BASF® Pendulum® herbicide consistently controls crabgrass better than other preemergent herbicides. What more can we say? How about Pendulum® controls costs better, too, to offer you far greater value. It also controls a broader spectrum of weeds than any other preemergent—more than 40 grassy and broadleaf weeds, such as oxalis and spurge, in all. Plus, Pendulum® comes in granular and liquid formulations, and BASF® pendimethalin is available on fertilizer from Scotts® and Helena, for maximum application flexibility. With Pendulum®, there’s just so much more to talk about than crabgrass.
To learn more about why everyone's talking about Pendulum, call 1-800-545-9525 or visit www.turffacts.com.
Always read and follow label directions.

We Don't Make The Turf. We Make It Better.
Are equipment problems keeping you up at night? Your mowers need to be earning their keep, not draining your profits with costly repairs and daily maintenance. The Hustler Z family is your solution. They come with lifetime warranties on the tractor frame, leading edge of the deck, and even the hoses and fittings are guaranteed never to leak. And with zero daily lube points you can spend your time mowing, not servicing. So do your business a favor, choose Hustler turf equipment and sleep well.

For your dealer or other information call 1-800-395-4757 or visit us online at www.hustlerturfequipment.com

Circle No. 104
features

6. On the Record
Don't ignore this revolution
By Ron Hall

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Who, what and when

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Key associations and their programs: ALCA, ANLA, ASLA, IA, NAA, PGMS, PLCAA, STMA, TPI

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These regional, local and national organizations have programs that may serve your needs

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These state resources might be the perfect contacts for your information needs

40. Web Central
Here's the latest, most helpful sites devoted to our industry. Many link to hundreds more sites

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Cultivars, the companies that market them, their availability and price

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Checks take time. Time to record, deposit, clear—and that’s if they clear. With Recurring Payments by MasterCard, your customers can automatically pay you for goods and services on a regular basis against their MasterCard® account. You’ll never have to wait for a check to clear or worry that it might bounce. That means an improved cash flow and more time to focus on your business. Your customers will appreciate the convenience. And appreciative customers are often the most loyal ones.*

For more information on Recurring Payments, call 800-214-4531 or email new_market_acceptance@mastercard.com

*A recent survey indicates that 55% of consumers would switch from a company that doesn’t offer recurring payments by credit card to one that does (all else equal).
Buckle up folks, we’re in the front-end of a communication revolution that will change the world as we know it. As they say — “You ain’t seen nothin’ yet.”

Friends, there’s no overstating the impact that ever-more-incredible advances in communication technology are making in our society, our personal lives and in the way we operate our businesses.

Email. Cellular phones. Instant messaging. Handheld computers. These are today’s best production and sales tools. Learn to use them. We don’t have a choice. Either ride the crest of the tidal surge of this revolution or be tumbled along in its froth.

Everyone’s got one now
The cell phone, a curiosity just a few years ago, is now considered a business necessity. It allows owners and managers to talk to or trade information with their employees, clients, vendors and . . . “Yes, dear I’ll pick up some milk on the way home.”

That’s just the start. The newest generation of electronics are literally portable offices that have more utility than yesterday’s room full of phones, faxes and file cabinets — all in a package that you attach to a clip on your belt. Amazingly, they allow you to access the Internet, communicate, schedule your week’s activities and even take and send images.

This causes me to recall an interview in 1985 with a California lawn care business owner who saw the direction service delivery industries had to go. I remember the meeting well because I was so impressed with his “state-of-the-art” system.

This owner equipped his fleet of 22 service trucks — white pickup trucks, as I recall — with mobile radios he had purchased from the ’84 Los Angeles Olympics. Each time a technician made a service call, he called in the client’s address, the time of the stop, the nature of the treatment, the type and amount of product he used, any payment he received and other data I’ve since forgotten.

A young woman in company headquarters received the information over her two-way radio and immediately inputted the data. Meanwhile, sales people in an adjacent room made cold calls to properties in the immediate vicinity of the technician, offering one-time specials and drumming up additional sales opportunities.

Did his technicians feel uncomfortable about calling in every stop, every treatment, every correspondence with a client? Not at all, he said. They loved the system because it allowed them to be more responsive to clients, treat more properties and, ultimately, earn better wages than technicians at competing companies.

Today’s ongoing (and accelerating) communication revolution provides us with incredible access to other people, including our employees and our clients.

Let’s learn to use these new tools to offer more responsive service. We owe it to ourselves, our employees and our customers.

