The Landscape Expo has seen exceptional growth in just one year, making it one of the largest industry trade shows.

More than 5,000 people will visit the 1987 edition of the Landscape Exposition, March 3-5 in the O'Hare Exposition Center, Rosemont, Ill.

The 5,000 figure will double the attendees of last year's inaugural Expo, according to Expo administrators. More than 225 exhibiting companies will cover more than 50,000 sq. ft. of exhibit space, a 20 percent increase from the first show.

The Expo has the backing of the PGMS, PLCAA, ALCA and the Illinois Landscape Contractors Association.

Supporting the trade show will be a greatly expanded schedule of educational sessions (see following page) featuring some of the green industry's leading experts.

Fernando Bensuaski, managing partner in Bensuaski, Delana & Luce, kicks off the educational program with a speech about buying and leasing options for new equipment. A second talk by Bensuaski will deal with acquiring and keeping capital.

Consultants Ed Wandtke and Rudd McGary of All-Green Management Associates will discuss the logistics of setting up an employee training program, as well as what the program should include. In other sessions, the two will address business aspects of the industry such as employee relations, marketing and pricing.

Jim Leatzow, president of Leatzow Agency/Financial Guardian, and Richard Lehr, a partner with Sirote, Permutt, et. al., will deliver a pair of two-part programs, one on preventing problems incurred by parks and playgrounds, and another on avoiding lawsuits.

In a related speech, Lawn Care Industry magazine editor Elliot Maras will deliver a talk on avoiding conflict with the media. With recent problems the lawn care market has been facing with the media, this session comes at the perfect time.


Dr. Martin Petrovic of Cornell University will present a session on effective turf management, and how it can help preserve groundwater supplies.
In a second session, Dr. Petrovic will talk about thatch, its good and bad points, and how to develop an effective thatch management program.

Two Wednesday sessions will discuss herbicides of the future and challenges facing plant growth regulators.

Landscape contractor Ron Kujawa, president of Kujawa Enterprises, Inc., will talk about how to motivate top personnel, and how to keep them in the business. Sally Kujawa, vice-president of the company, will talk about the ever-increasing role of computers in the landscape business.

Many other educational sessions will be presented.

Since interest in the Expo is great, hotel and travel arrangements should be made promptly. The Hyatt Regency O'Hare is the Expo's headquarter hotel. The Hyatt is adjacent to the O'Hare Exposition Center.

Travel Planners, Inc., is the official travel agency for the Landscape Expo. Reduced rates are being offered on flights for Expo participants. Seats will be going fast. To get the best seat, call today at (800) 221-3531. For more information on attending, call (800) 243-2815 or in Connecticut (203) 853-0400.

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**Educational Sessions**

**Tuesday, March 3, 1987**

8 a.m. to 9:20 a.m., concurrent sessions:
- Determining Whether to Buy or Lease Equipment
- Turfgrass Management Effects on Groundwater Quality
- Development and Implementation of an Employee Training Program (Part I of a Three-Part Series)

2 p.m. to 3:20 p.m., concurrent sessions:
- Assuring Protection Against Lawsuits (Part I of a Two-Part Series)
- All About Thatch
- Avoiding Conflict With the Media
- Development and Implementation of an Employee Training Program (Part II)

3:45 p.m. to 5 p.m., concurrent sessions:
- Assuring Protection Against Lawsuits (Part II)

**Wednesday, March 4, 1987**

8 a.m. to 9:20 a.m., concurrent sessions:
- Computers: Finding the Right System for You
- Controlling Vandalism

2 p.m. to 3:20 p.m., concurrent sessions:
- Acquiring & Keeping Capital
- Herbicides for the Future
- The Parks & Playgrounds Crisis (Part I of a Two Part Series)
- Estimating & Management of Principles for Landscape Contractors (Part II)

3:45 p.m. to 5 p.m., concurrent sessions:
- The Challenge of Plant Growth Regulators
- The Parks & Playgrounds Crisis (Part II)

**Thursday, March 5, 1987**

8 a.m. to 9:20 a.m., concurrent sessions:
- Stretching a Limited Budget
- Labor: How Much Does It Really Cost?

2 p.m. to 3:20 p.m., concurrent sessions:
- Understanding Marketing
- Developing Trees that Survive Urbanization
- Estimating & Management of Principles for Landscape Contractors (Part III)

3:45 p.m. to 5 p.m., concurrent sessions:
- Pricing Services to Assure Profit
- Assessing & Managing Risks to Pets

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**Landscape Expo Exhibitors**

*(at press time)*

- ACF
- American Hoechst
- American Metal Fabrication
- American Woven Fabrics
- The Andersons
- Aquashade
- Associated Landscape Contractors of America
- BASF Wyandott
- Beofo
- Belton
- Big John Tree Transplanter
- Billy Goat/Olsen
- Blackburn Manufacturing
- Blunks Wholesale Supply
- Bombadier
- Bowie

- Briggs & Stratton
- Brouwer Turf Equipment
- B&W Sales
- Cagle Manufacturing
-Chem Path
- Chevron Chemical
- Ciba-Geigy
- Classen
- Cushman Ryan
- Deere & Company
- Deutz-Allis
- DeWitt Company
- Ditch Witch
- Dow Chemical USA
- DuPont Company/Parksite
- Earl J. Crane Inc.
- Easy Gardener
- Eberhart Steel Products Corp.
- Elnaco Products
- Encap Products Co.
- Estech
- Excel Industries
- FMC
- FXG
- Ferris Industries
- Ford
- Foresite
- G.N.C. Pump
- GPE Geist
- Giant Vac
- Gill Industries
- Government Product News
Club Car's New Carryall II Will Out-Tough Any Utility Vehicle In The Field

**Out-Perform**

Everything about the new Carryall II - the body, truck bed, power and drive train, accessories - has been designed with exclusive Club Car features to enhance performance, durability, reliability and safety. The Carryall II will out-perform competitors in every category.

**Out-Haul**

With the largest pickup bed (50" x 50" x 11") and biggest gross payload (one-half ton) in the industry, plus a standard trailer hitch with a towing capacity of 1,000 lbs., the Carryall II becomes the most functional, practical and economical vehicle around.

**Out-Last**

Club Car exclusives like the Rust-Free Aluminum Pickup Bed & Frame*, heavy duty front bumper and side rub rails and Double Wall Pickup Bed Construction* of lightweight durable aluminum allows for a longer, more productive life span.

**Out-Pull**

Club Car's 4 Cycle/341 cc Engine*, the largest in the industry, gives the Carryall II the power to haul ½ ton loads without stress and vibrations.

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