### JANUARY
- 4-6—Grower Expo, Chicago, IL.
- 6-7—16th Annual Georgia Turfgrass Conference, Athens, GA.
- 6-10—Club Managers of America Association Exposition, San Francisco, CA.
- 7-8—20th Annual Tennessee Turfgrass Association Conference, Nashville, TN.
- 8-10—24th Annual North Carolina Turfgrass Conference & Exhibit, Winston-Salem, NC.
- 8-10—Kentucky Nurserymen/Shade Tree Association Trade Show, Louisville, KY.
- 9-10—Industrial Vegetation Management Association Meeting & Training Conference, Kansas City, MO.
- 9-10—New Hampshire Turf Conference, Manchester, NH.
- 14-15—Nebraska Turfgrass Conference & Trade Show, Omaha, NB.
- 14-15—56th Annual Michigan Turfgrass Conference, Lansing, MI.
- 15-17—Virginia Turfgrass Conference & Trade Show, Richmond, VA.
- 16-17—Rocky Mountain Regional Turfgrass Conference, Ft. Collins, CO.
- 20-24—Equipment Maintenance Council Seminars, Tampa, FL.
- 20-22—Eastern Pennsylvania Turf Conference & Trade Show, King of Prussia, PA.
- 22—18th Annual Professional Turf & Landscape Conference, Nyack, NY.
- 22-24—Mid-Atlantic Nurserymen’s Trade Show, Baltimore, MD.
- 22-24—North Central Turfgrass Association Conference, Bismarck, ND.
- 23-25—11th Annual Tropical Plant Industry Exhibition, Miami, FL.
- 25—NCIHC Certification Exam, Miami, FL.
- 26-30—ALCA Annual Conference, Tampa, FL.
- 27-30—California Weed Conference, Fresno, CA.
- 28-29—Horticulture Industries Show, Tulsa, OK.
- **FEBRUARY**
  - **1—** STMA Educational Conference, San Francisco, CA.
  - **1—** Musser International Foundation Annual Meeting, Hyatt Regency, San Francisco, CA.
  - **5-7—** ASPA Midwinter Conference, Scottsdale, AZ.
  - **6-7—** ALCA Advanced Landscape Supervisor’s Skills Workshop, Seattle, WA.
  - **9-13—** National Arborist Association Annual Meeting, Hyatt Regency, Monterey, CA.
  - **11-13—** Horticulture Industries Conference, University of Minnesota, St. Paul, MN.
  - **18-19—** Interstate Ornamental Plant Pest Management Conference, College Park, MD.
  - **18-19—** Target’s 14th Annual Pest Management Seminar & Exhibit, San Jose, CA.
  - **18-20—** Virginia Tech Winter Workshop, Virginia Beach, VA.
  - **19-20—** GCA/AAN “Practical Management Workshops for Retail Garden Centers,” Sturbridge, MA.
  - **21—** Target’s 14th Annual Pest Management Seminar & Exhibit, Fresno, CA.
  - **24—** Nassau/Suffolk Professional Turf & Plant Conference, Hauppauge, NY.
  - **25—** Target’s 14th Annual Pest Management Seminar & Exhibit, Phoenix, AZ.
  - **25-27—** Western Pennsylvania Conference & Trade Show, Pittsburgh, PA.
  - **25-26—** Virginia Tech Winter Workshop, Blacksburg, VA.
  - **28—March 5—** Target’s 14th Annual Pest Management Seminar & Exhibit, Anaheim, CA.
- **MARCH**
  - **2-5—** Canadian Turfgrass Conference & Show, Ottawa, Ontario.
  - **3-6—** Iowa Turfgrass Conference, Des Moines, IA.
  - **3-5—** Midwest Regional Turf Conference, West Lafayette, IN.
  - **4-6—** Massachusetts Turf Conference, Springfield, MA.
  - **4-6—** 12th Vertebrate Pest Conference, San Diego, CA.
  - **4-6—** 52nd Annual Iowa Turfgrass Conference, Des Moines, IA.
  - **5-7—** Landscape Exposition, Valley Forge, PA.
  - **19-20—** Maine Turf Conference, South Portland, ME.
  - **22-30—** International Atlantic City Flower Show, Atlantic City, NY.
  - **27—** Annual Sportsturf Institute, Pomona, CA.
- **APRIL**
  - **7-8—** 40th Annual Southeastern Turfgrass Conference, Tifton, GA.
- **MAY**
  - **1—** Professional Grounds Maintenance Tour, Atlanta, GA.
  - **5-7—** 27th Annual Turf & Landscape Institute, Anaheim, CA.
  - **14—** IFAS Turf Update & Field Day, Gainesville, FL.
  - **21—** North Carolina Turf & Landscape Field Day, Raleigh, NC.
- **JUNE**
  - **5-6—** Menninger Flowering Tree Conference, Miami, FL.
  - **8-11—** Fertilizer Institute Marketing Conference, White Sulphur Springs, WV.
  - **19—** Turf-Seed Field Day, Hubbard, OR.
- **JULY**
  - **13-16—** APPA Annual Meeting, Boston, MA.
  - **19-22—** American Nurserymen’s Association Conference, Denver.
  - **23-25—** ASPA Summer Convention & Field Days, St. Louis, MO.
- **AUGUST**
  - **12—** Turf & Ornamentals Field Day, Griffin, GA.
- **SEPTEMBER**
  - **14-17—** NLAPA 16th Annual Convention, Orlando, FL.
  - **16-18—** Virginia Tech Turfgrass Field Days, Blacksburg, VA.
- **OCTOBER**
  - **8-9—** Southern California Turfgrass Exposition, Costa Mesa, CA.
  - **7—22nd Annual Turfgrass Equipment, Irrigation & Supplies Field Day, Piscataway, NJ.
  - **19-22—** Florida Turfgrass Association Annual Conference & Show, Tampa, FL.
- **NOVEMBER**
  - **1—** ASTA Lawn Seed Conference, Kansas City, MO.
  - **9-13—** Professional Grounds Management Society Conference & Trade Show, Milwaukee, WI.
  - **11-13—** N.Y. State Turfgrass Conference & Trade Show, Rochester, NY.
  - **17-19—** Professional Lawn Care Association of America Conference & Show, Baltimore, MD.
- **DECEMBER**
  - **1-4—** New Jersey Turfgrass Expo, Atlantic City, NJ.
  - **9-11—** North Central Turfgrass Exposition, Rosemont, IL.
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American Association of Nurserymen, 1250 I St. NW, Washington D.C. 20005, (202) 789-2900

