

April 2018

American Nurseryman[®]

Commercial Horticulture's Authority for More Than a Century

ASSESSING INVASIVE RISKS

Minimizing Phosphorus in
Irrigation Water **p.8**

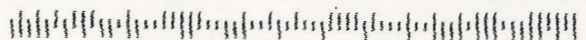
National Grass Trials **p.14**

Leafy Landscape

Greens **p.18**

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ASLA BUSINESS SURVEY SHOWS "BALANCED" CONDITIONS FOR LAS

Landscape architecture firms experienced consistently healthy conditions for the fourth quarter of 2017; although billable hours dipped slightly, inquiries for new work increased, according to the American Society of Landscape Architects' Business Quarterly survey. A growing number of firms planned to boost hiring during the first quarter of 2018.

The survey found 82.4 percent of responding firms reported stable to significantly higher billable hours for the third quarter, a dip from the 85.7 from the previous quarter. This result is higher than what had been reported during the fourth quarters of 2016 (77.1 percent), 2015 (74.5 percent), 2014 (74.7 percent) and 2013 (75.7 percent).

Fully 84.8 percent of respondents said inquiries for new work were stable to significantly higher during the fourth quarter of 2017, an uptick from the second (83.1 percent) and third quarters of 2017 (82.1 percent). It is a jump from past fourth quarters of 2016 (77.8 percent), 2015 (71.7 percent), 2014 (76.8 percent) and 2013 (74.4 percent).

Full results can be viewed at the ASLA website.

<https://www.asla.org/NewsReleaseDetails.aspx?id=52685>

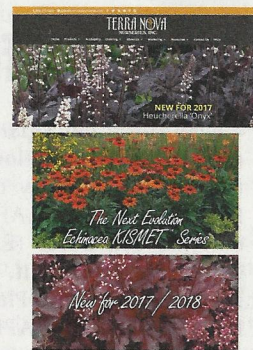
TERRA NOVA LAUNCHES NEW INTERACTIVE WEBSITE

Terra Nova Nurseries has gone live with a new, redesigned version of its website; key features include streamlined navigation, aesthetic design, and a more engaging user experience with enhanced search options.

The modernized website was created to be highly interactive for Terra Nova Nurseries' grower customers, brokers and members of the media seeking information about the company's plant varieties, collections and series. The website's refreshed and simplified styling, combined with advanced functionality and optimization for mobile devices, permits customers to more effortlessly interact with the company online.

Promotional and informative areas throughout the website highlight popular and new plant varieties with links to easily reach and read product profiles; view close-up and wide-angle photography; review up-to-the-minute inventory; request a print catalog or peruse a digital version; and print growing and propagation insights called Grower Recipes. These and other documents can be viewed in various sizes and downloaded as PDFs.

www.terravanurseries.com



People in the News

AIB INSTALLS NEW OFFICERS

John Manchester, mayor of Lewisburg, West Virginia, has been elected president of the board of directors of America in Bloom; Leslie Pittenger, city auditor for Belpre, Ohio, and Tony Ferrara, Arroyo Consulting Group, were elected first and second vice presidents, respectively. Dr. Marvin Miller, Ball Horticultural Company, was elected treasurer; Dr. Jack Clasen was elected secretary; and Katy Moss Warner, president emerita of the American Horticultural Society, serves as the past president.

New board members include Mason Day, GrowIt Mobile; and Bob Lund, Arroyo Grande

Village Improvement Association. Dr. Charlie Hall, Texas A&M; and Delilah Onofrey, Suntory, were appointed as special advisors to the board. Other board members include:

- Tony Abruscato, Flower Show Productions
- Bobby Barnitz, Bob's Market & Greenhouse
- Drew Becher, San Francisco Parks Alliance
- Linda Cromer
- Marshall Dirks, Proven Winners
- Linda Hart, Holland Visitors Bureau
- Walter Heath
- Diana Weiner, Gerry Foundation

www.americainblom.org



ROGER KEHOE



KEHOE JOINS EHR

Roger Kehoe has joined the national sales team of Eason Horticultural Resources; he most recently served as director of young plant production at the color division of Costa Farms.

www.ehrnet.com

ANDREA MELNYCHENKO



MELNYCHENKO JOINS COOL PLANET

Andrea Melnychenko has joined Cool Planet as the company's account manager, Turf, Nursery and Ornamental markets for the West Coast region.

www.coolplanet.com