Preventive or curative? Why not both?

MACH 2® is the only turf insecticide that gives you the power to prevent or cure grub infestation. Apply mid-May to prevent grubs all season long. Or apply immediately after egg hatch and grubs up to the second instar stop feeding within hours after ingestion, and die shortly after.

Plus, the innovative new chemistry behind MACH 2 Turf Insecticide requires no immediate irrigation, is virtually odorless and offers a favorable environmental profile.

So, when it comes to MACH 2®, the best of both worlds is clearly an understatement.

For more information, call 1-888-764-6432 ext. R2551, or visit our website at www.mach-2.com
The new Valent Professional Products web site is a great business partner for the turf professional. This is the first web site that gives you the convenience of buying Valent professional products online. It also gives you instant access to Valent Turf Talk and other industry news. It even includes a unique problem/solution feature that makes it simple to find the most effective control for any turf pest problem. Naturally, valentpro.com also has label and MSDS information on products like dust-free Orthene Turf, Tree & Ornamental Spray 97. To see it all, stop in now at www.valentpro.com.

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Circle No. 106 on Reader Inquiry Card
After five minutes in a Best Buy store, I've usually found three or four things I "must" have — new software, a portable phone, some audio gizmo. Tech does that to you. Tech toys change constantly, luring us with more memory, more features, smaller size, sleeker design — you name it. They're almost irresistible.

Two things about tech amaze me: the quick and constant innovation and the speed of obsolescence. My four-year-old laptop works fine but it's almost embarrassing to admit it doesn't even have a built-in CD-ROM drive. And it only has 100 MHz. Get serious!

Many of us mistakenly think that because our tech toys are faster and more versatile, they'll make us smarter, faster and more productive. That's the promise, anyway.

If you've actually used every feature in your Word program, please give me call. And if you've never gotten sidetracked using the Internet, call me also. I want to meet you. Even learning the new features of a software upgrade takes lots of your time and effort, not to mention your employees'. I know what you go through when you completely change your computer systems — a hassle of the hundredth magnitude.

Tech's here to stay
Let's face it — tech is taking over. In response, we've focused several articles on new technology developments for your "mobile" office (page 24); new Internet business services that might solve some of your problems (page 36); and GPS systems that may soon make your management chores much easier (page 32).

But remember, it's so tempting to think that tech is all you need. It may be fun to use your palm device on the fly, but is it really the most useful thing you can buy for your organization?

I love talking with our editorial advisors, because they have so much good sense. Dwight Hughes, of Dwight Hughes Nursery in Cedar Rapids, IA, purposely keeps his organization small and constantly finds business growth through efficiency.

What does he think about the new tech toys? Dwight uses palm devices and computers, but he gets enthusiastic about his real love — landscape machinery. He tells me about his visits to landscape operations full of gleaming computers and office setups.

But Dwight doesn't want to see that. He wants to know why the owners haven't bought equipment to help their crews work smarter, easier, faster. He wants to know why megabytes are a more important measure than revenue dollars/employee. He wants to know why the production crews are in the 19th century and the front office is in the 21st.

It's a matter of priorities and situations, and smart landscape professionals remember that production is the core of our business. If tech tools make you more productive, go for it. But if your crews need help being efficient, take another look at ground level. Your best investment might be in iron, not silicon.

We mistakenly think that because our tech toys are faster, they'll make us smarter, faster and more productive. That's the promise, anyway.
August

23 Michigan Turfgrass Field Day / Lansing, MI; 517/321-1660

23 Indiana State Lawn Care Association Summer Field Day / Carmel, IN; 317/575-9010

September

7-8 Southwest Horticultural Trade Show / Phoenix, AZ; Sponsored by the Arizona Nursery Association; 480/966-1610

12-13 Turfgrass and Landscape Research Conferences and Field Days / Riverside, CA; 909/787-4430

13 Hampton Roads Agricultural Research and Extension Center Field Day / Virginia Beach, VA; 757/363-3906

14 Lawn and Ornamental Conference / Dallas, TX; Sponsored by the Texas Chapter of the PLCAA; 800/458-3466

14-16 Northern Plant Symposium / East Lansing, MI; 800/879-6652

19-21 Turf and Landscape Field Days / Blacksburg, VA; Sponsored by Virginia Tech and the Virginia Turfgrass Council; 540/231-5897

26-27 Trees, People and the Law National Conference / Nebraska City, NE; 402/474-5655

28-30 Tree City USA National Conference / Nebraska City, NE; 402/474-5655

October

1-4 Society of Municipal Arborist (SMA) Year 2000 Conference / Lansing, MI; 517/482-5530

4-5 Turfgrass Landscape Trade Show and Field Day / Puyallup, WA; 800/833-2186

4-5 Turfgrass Landscape and Equipment Expo / Costa Mesa, CA; 818/764-5016

18-19 Western Nursery and Garden Expo / Las Vegas, NV; 800/748-6214

20-22 New Jersey Shade Tree Federation’s Annual Meeting and Expo / Cherry Hill, NJ; 732/246-3210

23-27 Hawaii MIDPAC Horticultural Conference and Trade Show Expo / Hilo, HI; Sponsored by the Hawaii Export Nursery Association; 808/969-2088

25-28 International Maple Symposium / Lisle, IL; 630/719-2468

28-30 American Society of Landscape Architects Annual Meeting and Expo / St. Louis, MO; 202/898-2444

November

1-3 Eastern Regional Nurserymen’s Association Expo 2000 / Atlantic City, NJ; 800/376-2463
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