American Seed Trade Association, 1030 15th St. N, Washington D.C. 20005, (202) 223-4080

American Society of Landscape Architects, 1050 Connecticut Ave. NW, Washington D.C. 20009, (202) 486-7730

American Sod Producers Association, 4416 W. Harrison St., Hillside, IL 60162, (312) 449-2889, Douglas H. Fender

University of Arizona, Dept. of Plant Sciences, Tucson, AZ 85721, (605) 821-2211, Dr. William R. Kneebone

Associated Landscape Contractors of America, 405 N. Washington St., Falls Church, VA 22046, (703) 241-4004, Terry Peters, executive director

Canadian Golf Course Superintendents Association, 698 Weston Rd., Toronto, Canada M6N 3R3, (416) 787-2550, Mary Gurney

Douglas H. Fender Contractors of America, 405 N. Andrews Drive, Lawrence, KS 66044, (913) 841-2240, John Schilling, executive director

Golf Course Builders of America, 1001 Connecticut Ave., NW, Washington D.C. 20005, (202) 775-1150, Harry Lambeth

Horticultural Industries Conference, University of Minnesota, St. Paul, MN 55108, (612) 373-1561, Shirley Munson

Illinois Turfgrass Foundation, c/o Dr. T.W. Fereman, 106d Horticulture Field Laboratory, 1707 Orchard St., Urbana, IL 61801, (217) 333-7847

University of Illinois Department of Ornamental Horticulture, Urbana, IL 61801, (217) 333-7848, Dr. Dave Wehner

International Society of Arboriculture, P.O. Box 71, Urbana, IL 61801, (217) 328-5002, Ervin Bundy, executive director

