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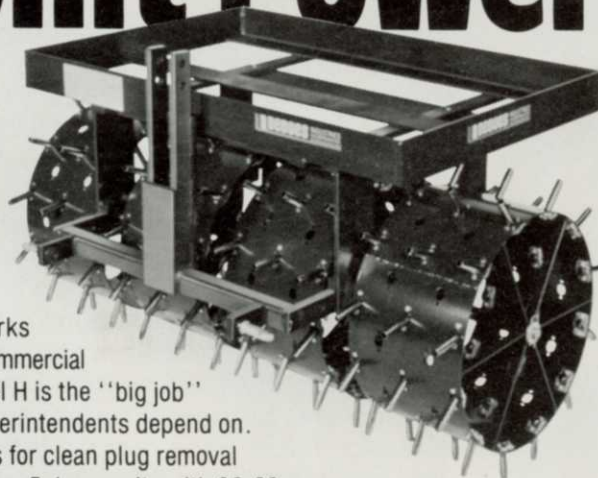
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1986 PLCAA ProManager Seminar Series Focuses on Growth and Profitability

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FACULTY

John Linkhart

Currently the owner/operator of Hart's Lawn Service as well as a senior consultant for AGMA. Linkhart was formerly the V.P. Operations for Perf-A-Lawn. He has been involved in every aspect of operations from both the standpoint of an owner as well as operating his division for a major national company.

Rudd McGary

A senior consultant with AGMA. Dr. McGary was formerly on the marketing faculty at Ohio State. He has been involved with marketing and management in the Lawn Care Industry for eight years, helping design both marketing and management systems for a wide variety of over 50 companies in the industry.

Bob Robinson

Robinson is a senior consultant with AGMA as well as running his own mulch company. Formerly Robinson was in charge of all agronomic programs for Chemlawn, which included both the selection of materials as well as assessing operating costs.

Ed Wandtke

Currently a senior consultant with AGMA. Wandtke was the Corporate Finance Manager for Chemlawn. A CPA, Wandtke works primarily in the areas of finance and accounting for AGMA with a broad-based background in all operating areas of lawn care.

The Professional Lawn Care Association of America announces the 1986 PLCAA ProManager Seminar Series. This new seminar series . . .

- Directly applies to your growth, your profitability.
- Is designed for the lawn care owner/operator.
- Is specifically tailored to green industry needs.
- Offers solid, detailed management guidance, professional techniques, and skills that yield immediate results.

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MARKETING AND BUDGETING

- Dallas — January 6 - 8
- Newark — January 9 - 11
- Atlanta — January 13 - 15
- Cincinnati — January 16 - 18

This intensive two and one-half day seminar gives attendees a solid foundation in professional, proven methods for the ownership/management of a lawn service company. Course highlights include: • The Importance of Planning • Corporate Philosophy and Management • Marketing and Sales Planning • Sales Projections • Customer Retention • Cash Management • Budgeting Preparation • Cash Flow Statements

VALUING A LAWN SERVICE COMPANY TO BUY OR SELL

- Chicago — January 23 - 24
- Atlanta — February 3 - 4
- Philadelphia — January 20 - 21

Thinking of buying or selling a lawn care business? This two-day program offers professional guidance on how to get the maximum return when you sell, or the most for your money when you buy. Subjects covered include: • Planning to Buy or Sell • Evaluating a Company • Developing a Buy or Sell Strategy • How to Recognize an Opportunity • Determining a Price

SALES TRAINING FOR THE LAWN SERVICE PROFESSIONAL

- Baltimore — February 10 - 12
- Chicago — February 19 - 21
- Detroit — February 26 - 28
- Sturbridge, MA — March 3 - 4

Not a "natural born" salesman? Learn how to be something better — a professional salesman. This two and one-half day seminar supplies a solid understanding of the sales process and how to work with customers effectively. Among the subjects covered: • Marketing and Sales Preparation • Sales Psychology and Theory • Interviewing • Motivation • Closing a Sale

DEVELOPING AN ADVERTISING PLAN

- Atlanta — January 20 - 22
- Chicago — January 27 - 29

Effective advertising is crucial to success in the lawn care business. The objective of this two and one-half day seminar is to equip the owner/manager of a small lawn care company with the knowledge for making sound decisions in the advertising marketplace, including cost-effective choices and generating the highest response per dollar spent. Subjects covered include: • Choosing the Right Medium • Costs of Various Media • The Importance of Timing • Positioning Through Advertising • Projecting an Image Through Advertising • Consumer Behavior and Advertising

Advance registration: To register, mail the registration form below or call PLCAA at (404) 977-5222.

Arrangements for Attendance: Lunch is included in the registration fee for each full day of the seminar. All other meals and housing are the responsibility of each individual attending the seminar. Travel and lodging information will be provided upon receipt of registration form.

REGISTRATION FORM (Please print clearly)

Please register me in the seminars checked below:

MARKETING AND BUDGETING

Seminar fee: \$495 (\$395 if PLCAA Member).
Additional registrants \$200 each.

- Dallas (Jan. 6-8)
- Newark (Jan. 9-11)
- Atlanta (Jan. 13-15)
- Cincinnati (Jan. 16-18)

VALUING A LAWN SERVICE COMPANY

Seminar fee: \$595 (\$495 if PLCAA Member).
Additional registrants \$250 each.

- Chicago (Jan. 23-24)
- Atlanta (Feb. 3-4)
- Philadelphia (Jan. 20-21)

SALES TRAINING

Seminar fee: \$395 (\$295 if PLCAA Member).
Additional registrants \$150 each.

- Baltimore (Feb. 10-12)
- Chicago (Feb. 19-21)
- Detroit (Feb. 26-28)
- Sturbridge, MA (March 3-5)

DEVELOPING AN ADVERTISING PLAN

Seminar fee: \$495 (\$395 if PLCAA Member).
Additional registrants \$200 each.

- Atlanta (Jan. 20-22)
- Chicago (Jan. 27-29)

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Check if PLCAA member

Send me information on PLCAA membership.

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1225 Johnson Ferry Road, NE
Suite B-220
Marietta, GA 30067

On keeping your job

True or false: if you can keep your golf course green and playable, you will also keep your job.

False.

So says Stanley Zontek, and Stanley Zontek should know. In 15 years as a director for the USGA Green Section, he has visited nearly 3,000 golf course superintendents.



"Today, growing grass is way down on the list of reasons I see superintendents lose their jobs," Zontek told Ohio superintendents last month.

At the top of the list, he says, are personal conflicts between supers and their bosses and the inability to get along with people. Club politics ranks next. Grass-growing and complacency round out Zontek's list.

"Growing fine, playable turf is almost assumed any more," Zontek says. "The only job security you have is your knowledge of the profession, how well you do your job, and your reputation and image."

Among young superintendents, there is also a tendency to "over-sell yourself," which sometimes creates problems.

"You try to slay the dragon right away," Zontek observes. "You want to plant 250 trees the first year, but you don't tend to the details of moving the holes and cleaning up the garbage in the parking lot. Build your reputation first, then you can proceed to tear up the course."

The modern golf course superintendent's job is built around professionalism and communication, Zontek notes. Methods for implementing both might be suggestion boxes for members, bulletin boards with news and notes from the superintendent, and involving club members in test plot administration.

Zontek's other attributes of a competent superintendent are attention to small details, enthusiasm and avoiding club politics.

So you want job security? Learn to get along with people—especially your boss.

Jerry Roche, editor

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