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TURF CALENDAR

Holiday Inn Central, Omaha, NE. Contact: Don Ellerbee, executive director, Nebraska Turfgrass Foundation, 209 W. 9th, Hastings, NE 68901; (402) 463-5418.

14—American Society of Golf Course Architects Annual Meeting. Royal Lahaina, Maui, HI. Contact: Paul Fullmer, 221 N. LaSalle St., Chicago, IL 60601; (312) 372-7097.

16—Nebraska Association of Nurseriesmen's Annual Winter Meeting & Trade Show. Cornhusker Hotel, Lincoln, NE. Contact: Carol Westfall, P.O. Box 6306, Lake Ozark, MO. Contact: David W. Ostlund, MPRA, 1203 Missouri Blvd., Jefferson City, MO 65101; (314) 636-3828.

18—Trees for Nebraska Conference. Tan-Tar-A Resort, Lake Ozark, MO. Contact: Doris Raffaele, 5645 S. 108th St., Hales Corner, WI 53132; (414) 924-4338.

22—Tennessee Turfgrass Conference & Trade Show. Nashville, TN. Contact: Jim Snipes, Executive Director, Tennessee Turfgrass Council, P.O. Box 6479, Nashville, TN 37214; (615) 381-9020.

24—Professional Turf & Plant Conference. Reinders Bros., Inc., Waukesa County Expo Center, WI. Contact: Ed Devinger, 13400 Watertown Plank Rd., Elm Grove, WI 53122; (414) 786-3300.


27—Missouri Park & Recreation Association Annual Conference. Tan-Tar-A Resort, Lake Ozark, MO. Contact: David W. Ostlund, MPRA, 1203 Missouri Blvd., Jefferson City, MO 65101; (314) 636-3828.

27—Wisconsin Landscape Federation Annual Conference, Interlaken Resort, Watertown Plank Rd., Elm Grove, WI 53132; (414) 924-4338.

TURF CALENDAR

221 N. LaSalle St., Chicago, IL 60601; (312) 372-7097.

serymen's Annual Winter Meeting & Trade Show. Royal Hastings. NE 68901; (402)463-8801 or Christine F. King, Pennsylvania Turfgrass Council, P.O. Box 417, Bellefonte, PA 16823; (814) 355-8010.


28—1987 Florida Agribusiness Computer Short Course & Trade Show, University of Florida Reitz Union, Gainesville, FL. Contact: IFAS Conferences & Institutes, 1041 McCarty Hall, University of Florida, Gainesville, FL 32611; (904) 392-5930.

28—Target Specialty Product's Annual Seminar & Exhibit, Queen Mary, Long Beach, CA. Contact: Marketing Communications Dept., P.O. Box 1117, Cerritos, CA 90702; (213) 865-9541 or (714) 821-9020.


13—14—Trees for Nebraska Conference, Stewart Center, Purdue University, West Lafayette, IN. Contact: Dr. Clark Throssell, 2-443 Lilly Hall, Purdue University, West Lafayette, IN 47907; (317) 494-7485.

3-5—Landscape Exhibition, O'Harre Exhibition Center, Rosemont, IL. Contact: Dawn Pratt, HBJ Expositions & Conferences, P.O. Box 5555, 50 Washington St., Norwalk, CT 06854; (800) 243-2815.

3-5—Horticultural/Institutional Maintenance Seminar, University of Illinois Cooperative Extension Service, DuPage County Fairgrounds, IL. Contact: James E. Schuster, IFAS Extension Adviser, Horticulture; (312) 682-7486.

8-11—1987 Canadian Turfgrass Conference, Canadian Golf Superintendents Association, Saint John Trade & Convention Center, Saint John, NB. Contact: Mary Gurney, Conference Director, 2525-D, 1300 Scott Street, Fredericton, NB, Canada E3B 5S7.

22675-TWU Station, Denton, TX 76204; (817) 898-3326.


MAY

4—Mole Cricket Classic & Educational Seminar, Alabama Turfgrass Association, Oak Mountain State Park, Birmingham, AL. Contact: Judy F. Copeland, executive secretary, P.O. Box 70, Auburndale, AL 36833-0070; (205) 887-6916.

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

13—16—American Horticultural Society Annual Meeting. Omni Park Central Hotel, New York City, NY. Contact: Harriet Sweeney, meeting planner, AHS, P.O. Box 10105, Mt. Vernon, WA 22121; (703) 636-3828.
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TURF CALENDAR

JUNE

16-19—New England Cemetery Association Conference, Sea Crest Resort, North Falmouth, MA. Contact: Frederick R. Lafortune, secretary/treasurer, 15 Riverton St., Keene, NH 03431; (603) 352-7655.

17-20—North Carolina Turf & Landscape Field Day. NCSU Turf Field Center, Raleigh, NC. Contact: I.M. DiPaola, Box 7620, North Carolina State University, Raleigh, NC 27695-7620; (919) 737-2657.