Iowa Turfgrass Conference, Iowa State University Horticulture Dept., Ames, IA 50011, (515) 294-1870, Dr. Michael L. Agnew

The Irrigation Association, 13975 Spring Valley Ave., Silver Spring, MD 20906, (301) 871-1200

Jubansen Mfg. Co., 1721 Packard Ave., Racine, WI 53403, (414) 637-6771

Kentucky Shade Tree Association, 10105 Alton Road, Louisville, KY 40213

Maine Turf Conference, University of Maine, Deering Hall, Orono, ME 04461, (207) 581-2922, Dr. Vaughn Holyoke

Maryland Turfgrass Council, University of Maryland, 1112 H.J. Patterson Hall, College Park, MD 20742, (301) 454-3715, Dr. Thomas Turner

Massachusetts Turfgrass Conference, University of Massachusetts, Plant and Soil Science, Stockbridge Hall, Amherst, MA 01003, (413) 545-2353, Dr. Joseph Troll

Michigan Turfgrass Foundation, Michigan State University, Crop and Soil Sciences, East Lansing, MI 48824, (517) 355-0266

Midwest Regional Turf Foundation, Department of Agronomy, Purdue University, West Lafayette, IN 47907, (317) 494-4785, Dr. W.H. Daniel

Mississippi State University, Department of Landscape Architecture, Briscoe Hall, P.O. Drawer MQ, Mississippi State, MS 39762, (601) 325-3935

Missouri Lawn and Garden Distributors Association, 1900 Arch St., Philadelphia, PA 19103, (215) 564-3484, Bill Robinson

National Landscape Association, 1250 I St. NW, Washington D.C. 20005, (202) 789-2900

National Recreation and Park Association, 1601 N. Kent St., Arlington, VA 22209, (703) 820-4940

National Roadside Vegetation Management Association, 309 Cedar Hill Rd., Wilmington, DE 19807

University of Nebraska, 377 Plant Sciences Bldg., Lincoln, NE 68583, (402) 472-1143, Dr. R.C. Shearman

New Hampshire Turf Conference, Dept. of Plant Science, Neshaminy Hall, University of New Hampshire, Durham, NH 03824, (603) 862-1200, Dr. John Roberts

New Jersey Turfgrass Association, Rutgers University Cook College, Soils and Crops Department, P.O. Box 231, New Brunswick, NJ 08903, (201) 932-9453, Dr. Henry Indyk

New York State Turfgrass Association, 210 Cartwright Blvd., Massapequa Park, NY 11762, (516) 541-9602, Ann Reilly, executive secretary

Northern California Turfgrass Council, P.O. Box 268, Lafayette, CA 94549, (415) 283-6162, Wanda Sarsfield, executive secretary

North Carolina Turfgrass Council, P.O. Box 31610, Raleigh, NC 27606, (919) 737-2751, Marcy Hegel

Ohio State University, 20001 Fyffe Court, Columbus, OH 43210, (614) 222-9775, Dr. Elton Smith

Ohio Turfgrass Foundation, Ohio State University, 2021 Coffey Rd., Columbus, OH 43210, (614) 422-2047, Dr. John Street

Oklahoma State University, 360 Agricultural Hall, Stillwater, OK 74078, (405) 624-5414, A. Douglas Brede

Pennsylvania Turfgrass Council, 412 Blanchard St., Bellefonte, PA 16823, (814) 355-8010, Christine E. King, executive secretary

Professional Grounds Management Society, 3701 Old Court Rd., Suite 15, Pikesville, MD 21208, (301) 663-2742, Allan Shuler, executive director

Professional Lawn Care Association of America, 1225 Johnson Ferry Rd. NE, Marietta, GA 30067, (404) 977-3222, James R. Brooks, executive director

Reinders Turf Equipment, 13400 Watertown Plank Rd., Elm Grove, WI 53122, (414) 788-3163, Ed Devinger

Rocky Mountain Region Turfgrass Conference, Colorado State University Department of Horticulture, Shepherdson Hall, Ft. Collins, CO 80525, (303) 491-7070, Dr. Jack Butler

