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*Trucks with GVWR from 8,600 lbs. to 12,000 lbs. Excludes other GM vehicles. †When properly equipped; includes weight of vehicle, passengers, cargo and equipment. ‡Based on available horsepower. Vehicles shown with equipment from an independent supplier. See the Owner's Manual for information on alterations and warranties. ©2001 GM Corp. All rights reserved.
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It’s not business as usual

BY SUSAN PORTER / EXECUTIVE EDITOR

ow refreshing it was to see many of your contemporaries at the recent Green Industry Expo and to hear that they’re planning for an “anything can happen” year in business. Like a defensive player poised to move in either direction when the ball comes their way, they are ready to move quickly.

You should be, too. These savvy professionals have already prepared two budgets for 2002 — one for growth (usually pretty modest) and one for no growth. Like most entrepreneurs, they are optimistic by nature and hope the economy picks up, but they also know that if our economy continues to stall, they’ll need that Plan B to put into place.

I’m just glad they’ve made those budgets. The worst thing you can do this winter is to act like it’s business as usual. As I write this in late November, there are plenty of confusing signals making it really hard to tell which way the economy is moving. Although we all want things to perk up early in 2002, this is one race that’s too close to call.

Your best bet

The best way you can spend your winter is to build a realistic budget and decide how you’ll achieve it. Your revenue-growing plans may include special sales incentives, different payment options, inventive new service packages or even new services you offer. Your profit-growing plans may mean internal cost cutting, tweaking operations for more efficiency, higher prices or different vendor relationships.

Make sure you understand how business will be different in 2002 and plan accordingly. This isn’t the slow season — it’s the season for creating change that will safeguard and enhance your business in the future.

Contact Sue at 440/891-2729 or e-mail at sporteri@advanstar.com
PROFESSIONAL Lurking just beneath the surface are thousands of tiny weed seeds, threatening to ravage lawns and established ornamentals. Fortunately, Pendulum preemergent herbicide stops more than 40 broadleaf and grassy weeds dead.

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combined with an extra-long wheelbase give you the power to handle any Worksite ProTM attachment. Accomplish any grueling landscape installation job.

And what the 280 Skid Steer can’t handle, the high-horsepower John Deere tractors certainly can. Year in and year out, these tractors are the finest of their kind. Or in close quarters and small spaces turn to the Gator® Utility Vehicles. They can haul more than their own weight, yet produce less ground pressure than the human foot.

We could go on. But just stop by your John Deere dealer (call 1-800-537-8233 or visit www.JohnDeere.com for one near you). And see the latest from a company that got its start breaking new ground.

* Total capacity 6x4 Diesel. Includes 200 lb. operator, 200 lb. passenger, and maximum box capacity.
January 2002

6-8 Western 2002 Convention & Trade Show
Kansas City, MO; 816/223-1481; www.wnla.org

7-9 2002 Great Lakes Trade Exposition
Lansing, MI; 800/879-6652; www.mmla.org

7-9 Nebraska Turfgrass Conference
Omaha, NE; 402/463-3418

10 North Carolina Turfgrass Conference & Trade Show
Charlotte, NC; 888/695-1333

7-9 Cornell Turfgrass Management Short Course
Ithaca, NY; 607/255-1792

8-10 Mid-Atlantic Nurseryman's Trade Show
Baltimore, MD; 800/431-0066

8-10 Eastern PA Turf Conference & Trade Show
King of Prussia, PA; 814/863-3475

10 Kentucky Landscape Industries Winter Conference & Trade Show
Lexington, KY; 502/848-0005

8-10 Professional Landscape and Nursery Trade Show
Indianapolis, IN; 317/955-0628

9 The Maxwell Turf & Landscape Conference and Trade Show
Melville, NY; 631/643-8873

9-11 Minnesota Nursery & Landscape Association Convention & Trade Show
Minneapolis, MN; 651/633-4987

9-11 Illinois Landscape Contractors Association Design Seminar
Hoffman Estates, IL; 630/472-2851

11-12 Winter Convention
Vancouver, British Columbia; Sponsored by the Washington State Nursery & Landscape Association; 800/672-7711

14-16 Midwest Turf Expo
Indianapolis, IN; 765/494-8039

14-17 Grow and Mow Expo Conference and Trade Show
College Park, GA; 800/687-6949

15-16 Connecticut Nurserymen’s Association Winter Meeting
Waterbury, CT; 203/445-0110

16 Sacramento Landscape and Nursery Expo
Sacramento, CA; 530/438-3189

16-18 GrowerExpo 2002
Chicago, IL; 888/888-0013

16-18 Idaho Horticulture Show
Boise, ID; 208/522-7307; www.inagrow.org

16-18 Mid-Am Horticultural Trade Show
Chicago, IL; 847/526-2010

16-19 Green ‘N Growin’ Show
Winston-Salem, NC; 919/816-9119

16-20 STMA 13th Annual Conference & Exhibition
Las Vegas, NV; 800/634-6753; www.sportsturfmanager.com

