JULY
14-16: Mid-Atlantic Nurserymen’s Summer Trade Show, Baltimore Convention Center. Contact: Mid-Atlantic Nurserymen’s Trade Show, Inc., P.O. Box 314, Perry Hall, MD 21128.
18: Summer Field Day & Trade Show, Stadler Nursery, Laytsonville, Md. Contact: Landscape Contractors Association, 9053 Shady Grove Court, Gaithersburg, MD 20877; (301) 948-0810.
24-26: National Fertilizer Solutions Association Round-Up ’91, Indiana Convention Center, Indianapolis, Ind. Contact: NFSA, 339 Consor Dr. Manchester, MO 63011.
25: PGMS Facilities Management Seminars, Ohio State University. Contact: PGMS, 6100 Dutchman’s Lane, Louisville, KY 40205; (800) 558-8767.
27-30: Outdoor Power Equipment Institute Expo ’91, Louisville, Ky. Contact: OPEI, 6100 Dutchman’s Lane, Louisville, KY 40205; (800) 558-8767.
30: Midwest Regional Turf Foundation Field Day and Show, Purdue University Agronomy Research Center, West Lafayette, Ind. Contact: Dept. of Agronomy, Purdue University, West Lafayette, IN 47907; (317) 494-8039.
31: University of Georgia Turfgrass Field Day, Georgia Experiment Station, Griffin, Ga. Contact: University Extension Service, Landrum Box 8112, Georgia Southern University, Statesboro, GA 30460.
31-Aug. 2: American Sod Producers Association Summer Convention and Field Days, Red Lion Hotel/Lloyd Center, Portland, Ore. Contact: ASPA, 1855 Hicks Rd., Rolling Meadows, IL 60008; (708) 705-9898.
AUGUST
2-4: Southern Nurserymen’s Association Horticultural Trade Show, Georgia World Congress Center, Atlanta. Contact: Southern Nurserymen’s Association, 1511 Johnson Ferry Road, Suite 115, Marietta, GA 30062; (404) 973-9026.
4: Perennial Plant Symposium, Farmington, CT and Long Island, N.Y. Contact: Dr. Steve Still, Perennial Plant Association, 3383 Schirzinger Rd., Hilliard, OH 43026; (614) 771-8431.
6-8: Field Diagnostic Course for Turfgrass Managers, Cornell University, Ithaca, NY. Contact: Joann Gruttadaurio, (607) 255-1792.
12-13: Int. Soc. of Arboriculture Conference and Trade Show, Adam’s Mark Hotel, Philadelphia, PA. Contact: ISA Trade Show, P.O. Box 908, Urbana, IL 61801.

MANAGEMENT
Listen, observe to sell

LAS VEGAS, Nev.—Common sense, plain speaking, listening and observing are keys Mark H. McCormack has found helpful during his career.
In remarks made at the International Golf Course Conference and Show, McCormack said it’s the little things that mean a lot and often make the deal.
McCormack, a Cleveland attorney and head of International Management Group, said that to be a successful businessman you must listen aggressively: to content, tone, choice of words and any indicators which sharpen connections.
Observe aggressively, have a good sense of humor, and include the tool of silence in negotiations, the sports management specialist said. The long pause never goes long unfulfilled, McCormack concluded.