Southern California Turfgrass Council, 1000 Conca St., Altaadena, CA 91001, (714) 798-1715, Ed McNell

Southern Turfgrass Conference, University of Georgia Coastal Plains Experiment Station, Tifton, GA 31793, (912) 386-3353, Dr. Glenn W. Burton

Southern Turfgrass Association, Texas Turfgrass Conference, 3060 Meadow Oaks,Bryan, TX 77802, (409) 846-0830, Shirley Duble, executive secretary

Southwest Turfgrass Association, New Mexico State Univ. Agronomy, Department Box 3Q, Las Cruces, NM 88003, (505) 645-3405, Dr. Charles Glover

Sports turf Institute, c/o Cal Poly University, Ornamental Horticulture, 3801 West Temple Ave., Pomona, CA 91768, (714) 598-4148, Dr. Kent Kurtz

Target Chemical Co., 17710 Studebaker Rd., Cerritos, CA 90701

University of Tennessee, Department of Ornamental Horticulture, P.O. Box 1071, Knoxville, TN, 37901, (615) 974-7324, Dr. L.M. Callahan

Virginia Polytechnic Institute and State University, Cooperative Extension Service, Department of Agronomy, 426 Smith Hall, Blacksburg, VA 24061, (703) 961-5797, Dr. John R. Hall III
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Circle No. 126 on Reader Inquiry Card
A marketing plan

You can make money—sometimes without a plan. But thoughtful planning of marketing tactics will often result in more sales and more profits.

by Rudd McGary and Ed Wandtke

All companies involved in attracting and keeping customers use marketing. That is not an issue. But not every company plans for increased efficiency in its marketing—and more cost effectiveness—by using a marketing mix.

It's not a question of making money; you can do that—without a plan sometimes. It's a question of being able to control the growth of the company with the best possible use of talent and capital. That requires planning, in both landscape maintenance and lawn care operations.

The marketing mix consists of four distinct parts, some of them more important to the green industries, some less so. The four parts are: pricing, promotion, product/service, and physical distribution.

Pricing consists of consumer reaction to an offered price, competitors' pricing, and the profit margin necessary to keep the company operating. If any one of these three parts is ignored in setting prices, the company will suffer.

The physical distribution part of the marketing mix is less of an issue for green industries, unless you consider the your routing as distribution of services. (This is not the standard use of the term physical distribution but can be applied to green industries in certain cases, if we enlarge the meaning of physical distribution.)

The product/service that is to be delivered is a key to the success of the company. Many companies don't have a clear idea of the real services they offer, at least from the consumer's point of view.

The consumer is the key in an overall marketing system, since he/she will determine if you are going to be in business next week. Therefore, the product/service you are offering should match the consumers' needs, something that is often forgotten in the green industries—particularly those run by managers with strong agronomic backgrounds.

Try defining your service in terms of the consumer instead of an internal image and you will find that all your marketing efforts will be better coordinated and more effective.

The final part of an overall marketing mix is the promotion part, which is often confused with an overall marketing system. "Promotion" generally consists of an advertising, promotion, and personal sales mix designed to get the consumer to a yes/no buying decision.

Some of the marketing practices that used to be standard in the green industries have changed dramatically. The use of direct mail continues, but the return rate is lower than ever before. (Some companies are experiencing .05 percent and less, return on their mailers.) Advertising done in the Yellow Pages and newspapers is almost always used, but we have found that the ads don't often respond to consumer needs but rather to something dreamed up either by the agency or the owners of the company.

The promotional efforts are often overlooked in this part of the marketing system. Opportunities for free space in newspapers and free time on television that can help the overall marketing effort are very often overlooked by most companies.

The personal sales part of market planning is, to us, the key to a successful marketing plan. All other functions of the system are designed to have a salesperson face-to-face with a consumer who can say yes or no.

Telemarketing is not sales, it is designed to get a measure. Direct mail is not sales, it is designed to get a customer to take a measure. All advertising is designed to get the customers to inquire about your services. Thus you have to have a well-trained sales force which knows how to close a sale when they are in front of a customer.

