

ALCA seminar set for Aug. 21-22

The final 1998 Masters in Management workshop by the Associated Landscape Contractors of America (ALCA) is set for August 21-22 at the Hotel Sofitel in Chicago. Workshop leader Kevin Kehoe teaches landscape contractors how to increase profits and develop a strong management team.

Content of the two-day workshop includes developing a business vision, analyzing financial statements, and creating a sound business plan.

To have a brochure faxed or mailed to you on the seminar, contact ALCA at 800/395-2522.

ALCA also released its 1998 *Who's Who in Landscape Contracting* membership directory. The directory provides ALCA members with an index of both interior and exterior landscape contractors, their areas of expertise and other pertinent information. Listings of supplier, affiliate, student, student chapter, and state association members are also included.

The directory is available to ALCA members for \$5 and non-members for \$35 plus S&H. To order a directory, contact ALCA at 800/395-2522.

Gerson to open PLCAA Conference

Richard Gerson, Ph.D., is slated to open the 19th Annual Conference of the Professional Lawn Care Association of America (PLCAA) in Nashville, TN, Nov. 13-17. Gerson is the president of Gerson Goodson, Inc., Clearwater, FL, and specializes in sales, marketing, customer service, quality improvement and communication skills.

Gerson is a nationally recognized speaker and corporate trainer. His clients include individual entrepreneurs as well as Fortune 500 companies. He has written five books about business management, and over 300 articles.

His presentation takes place at PLCAA's opening session on Saturday, Nov. 14, at the Opryland Hotel. PLCAA's Annual Conference, held in conjunction with the Green Industry Expo, offers pre-conference events as early as Friday, Nov. 13 with sessions running through Tuesday, Nov. 17. For more information, contact PLCAA at 800/458-3466.

Over 5,000 attend California Show

More than 5,300 people attended the 1998 Landscape Industry Show in Long Beach, CA. There were nearly 300 exhibiting companies.

Show attendance was up nearly 10 percent from 1997. "This is the 19th year we've produced this show and I am proud to report it was the best one yet," said show manager Kim Heckes.

Next year's Landscape Industry Show is set for March 31-April 1 at the Long Beach Convention Center. For information contact Kim Heckes at 916/448-2522.

Hey, Texas: PLCAA's got news for you!

The Texas Chapter of the Professional Lawn Care Association of America (PLCAA) holds its fourth Lawn and Ornamental Conference at the Southfork Ranch in Dallas Aug. 18. Attendees will receive pesticide recertification credits from the Texas Structural Pest Control Board and the Texas Department of Agriculture.

Call (800) 458-3466 for details.

On Aug. 20, the chapter will hold a joint education program with the Texas Association of Nurserymen and the Texas Association of landscape Contractors. The event coincides with the TAN-MISSLARK Trade Show in Houston, Aug. 21-23.

The new joint program offers up to six pesticide recertification credits from the above mentioned Pest Control Board and Dept. of Agriculture.

Call (512) 280-5182 for more information.

For information on joining the Texas Chapter of PLCAA, contact Heath Moore at (800) 458-3466.

MNLA tabs Landsburg as new president

Roger Landsburg is the 1998 president of the Minnesota Nursery and Landscape Association (MNLA). He is the owner of Landsburg's Nursery in Brainerd. He was first elected to the MNLA Board of Directors in 1992, and was chair of the 1998 Convention Committee. A graduate of Michigan State University (degree in horticulture), Roger and his wife Marie have been owners of their nursery and landscaping business for almost 20 years.

Other MNLA officers: Vice President, Dennis McNamara, Hoffman & McNamara Co., Hastings and Secretary/Treasurer, Jim Wilson, Wilson's Nursery, Chanhassen.

Bert Swanson, Nador, North of Park Rapids, joins the board of directors along with returning board members Gary Kuper, Park Nursery, Stillwater, MN; John Mickman, Mickman Brothers, Anoka, MA, and Tim Power, Law's Nursery, Hastings, MN.