Contact Ron at 440/891-2636 or e-mail at rhall@advanstar.com

Today’s communication tools give us instant access to clients, employees, each other.
DODGE RAM HEAVY DUTY. Such beautiful sounds—and a great performance by the durable Ram Heavy Duty. The new 5.7 liter HEMI® Magnum® provides best-in-class horsepower*, while the Cummins High-Output Turbo Diesel** offers a class-leading 555 lb-ft of torque and the ability to tow up to a class-leading 16,300 lbs! Also get the BUSINESSLINK® program's great service for small-business customers and the ON THE JOB program for big discounts. Plus it's Job-Rated™ for a lawn-care pro like you. Music to your ears? Visit us at dodge.com or call 877-ONTHEJOB.

THE HILLS ARE ALIVE WITH THE SOUND OF MULCHING, MOWING, DIGGING, EDGING, TRIMMING AND CHAINSAWING.

*Depending on model. **Not available in Calif., Maine, and Mass. "When properly equipped. Remember to properly secure all cargo.
January 2003

5-7 Western Nursery & Landscape Show
Kansas City, MO; 816/233-1481; www.wnla.org

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

6-8 Great Lakes Trade Exposition Lansing, MI;
800/879-6652; www.mnla.org

6-8 Midwest Turf Expo Indianapolis, IN;
765/494-8039; www.mtrf.org

6-8 Nebraska Turfgrass Conference Omaha, NE;
402/463-5418; www.nebraskaturfgrass.org

6-11 Cornell Turfgrass Management Short Course
Ithaca, NY; 607/255-1792; www.nysta.org/events/events

7-9 Eastern PA Turf Conference & Trade Show
King of Prussia, PA; 814/355-8010;
www.paturf.org

7-9 Kentucky Landscape Industries Winter Conference & Trade Show
Louisville, KY; 502/848-0055

8-10 Mid-Atlantic Nursery Trade Show
Baltimore, MD; 800/431-0066

8-10 Minnesota Green Expo Minneapolis, MN;
888/886-6652

8-10 Professional Landscape and Nursery Trade Show
Indianapolis, IN; 800/443-7336

10-11 Winter Convention Seattle, WA;
Sponsored by the Washington State Nursery & Landscape Association;
800/672-7711

13-17 Cornell University Short Course – An Organic Approach to Turf Management Western, NY; 607/255-1792;
www.nysta.org/events/events

14-15 Connecticut Nurseryman’s Association Winter Meeting Hartford, CT; 203/445-0110

14-16 Virginia Turfgrass Council’s 43rd Annual Conference Richmond, VA; 540/942-8873;
www.thevtc.org/events

15 Landscape Industry Show Sacramento, CA;
530/458-3189

15-16 Morris Arboretum of the University of Pennsylvania’s 13th Annual Symposium Philadelphia, PA; 215/247-5777 ext. 125 or 156

15-17 Mid-America Horticultural Trade Show Chicago, IL; 847/526-2010; www.midam.org

15-17 Canada’s International Horticultural Trade Show & Conference Toronto, Canada; 905/875-1805; www.iocongress.com

15-18 Green ‘N Growin’ Show Winston-Salem, NC;
Sponsored by North Carolina Association of Nurserymen; 919/861-9119

15-19 STMA 14th Annual Conference & Exhibition San Antonio, TX; 800/323-3875;
www.sportsturfmanager.com

16-18 Tropical Plant Industry Exhibition Ft. Lauderdale, FL; 800/375-3642

17 Illinois Landscape Contractors Association Certification Training Navy Pier, IL;
630/472-2851

20-22 Mid-Atlantic Horticulture Short Course
Virginia Beach, VA; 757/787-9451

20-22 Central Environmental Nursery Trade Show Columbus, OH; 800/860-1713;
www.onla.org

20-22 Ohio State University Nursery Short Course Columbus, OH; 808/285-5062

20-23 North Carolina Turfgrass Conference & Trade Show Charlotte, NC; 888/695-1333;
www.ncturfgrass.org

20-23 Michigan Turfgrass Conference Lansing, MI;
517/321-1660; www.michiganturfgrass.org

21-22 Maryland Turfgrass 2003 Conference & Trade Show Baltimore, MD; 301/345-4199

21-23 Mid-America Green Industry Convention Kansas City, MO; 816/561-5323

22-24 Illinois Landscape Contractors Association Design Seminar Hoffman Estates, IL; 630/472-2851; www.ilca.net/education

