The conventional wisdom on grub control is shifting from a curative to a preventive approach. Fortunately, MACH 2® Turf Insecticide offers effective preventive grub control with a powerful curative component as well.

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events
WHAT, WHEN & WHERE

June

21-23 OPEI Annual Meeting
Ponte Vedra, FL; 512/442-1788

26-27 1st Annual Pennsylvania Snow Removal Conference / Reading, PA;
717/238-1673

28 Scouting for Pests and Problems of Woody Ornamentals in the Landscape / Amherst, MA;
Sponsored by Umass Extension;
413/545-0895

July

10 University of Missouri-Columbia Turfgrass Field Day
Columbia, MO; 573-442-4893

12-15 ANLA Convention & Executive Learning Retreat / Cleveland, OH; 202/789-5980x3010

14 MFPA Tree Identification Workshop / Lansing, MI;
517/482-5530

15-17 Texas Turfgrass Summer Institute / Austin, TX;
979/690-2201

16-17 PLCAA’s Legislative Day on the Hill & Arlington Renewal Project / Washington, DC; 800/458-3466;

18-22 Turfgrass Producers International Summer Convention and Field Day / Toronto, Canada; 800/405-8873

20-22 EXPO 2001 / Louisville, KY; 800/558-8767

24-27 California Association of Nurserymen 91st Annual Meeting /
Monterey, CA; 800/748-6214

31 Midwest Regional Turf Field Day / West Lafayette, IN;
765/494-8039

August

3-5 Southern Nursery Association 2001 / Atlanta, GA;
770/953-3311

4-8 Soil and Water Conservation Society Annual Meeting / Myrtle Beach, SC;
515/289-2331

14-23 International Growers’ Tour /
Germany/Denmark;
www.anla.org

15-19 ANLA Landscape Operations Tour / Dallas, TX;
www.anla.org

17-19 ALCA Design/Build Workshop / Atlanta, GA;
800/395-2522

19-25 International Garden Centre Tour / NY/Baltimore;
202/789-5980, ext. 3010

21 Cornell University Field Day / Ithaca, NY; 800/873-8873

Associated Landscape Contractors of America
150 Eiden Street, Suite 270
Herndon, VA 20170
703/736-9666
www.alca.org

American Nursery & Landscape Association
1250 I St. NW, Suite 500,
Washington, DC 20005
202/789-2900

Independent Turf and Ornamental Distributors Association
25250 Seeley Road
Novi, MI 48375
248/476-5457

American Society of Irrigation Consultants
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Byron, CA 94514-0426
925/516-1124

The Irrigation Association
8260 Willow Oaks Corporate Dr. Suite 120
Fairfax, VA 22031-4513
703/573-3551
www.igation.org

National Arborist Association
3 Perimeter Road, Unit 1
Manchester, NH 03103
603/314-5380
www.natarb.com

Ohio Turfgrass Foundation
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Zanesville, OH 43702-3388
888/683-3445

The Outdoor Power Equipment Institute
341 South Patrick St.
Old Town Alexandria, Va. 22314
703/549-7600
opei.mow.org

Professional Grounds Management Society
720 Light Street
Baltimore, MD 21230
410/752-3318

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Have a Plan B, just in case

Every time I hear a news story on the stock market, I think about sheep and how mindlessly they stampede together. We see this same effect when stockholders buy and sell in great waves generated by the slightest event. Often, these buying-selling waves make no sense at all, but thousands of people participate. It's one of those mysterious things driving our economy.

Economists are the opposite of sheep. It seems each one has his or her theory of impending boom or disaster, and a full set of reasons why they're right. Some predict our troubles are over, others say the economy will continue to wobble, and still more wonder if things will really tank later this year.

Why the confusion? The "leading economic indicators" economists use to measure the economy's performance are giving us mixed signals every month. And because economists use models based on past markets to make their forecasts, they don't have a clear picture of how this market will act. Their crystal balls are all fogged up.

I'm not comfortable accepting anyone's prediction yet, and neither should you be.

Like many of your peers interviewed in our news story on page 15, you may be having a strong year, with plenty of work, advance orders and customer renewals. "What recession?" you ask. Or maybe you're only feeling a slight pinch from higher prices and only sense a slowing momentum. How are you to plan?

Because the jury's still out, I hope you have a Plan B in mind. You can't control the forces moving this economy on a national or local scale, but you can be prepared. Here's how to recession-proof your organization:

1. Develop a clear vision of your services, your customers and your goals. That's your business plan. If you're an in-house operation, define the value you provide, in case you have to defend your budget someday.

2. Target your weak spots (having only a few big customers, not being profitable enough, having too many competitors, struggling with weak cash flow, etc.). Then, plan immediate steps to rectify them and strengthen your market position. This may lead you to some new ways to stand out from your competition, add or delete services, or reorganize your operations.

3. Picture an actual recession, losing key customers or having your own costs skyrocket. Make it a worst-case scenario. How will you weather that storm? Then you can prepare a specific, targeted defensive plan, before you need one. You might get some ideas from our cover story on page 22.

This industry may feel the downturns last, but by looking at your operation now, you have the time to make it stronger, just in case.

Contact Sue at 440/891-2729 or e-mail at sgibson@advanstar.com

Economists don't have a clear picture of how this market will act. Their crystal balls are all fogged up.
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A tale of two ponds

Landscape ponds are the rage in my community. Most are of the design-and-build-yourself variety. Dig a hole, put down a liner, fill it with water, insert plants and fish — instant pond. I built one of these myself. It was 6 by 6 ft., and 3 ft. deep in the middle so that our fish, our frog and our water lilies would survive our northern Ohio winters.

My wife, Vicky, and I loved that pond. I say loved because this past winter it sprung a leak. Sunlight apparently caused the poly liner to weaken, and it cracked about a foot from the bottom. The carnage was awful — two koi, four goldfish and our frog.

It’s all my fault, my wife Vicky tells me. I should have used a rubber liner. Or, I should have covered the poly liner with stones when I built the pond, like she said. Now, she’s pressuring me to find a new home for our five surviving goldfish. They’ve been circling in a 25-gallon plastic pail located under a downspout on the north side of our house since early spring. Vicky says they’re not happy there. How can she tell?

We considered repairing our pond — that is until I told her about a professionally installed pond in neighboring Catawba Island, OH. That was probably a mistake. When she sees that one, she’s not going to want to repairs ours.

Casey Enders of Choice Lawn Care, Republic, OH, designed and installed the 11-17 ft. pond last season on the property of David and Marianne Glasser.

Homeowner David said that he’d originally talked to Enders about installing a smaller water feature just behind his home, but Enders persuaded him to go with the larger pond — waterfall, koi and aquatic plants — because of the lay of the property.

We considered repairing our pond — that is until I told her about a professionally installed pond in neighboring Catawba Island.
ONE CUSTOMER SAID THE WAVE OF TRUCKS AND TRACTORS