21-24—Florida Ornamental Growers Annual Seminar, Orlando, FL. Contact: Dr. Benny Tija, 1509 Fifth Field, Dept. of Ornamental Horticulture, University of Florida, Gainesville, FL 32611; (904) 392-7935.

JULY

8—Connecticut Nurseriesmen’s Summer Meeting & Trade Show, Holdridge Farm Nursery, Ledyard, CT. Contact: Larry Carville, Room 109, 30 Lafayette Square, Vernon, CT 06066; (203) 872-2005.

13-15—NFSA Mid-Year Dealer Conference. National Fertilizer Makers Association, Adam’s Mark Hotel, St. Louis, MO. Contact: Robbin Roberts, 10777 Sunset Dr., Rockville, MD 20855; (202) 593-8871.

SEPTEMBER

2-5—Soil Conservation Society of America Annual Meeting, Sheraton & Northern Hotels, Billings, MT. Contact: Walt Peech, 20504 ANkeny Rd., Ankeny, IA 50021; (515) 289-2331.

10-11—Alabama Turfgrass Conference, Agricultural Hall, Alabama Turfgrass Association, Auburn, AL. Contact: L. Larry D. Leuthold, Horticulture Dept., Wa-lter H. Biggs Agricultural Hall, Kansas State University, Manhattan, KS 66506; (913) 332-6173.

26-30—Penn Allied Nursery Trade Show, Pennsylvania Nurserymen’s Association, Valley Forge Convention & Exhibit Center, King of Prussia, PA 19070; (610) 238-1673.


AUGUST

1-3—SNA Horticultural Trade Show, Southern Nurseriesmen’s Association, Georgia World Congress Center, Atlanta, GA. Contact: Thomas L. Henegar, 3813 Hillsboro Rd., Nashville, TN 37215; (615) 383-5674.

2-5—Soil Conservation Society of America Annual Meeting, Sheraton & Northern Hotels, Billings, MT. Contact: Walt Peech, 20504 ANkeny Rd., Ankeny, IA 50021; (515) 289-2331.

3-8—Perennial Plant Symposium, Perennial Plant Association, Omni Hotel, Baltimore, MD. Contact: Dr. Steven M. Still, 2001 Fyffe Court, Columbus, OH 43210; (614) 422-6027.

9-13—Botanical Society of America Annual Meeting, Ohio State University, Columbus, OH. Contact: Thomas N. Taylor, Dept. of Botany, Ohio State University, 1735 Neil Ave., Columbus, OH 43210; (614) 422-3564.

12—New England Nurseriesmen’s Summer Meeting & Trade Show, Newport Growers, The Glen, Portsmouth, RI. Contact: Larry Carville, Room 109, 30 Lafayette Square, Vernon, CT 06066; (203) 872-2005.

28-30—Northwest Turfgrass Trade Show. Oregon Association of Nurseriesmen, Portland Memorial Coliseum, Portland, OR. Contact: Dan O. Barnhart, 2780 S.E. Harrison, Suite 204, Milwaukee, OR 97222; (503) 653-8733.

OCTOBER

6—Turfgrass Equipment, Irrigation, and Supplies Field Day, Golf Course Superintendents Association of New Jersey, Rutgers Stadium and Golf Course, NJ. Contact: Doug Monahan, American Sod Producers Association, 105 Hor-ticulture Dept., Wa-lter H. Biggs Agricultural Hall, Kansas State University, Manhattan, KS 66506; (913) 332-6173.

7-8—Southern California Turfgrass/Landscape Equipment & Materials Education Exposition, Southern California Turfgrass Council, Orange County Fairgrounds, Costa Mesa, CA. Contact: Ed McNeill, 2492 E. Mountain St., Pasadena, CA 91104-3423; (818) 798-1715.

7-10—National Bark Producers Association’s Annual Meeting, Kiawah Island Plantation, Charleston, SC. Contact: R.C. LaGrasse, 13542 Union Village Circle, Clifton, VA 20224; (703) 830-5367.


11-12—Florida Turfgrass Conference & Show, Florida Turfgrass Association, Hyatt Regency Hotel, Tampa, FL. Contact: Ruth Shepherd, or William Nass, 302 S.
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TURF CALENDAR

Graham Ave., Orlando, FL 32803-6399; (305) 898-6721.

14-17—American Society of Consulting Arborists Annual Meeting, Red Lion Inn, Santa Barbara, CA. Contact: ASCA, 700 Canterbury Rd., Clearwater, FL 33546; (813) 446-5351; Contact: Larry D. Leuthold, Dept. of Horticulture, Kansas State University, Manhattan, KS 66506; (913) 532-6170.


