Controversial keynoter, outdoor demonstrations, three separate educational programs...GIE has it all.

MARIETTA, Ga.—The Indiana Convention Center in Indianapolis is the site of this year’s gala Green Industry Expo, Nov. 15-19. Indianapolis, a day’s drive (or less) for more than half of the nation’s population, provides the setting for the largest trade show in the lawn/landscape industry.

This year’s show will offer five extra hours of exhibiting, including a first-ever “sneak preview” of exhibits for two hours on Nov. 16.

Another first for the show is the keynote address, being delivered by the colorful—and sometimes volatile—men’s head basketball coach at Indiana University, Bobby Knight.

The popular Outdoor Demonstration Area will again feature the newest landscape maintenance equipment on display.

The show is sponsored by the Professional Lawn Care Association of America (PLCAA), Associated Landscape Contractors of America (ALCA) and Professional Grounds Management Society (PGMS). Each will have its own attendant slate of educational sessions.

The PLCAA’s 13th annual conference, titled “Race with the Best,” will contain several tracks: technology, business, risk communication, legislative and re-certification.

“This conference will offer something for everyone involved in lawn care,” says Mike Shaw, conference education chair.

The Indiana Convention Center (Hoosier Dome in foreground) is site of the largest trade show in the lawn and landscape industry.

(Photography courtesy Indiana Convention and Visitors Association)

“THE sessions cover the entire range of issues important to lawn care professionals.

PLCAA attendees who are information gluttons can participate in the “Head Start” roundtables, where LCOs will formally discuss business and technical challenges. A prospective member reception, which includes a contest for a free trip for two to the 1993 conference, is also slated.

Kevin Kehoe is featured speaker at ALCA’s Landscape and Grounds Maintenance Conference. During two sessions, he will show attendees how to use Total Quality Management concepts to boost their bottom lines.

More than 15 total ALCA sessions and events are scheduled, focusing on developing new profit centers, maintaining profits in a competitive market, making sales presentations, building team spirit, and more.

For the first time ever, the PGMS will hold its own separate educational sessions. Topics to be covered include: middle management training, color in commercial landscapes and doing more with less. Other events are an optional Winner’s Circle breakfast, an awards banquet and reception, and optional pre-conference and spouse’s tours.

For more information on the Green Industry Expo trade show, phone (404) 973-2019. For a free brochure on the PLCAA meeting, call (404) 977-3222. For info on ALCA’s program, call (703) 620-6383. To register for PGMS’s sessions, call (410) 667-1833.
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