ALLIGATORWEED from page 94

says Langeland. "We'd also like to make farmers more aware of the consequences of alligatorweed on their cropland and in drainage canals, and help them develop their own maintenance programs," Langeland concludes. "Through our cooperative efforts, we can maintain alligatorweed below problem proportions in the entire coastal plains."  LM

**COMING IN JUNE**

2nd annual report on
ATHLETIC TURF, focusing on
the successful maintenance of high school fields.

**MARKETING MANEUVERS from page 88**

you should learn the best of the combination of Nos. 2 and 3 and use those salespeople who both see a large number of people and who are successful at closing the sale.

4. What is the retention rate for each individual salesperson? This is seldom done, but over a period of a season it will tell you which of your salespeople sold well and which oversold. If you oversold the customer, you will find a very low retention rate. Those salespeople who were professional in explaining your services will have customers who remain with the company because the results will match their expectations. As with any type of management information, this list can grow considerably and be much more detailed.

The areas listed above are a starting framework. By gathering these types of marketing information you will have a much better understanding of your current customer base, who you should target in the future, and the internal efforts of your organization.

Your knowledge of these points will enable you to plan better and thus make your organization more competitive in the growing green industry marketplace. LM

**EVENTS**

**APRIL**

Texas Wildflower Day, April 24-25, Texas Women's University, Denton, Tex. Contact: Dr. Robert Collier, P.O. Box 22675-TWU Station, Denton, TX 76204; (817) 988-3326.

Turf & Landscape Institute, April 27-29, Anaheim Convention Center, Anaheim, Calif. Contact: Ed McNeill, 2492 E. Mountain St., Pasadena, CA 91104-3423; (818) 798-1715.

**MAY**

Mole Cricket Classic & Educational Seminar, May 4, Oak Mountain State Park, Birmingham, Ala. Contact: Judy Copeland, P.O. Box 70, Auburn, AL 36831-0070; (205) 887-6916.

Pest Control Workshop, May 7, Agricultural Center Auditorium, Sanford, Fla. Contact: Uday Yadav, University of Florida, extension service, Sanford, FL 32771; (305) 323-2500 ext. 182.

American Horticultural Society Annual Meeting, May 13-16, Omni Park Central Hotel, New York City, N.Y. Contact: Harriet Sweeney, AHS, P.O. Box 0105, Mt. Vernon, VA 22121; (703) 768-5700.

Western Chapter, International Society of Arboriculture Annual Conference, May 15-18, Santa Cruz Holiday Inn, Santa Cruz, Calif. Contact: Donald Blair, 1958 Latham St., Mountain View, CA 94040; (415) 967-4676.

North Carolina Turf & Landscape Field Day, NCSU Turf Field Center, Raleigh, N.C. Contact: J.M. Dipaola, Box 7620, North Carolina State University, Raleigh, NC 27695-7620; (919) 737-2657.

Hands-On Equipment Expo, May 15-16, Alameda County Fairgrounds, Pleasanton, Calif. Contact: Jim Kwiat, Sequoia Landscape Specialties, 236 Sequoia Ave., Walnut Creek, CA 94595. (415) 937-7973.

To ensure that your event is included, please forward it, at least 90 days in advance, to: Landscape Management Events, 7500 Old Oak Boulevard, Cleveland, OH 44130.