28-31—International Trade Fair for Design, Equipping, and Care of Amenity Areas, Cologne, GERMANY. Contact: Willi Julich, Messe- und Ausstellungsges.m.b.H, Koln, Postfach 210760, D-5000 Koln 21, GERMANY.

31-Nov. 3—American Society of Landscape Architects Annual Meeting & Education Exhibit, Baltimore, MD. Contact: Pam Jensen, ASLA, 1733 Connecticut Ave., NW, Washington, DC 20009; (202) 466-7730.

2-4—Kansas Turfgrass Conference, Kansas Turfgrass Foundation, Ramada Hotel, Wichita, KS. Contact: Larry D. Leuthold, Dept. of Horticulture, Kansas State University, Manhattan, KS 66506; (913) 532-6170.

4-6—NYSTA Turf & Grounds Exposition, New York State Turfgrass Association, Rochester Riverside Convention Center, Rochester, NY. Contact: Ann Reilly, 210 Cartwright Blvd., Massapequa Park, NY 11762; (516) 541-6902.

5-6—South Carolina Horticulture Society Convention, Sheraton NW, Clemson, SC. Contact: Dr. G. Ansel King Jr., Horticulture Dept., Clemson University, Clemson, SC 29634-0375; (803) 656-2789.

8-10—PGA Annual Convention & Trade Show, Professional Golfers Management Society, Hyatt-Crystal City, Crystal City, VA. Contact: Allan Shulder, PGMS, 3701 Old Court Rd., Suite 15, Pikesville, MD 21208; (301) 653-2742.

8-11—PGMS Annual Convention & Trade Show, Professional Grounds Management Society, Hyatt-Crystal City, Crystal City, VA. Contact: Allan Shulder, PGMS, 3701 Old Court Rd., Suite 15, Pikesville, MD 21208; (301) 653-2742.

11-14—NFSA Convention & Exposition, National Fertilizer Solutions Association, Kansas City, MO. Contact: Bob Morris, 953 E. Sahara, STP 1207, Las Vegas, NV 89104; (702) 731-3130.

14-16—Texas Turfgrass Association Convention & Show, Hyatt Regency, Houston, TX. Contact: Shirley Duble, 3600 Meadow Oaks, Bryan, TX 77802; (409) 268-0630.

Next month . . .

GCSAA
SHOW ISSUE

Expo (Pro Show '87), Dallas Convention Center, Dallas, TX. Contact: Pro Show, 101 N. 7th St., Louisville, KY 40202; (502) 582-1672.

28—N.Y. Association of Landscape Contractors Annual Dinner Dance, Leonards of Great Neck, Long Island, NY. Contact: Tom McFadden or Frank Alberto, 1120 N. 7th St., Louisville, KY 40202; (502) 589-3434.


Late Nov.—North Carolina Irrigation Conference, North Carolina Irrigation Society, Inc.; N.C. Agricultural Extension Service, McKimmon Center, NCSU, Raleigh, NC. Contact: Ronald E. Sneed, Box 7625, North Carolina State University, Raleigh, NC 27695-7625; (919) 737-2675.

27-31—International Trade Fair for Design, Equipping, and Care of Amenity Areas, Cologne, GERMANY. Contact: Willi Julich, Messe- und Ausstellungsges.m.b.H, Koln, Postfach 210760, D-5000 Koln 21, GERMANY.

NovemBer

2-4—Kansas Turfgrass Conference, Kansas Turfgrass Foundation, Ramada Hotel, Wichita, KS. Contact: Larry D. Leuthold, Dept. of Horticulture, Kansas State University, Manhattan, KS 66506; (913) 532-6170.

4-6—NYSTA Turf & Grounds Exposition, New York State Turfgrass Association, Rochester Riverside Convention Center, Rochester, NY. Contact: Ann Reilly, 210 Cartwright Blvd., Massapequa Park, NY 11762; (516) 541-6902.

5-6—South Carolina Horticulture Society Convention, Sheraton NW, Clemson, SC. Contact: Dr. G. Ansel King Jr., Horticulture Dept., Clemson University, Clemson, SC 29634-0375; (803) 656-2789.

8-10—PGA Annual Convention & Trade Show, Professional Golfers Management Society, Hyatt-Crystal City, Crystal City, VA. Contact: Allan Shulder, PGMS, 3701 Old Court Rd., Suite 15, Pikesville, MD 21208; (301) 653-2742.

8-11—PGMS Annual Convention & Trade Show, Professional Grounds Management Society, Hyatt-Crystal City, Crystal City, VA. Contact: Allan Shulder, PGMS, 3701 Old Court Rd., Suite 15, Pikesville, MD 21208; (301) 653-2742.

11-14—NFSA Convention & Exposition, National Fertilizer Solutions Association, Kansas City, MO. Contact: Robin Roberts, 309 W. Clark, Champaign, IL 61820; (217) 356-3182.


