTRY... is a new ready-to-use handbook you can personalize to your company's needs. Available from the American Nursery and Landscape Association (ANLA) the book/diskette package (with English and Spanish diskettes) requires only personalization for a comprehensive manual for your employees. The policies cover virtually every aspect of business with more than 40 green industry firms consulted. The package costs \$69.95 for ANLA members before Dec. 31. Order Item A-50015-2 by fax at 202/789-1893 or by mail ANLA, 1250 I St. NW, Washington, DC 20005.

MANUAL OF WOODY LANDSCAPE PLANTS, 5TH EDITION...

by Michael Dirr is now available. This new edition includes hundreds of new plants. This book is a useful reference for professionals dealing with woody plants and is considered to be indispensable by many. The book costs \$48.80 for soft cover (ISBN 0-87563-795-7) or \$63.80 for hard cover (ISBN 0-87563-800-7) and can be purchased from Stipes Publishing L.L.C. Call 217/356-8391, fax 217/356-5753 or email stipes@soltec.com.

PLCAA OFFERS TWO NEW BOOKS ON CUSTOMER SERVICE...

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INSECT PESTS... is available from the Entomological Society of America. The handbook outlines approaches that can prevent and control insect pest damage to turfgrass. It provides descriptions of insects, injury and specific pest management options, and contains photos, illustrations, growth charts and distribution maps. Cost is \$25 for ESA members and \$30 to nonmembers. Ask for ESATURF by phone 301/731-4535, fax 301/731-4538 or email sales@entsoc.org.

HORTICOPIA® TREES, SHRUBS AND GROUNDCOVERS EDITION II...

has over 8,500 pictures covering nearly 3,500 plants, including more than 1,600 new plants. Shows date, pictures and information for each plant, fact sheets, searches and plant selection. Call 800/560-6186, fax 540/338-4580, email sales@horticopia.com or website www.horticopia.com.

IMAGINE YOUR LANDSCAPE...

is a CD-ROM which

allows landscape ideas to be applied to a scanned photo. The landscape features include trees, shrubs, flowers, fountains, brick walkways and rock walls as well as an option to view plantings at different stages of maturity. Designed for PCs with Windows95, CD-ROM drive and color monitor. Call 800/798-4727 or website www.visapp.com.

ALCA EXPANDS WEBSITE SERVICES...

to include two databases: the "Landscape Professional Locator" for searches of landscape contracting companies by state and specialty; and the "Supplier Buyer's Guide" for searches for suppliers, including links to websites. Visit www.alca.org.

DISEASE AND DISORDERS OF ORNAMENTAL PALMS...

features 208 full-color photos and discusses identification, prevention and control of palm diseases and disorders. The book (Item 41191) is available for \$35 by calling 800/328-7560

TURFGRASS DISEASE CD-ROM...

is available from the American Phytopathological Society. This interactive guide to identifying and managing more than 65 turfgrass diseases and disorders has over 350 images. The options include a diagnostic guide, image browser, pathogen index and management recommendations. The CD-ROM (Item 42198) is PC and Mac compatible and is available for \$169 by calling 800/328-7560.

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TREE PRESERVATION DURING DEVELOPMENT...

the International Society of Arboriculture offers "Trees and Development: A Technical Guide to Preservation of Trees During Land Development." Retaining trees on a site is more complex than simply not cutting them down and this book presents the steps needed for planning. The book is \$35 for ISA members and \$45 for nonmembers and can be ordered from 888/ISA-TREE.

OPERATING COST STUDY FOR THE LANDSCAPE INDUSTRY...

allows landscape firms to compare financial performance with other similarly sized companies. Jointly published by ANLA and ALCA, this guide is based on survey results from landscape firms across the country. The report is presented in three sections: getting serious about profit, return on investment and ratio analysis and line of business analysis. The study costs \$40 for ANLA or ALCA members and \$60 for nonmembers. Order Item #A-40400 from ANLA by fax at 202/789-1893 or by mail ANLA, 1250 I St. NW, Washington, DC 20005. Order from ALCA call 800/395-2522 or fax 703/736-9668.