17-19 Tropical Plant Industry Exhibition
Lauderdale, FL; 800/375-3642

18 Illinois Landscape Contractors Association Certification Training
Chicago, IL; 630/472-2851

20-22 LCA Winter Workshop
Baltimore, MD; 301/948-0810

21-23 Central Environmental Nursery Trade Show
Columbus, OH; Sponsored by the Ohio Nursery & Landscape Association; 800/825-5062

February

3-5 Conservation Expo
Fort Worth, TX; 202/547-6223

5-7 NFBA’s Managed for the Future Conference & Trade Show
Minneapolis, MN; 612/455-2301

8-10 Illinois Landscape Contractors Association Winter Seminar
Barrington, IL; 630/472-2851

12-14 Illinois Landscape Contractors Association Winter Seminar
Barrington, IL; 630/472-2851

12-17 NAA Winter Management Conference
Mauri, HI; Sponsored by the National Arborists Association; 800/733-2622

15-16 PLCAA 7th Annual Management Conference
Charlotte, NC; 800/458-3466; www.plcaa.org

18-22 Cornell Turfgrass Management Short Course
Westchester County, NY; 860/255-1792

20-21 Landscape Industry Show
Long Beach, CA; 800/448-2522

22-23 Xeriscape Conference 2002
Albuquerque, New Mexico; 505/341-5743

23 Illinois Landscape Contractors Association Excellence in Landscape Awards Program
Oak Brook, IL; 630/472-2851

March

5-6 CALCP Spring Training Conference
Aurora, CO; 303/850-7587

5-7 New England Regional Turf Conference & Trade Show
Providence, RI; Sponsored by the New England Turf Association; 401/848-0004

5-8 The Work Truck Show
Orlando, FL; 800/441-6832

6-7 MDLA Trade Show and Convention
Novi, MI; Sponsored by the Metropolitan Detroit Landscape Association; 800/354-6352

9-11 Chicago Flower & Garden Show
Chicago, IL; 312/321-0077

11 NYSTA Western Regional Conference
Buffalo, NY; 800/873-8873; www.nysta.org

16 Illinois Landscape Contractors Association Equipment Auction
Crystal Lake, IL; 630/472-2851

21-24 26th Annual ALCA Student Career Days
Peoria, IL; 800/395-2522; www.alca.org

22-24 Capital District Garden & Flower Show
Troy, NY; 518/356-6410
GreenBook 2002 / Events

April
4 Adirondack Regional Conference Lake Placid, NY; 800/873-8873
7-9 Equipment & Engine Training Council Annual Conference Bloomington, MN; www.eetc.org
14-17 North American Snow Conference Columbus, OH; 810/472-6100

May
2-6 ASIC National Conference Tucson, AZ; 312/372-7090
4-6 TOCA Annual Meeting San Antonio, TX; 952/758-6340
5-7 Green Space Design Conference Denver, CO; 877/473-7526

June
19-23 GCA Retail Tour Boston, MA; 202/789-2900

July
11-14 ANLA Convention & Executive Learning Retreat San Diego, CA; 202/789-2900
13-17 Soil and Water Conservation Society Annual Conference Indianapolis, IN; www.swcs.org
17-18 OPE Dealer Convention Louisville, KY; 800/558-8767
17-19 Turfgrass Producers International Summer Convention and Field Day Ft. Collins, CO; 800/405-8873
19-21 International Lawn, Garden & Power Equipment Expo Louisville, KY; 800/558-8767
22-23 PLCAA’s Legislative Day on the Hill & Arlington Renewal Project Washington, DC; 800/458-3466; www.plcaa.org
23 Midwest Regional Turf Field Day West Lafayette, IN; 765/494-8039
23-25 Penn Allied Nursery Trade Show Fort Washington, PA; 717/238-1673
30-31 Virginia Turf Council Field Day Blacksburg, VA; 540/942-8873

August
7 Illinois Landscape Contractors Association Summer Field Day Hampshire, IL; 630/472-2851
17 Certified Landscape Technician Exam Joliet, IL; 630/472-2851
25- Sept.1 International Garden Centre Tour Amsterdam-Maastricht, Netherlands; 202/789-5980, x3010

September
12-13 Southwest Horticultural Trade Show Phoenix, AZ; 480/966-1610

October
7-8 Building With Trees National Conference Nebraska City, NE; 402/474-5655
9-10 Turfgrass, Landscape and Equipment Expo Pomona, CA; Sponsored by the Southern California Turfgrass Council; 800/500-7282
18-22 ASLA Annual Meeting and Expo San Jose, CA; 202/898-2444
24-26 22nd International Irrigation Show New Orleans, LA; 763/536-7080

November
7-9 Tree Care Industry Expo Milwaukee, WI; 603/314-5380
12-14 Turf and Grounds Exposition Syracuse, NY; 800/873-8873; www.nysta.org
13-14 Turf & Ornamental Seminar West Lafayette, IN; Sponsored by the Midwest Regional Turf Foundation; 765/494-8039
13-17 Green Industry Expo Nashville, TN; 800/995-2522; www.alca.org; www.plcaa.org; www.pgms.org

December
9-12 Ohio Turfgrass Foundation Conference & Show Columbus, OH; 888/683-3445

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