14-16—Texas Turfgrass Association Conference & Show, Hyatt Regency, Houston, TX. Contact: Shirley Duble, 3600 Meadow Oaks, Bryan, TX 77802; (409) 268-0630.

December

7-9—USTC & TBA Technical Meeting & Trade Show, United States Tennis Court & Track Builders Association, The Fairmont Hotel, New Orleans, LA. Contact: Sharon Black, 223 W. Main St., Charlottesville, VA 22901; (804) 971-2860.

7-10—New Jersey Turfgrass Expo '87, Resorts Hotel, Atlantic City, NJ. Contact: Dr. Henry Inkyd, Soils & Crops Dept., Cook College, New Brunswick, NJ 08903; (201) 932-9453.


8-10—North Central Weed Control Conference Annual Meeting, Kansas City, MO. Contact: Robert Schmidt, 309 W. Clark, Champaign, IL 61820; (217) 356-3182.


11-14—NFSA Convention & Exposition, National Fertilizer Solutions Association, Kansas City, MO. Contact: Robin Roberts, 10777 Sunset Office Dr., St. Louis, MO 63127; (314) 821-0340.

14-16—Texas Turfgrass Association Conference & Show, Hyatt Regency, Houston, TX. Contact: Shirley Duble, 3600 Meadow Oaks, Bryan, TX 77802; (409) 268-0630.

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Motivation Tips

Getting the most out of employees is one key to a successful operation. A salary by itself will not provide the motivation necessary for optimal productivity.

by Rudd McGary and Ed Wandtke

Most major motivational theories used to explain organizational life are applicable to green industry organizations. But this month we want to be more specific about issues you face in managing your staff.

Several basic concepts relate to the green industry. Let's examine each:

1. Salaries don't motivate. Giving someone a salary for performing a task isn't a motivational tool. We have heard managers in the green industry say that performance was going to be rewarded by "letting the guy keep his job." That's sort of an Attila the Hun approach to management. There is often a rise in productivity when a salary raise is given but it levels off quickly. Salaries don't motivate a workforce because they become expected rewards. Once something is expected and given on a regular basis, it ceases to be motivational.

2. Part-time employees are often harder to motivate than full-time. They enter during your peak time and aren't being protected by the organization over a whole year. Therefore they don't have the same motivation that your full-time people do, and you shouldn't expect it from them. In addition they are at the low end of the pay scale and probably don't have incentives built into their compensation. For these reasons, you shouldn't expect the part-timers to have the same high-level motivation as full-time employees. They may have, but don't expect it.

3. Non-cash incentives may be more motivational than money. Most workers in the green industry aren't afforded executive perks but may respond to small amounts of money used as motivational incentives. Instead of giving someone a $25 or $50 bonus, try rewarding on a social basis. For instance: dinner for two at a nice restaurant or tickets to sports events. By getting these types of motivational rewards the employees get something that shows them that you are interested in them as people. This reward may also provide the individuals with some time off, an equally wanted reward in the heat of summer.

4. Rewards given for extraordinary performance are highly motivational. If someone simply does his/her job, it's hard to compensate in any exceptional manner. However, if they do the job well above expectations they should be rewarded.

5. Rewards are motivational only if they come close to the action being rewarded. If someone does well and you wait six months to reward them, they'll find the reward scarcely motivational. The event itself and the reward must be linked in the person's mind or they won't be motivated.

6. Everyone needs verbal pats on the head. (Also known as the famous "attaboys" or "attagirls.") Most managers who enjoy good relationships with their employees are very good at giving both praise and criticism. We all need both. Since the employee is probably not as motivated as the manager, the manager's responsibility is to let the employee know how they are doing. It is surprising how motivational the simple phrase, "you did a good job today," is to most people.

7. Some rewards for performance should be stated, some can be given unexpectedly. If you have a specific task or project that has to be finished in a given time frame, you can offer rewards based on performance. State the rewards you're offering before work on the project begins. These bonuses are often very motivational. Bonuses or rewards given on an unexpected basis can be even more motivational. An unexpected bonus, particularly non-cash, will often be remembered long after the expected performance bonus is forgotten.

Manager/worker communication

Considering these factors, we can see patterns that are applicable to the green industry.

First, part-time people can be motivated but are less likely to be highly motivated all the time. This means that your spring or summer crews need to have more management communication, a responsibility that lies with management.

Second, don't use money as a motivator exclusively. You probably can't afford to give bonuses all the time but you can give non-cash incentives and rewards. They can be even more motivational than money.

Third, do the unexpected. It's extremely motivational. Timing is important and employees rewarded unexpectedly do remember.

Finally, don't expect the same level of motivation from your people that you have. You're the manager, you see more of the overall situation, and you have more control over it. In order for you to be successful, your people have to be motivated.

There are many opportunities in the green industry to use some of the concepts above. Good managers do.