Thus we see that marketing is an organized system designed to fill consumer needs in exchange for capital.

You can make money in spite of yourself, but as the green industries get more and more competitive, companies that plan their marketing will grow faster than you. You may even find that you can't afford to stay in business because you don't have a large enough customer base to stay open.

The planning of your marketing is going to be one of the major efforts you will make in the upcoming years. If you don't want to grow, or you are satisfied with a shrinking customer base, don't bother to plan your marketing efforts. If you do want to continue to expand your customer base, you must be aware of the different parts of a marketing system and be able to plan for the future.

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Circle No. 117 on Reader Inquiry Card
**PRODUCTS**

**Deere unveils three mid-sized generators**

John Deere says its three new medium-sized generators are easy to transport and deliver ample output for power tools in the field.

The generators are characterized by their maximum electrical output in starting wattage since some motors need more power to start than they need to continue running.

The model 1800 provides 1,800 starting watts and 1,600 running watts, the model 2300 gives 2,300 starting watts and 2,000 running watts, and the model 3200 provides 3,200 starting watts and 2,900 running watts. The 1800 and 2300 models are powered by 5-hp engines, the 3,200 with a 7.5-hp powerplant. With a full fuel tank all three operate for about seven to eight hours.

Starting is made easier by choke-assist and automatic compression release. An automatic “low oil” engine shutoff system minimizes risk of overheating the engine.

Circle No. 190 on Reader Inquiry Card

**Backpack blower lightweight, tough**

Shindiawa’s new backpack blower, the Model EB45, weighs only 21.3 pounds, yet delivers high air velocity and volume to move leaves, dirt, powdered snow, and heavy debris, according to its manufacturer.

The EB45, engineered for user safety and comfort, has a four-point backpack anti-vibration system and a bottom-mounted fuel tank. A muffler guard deflects hot air away from the user. And vertical grooves in the backpack allow air to flow to the operator’s back.

The blower also has a carburetor primer pump and electronic ignition for easy starts.

Circle No. 191 on Reader Service Card

**Tag model aerator for smaller acreage**

Holland Equipment Ltd.’s new tag model turfgrass aerator is the Aer-Way II. It can be used for parks, sports fields, cemeteries, school grounds, estates, and smaller acreages, according to Holland.

The Aer-Way II is equipped with standard wind-down transporter wheels. It simply attaches to the hitch of any lawn or turf tractor with a minimum of 10 hp.

The unique patented design of the tines fractures the soil and helps natural capillary action.

Circle No. 192 on Reader Service Card

**New Ryan aerator walk-behind model**

The Lawnaire IV by the Ryan Division of OMC Lincoln is a walk behind aerator with 3/4-inch coring tines. The tines penetrate 2/3 to 3 inches deep. The Lawnaire covers a 19-inch swath and leaves eight holes per sq. ft.

Its manufacturer says it can aerate up to 21,000 sq. ft per hour.

A removable 38-pound steel bar and a 6.6-gallon steel drum which, when filled with water, weighs 50 pounds, gives the operator the right amount of weight for aerating under varied conditions.

The Lawnaire IV also has a spring-loaded handle on the handlebar which allows a user to aerate to the edge of a shrub or sidewalk. Drop the transport wheels and back the unit up and turn it easily.

The unit is powered by a 3-hp Briggs & Stratton I/C engine. Bearings on the tire wheel shaft and water drum shaft are equipped with grease fittings and protected by felt seals.

Circle No. 193 on Reader Inquiry Card

**Three boom mowers keep roadsides clean**

The “A” Boom, Flail-Axe and Versa Boom articulated mowers from Terrain King keep roadsides and other public grounds mowed and cleared of overhanging limbs.

The “A” Boom cuts growth up to five inches in diameter and reaches from 17 to 31 feet. The Flail-Axe cuts vegetation high or low, up to four inches in diameter. It reaches out 23 feet. The Versa Boom reaches over 20 feet to cut weeds, brush and trees up to five inches in diameter.

All Terrain King articulated boom mowers transport at legal highway widths.

Circle No. 194 on Reader Inquiry Card