22-24 Idaho Horticulture Show Boise, ID;
603/462-4769; www.inagrow.org

23-25 WinterGreen 2003 Athens, GA; Sponsored by the Georgia Green Industry Association;
706/632-0100

24-25 Washington Association of Landscape Professionals and Oregon Landscape Contractors Association Leadership Conference Salisbury, OR; 503/253-9991

26-28 Nebraska Nursery & Landscape Association Winter Conference Omaha, NE;
816/233-1481

26-28 North Dakota Nursery and Greenhouse Association Annual Convention and Trade Show Fargo, ND; 701/886-7673

27-29 69th Iowa Turfgrass Conference & Trade Show Des Moines, IA; 800/605-0420

28-30 Green Industry Professional Seminar Annandale, VA; Sponsored by PGMS DC Branch and NVNLA; 703/250-1368

29-31 Iowa Nursery & Landscape Association Convention & Trade Show Des Moines, IA; 816/233-1481

30 Northeastern PA Turf School & Trade Show Wilkes-Barre, PA; 814/863-3475;
www.paturf.org/calendar

30-1 The Gulf States Horticultural Expo Mobile, AL; 334/502-7777

30-Feb. 2 ANLA Management Clinic Louisville, KY; 202/789-2900; www.anla.org/events/ManagementClinic2003/MngClinic

31-Feb. 1 Mountain Empire Landscape Professional Association Trade Show Kingsport, TN; 423/477-8920

February

3-4 AMTOP 2003 Conference Helena, MT; Sponsored by the Association of Montana Turf & Ornamental Professionals; 866/442-6867;
www.amtop.org

3-4 Illinois Landscape Contractors Association Foremanship Training Willowbrook, IL;
630/472-2851; www.ilca.net/education

4 NYSTA Turfgrass Advocacy-Lobby Day 2003 Albany, NY; 800/873-8873;
www.nysta.org/events/events

4-7 ISA Conference Springfield, MO; Sponsored by the International Society of Arboriculture; 417/865-1600; www2.champaign.isa-arbor.com

4-9 NAA Winter Management Conference Rio Grande, Puerto Rico; Sponsored by the National Arborists Association; 800/733-2622;
www.natiarb.com

6-8 New England Growers Trade Show Boston, MA; 508/653-3009

9-13 Conservation Expo Orlando, FL; 202/547-6223

10-15 GCSAA Conference & Trade Show Atlanta, GA; 800/472-7878;
www.golfcourseshow.com/2003confer

11 Nevada Landscape Association Trade Show & Conference Reno, NV; 775/673-0404

12-14 Middle Atlantic Hardscaping Trade Show Pennsauken, NJ; 610/544-5775

12-May 7 10th Arborists’ & Tree Workers’ Certification Preparation Course Brea, CA;
949/454-2409

13-16 ALCA Executive Forum Ft. Myers, FL;
800/395-2522; www.alca.org

13-17 PLCAA 8th Annual Management Conference Cozumel, Mexico; 800/458-3466;
www.plcaa.org

18-19 Illinois Landscape Contractors Association Winter Seminar Lisle, IL; 630/472-2851;
www.ilca.net/education

18-22 Cornell University Short Course – An Organic Approach to Turf Management Long Island, NY; 607/255-1792;
www.nysta.org/events/events

19-20 WinterGreen Expo & Conference Warrensville Heights, OH; Sponsored by the Ohio Landscape Association; 800/335-6521

19-21 LCA Winter Workshop Bethesda, MD;
301/948-0810; www.lcaddcva.org

22-2 Southern Spring Show Charlotte, NC;
704/376-6594

24 Southeast Regional Conference Suffern, NY; Sponsored by the New York State Turfgrass Association; 800/873-8873;
www.nysta.org/events/events

24-28 Indiana-Illinois Turfgrass Short Course Willowbrook, IL; 765/494-8039

25-26 Connecticut Groundskeepers Association Conference & Trade Show Hartford, CT; 203/699-9912

25-27 Western PA Turf Conference & Trade Show Monroeville, PA; 814/863-3475;
www.paturf.org/calendar

25-28 TPI Midwinter Conference Birmingham, England; 800/405-8873;
www.turfgrassshow.com/events

26 New Jersey Landscape 2003 Secaucus, NJ; Sponsored by the New Jersey Landscape Contractors Association; 201/664-6310

26 Connecticut Turf & Landscape Conference Hartford, CT; 203/699-9912

28 Illinois Landscape Contractors Association Excellence in Landscape Awards Program Oak Brook, IL; 630/472-285;
www.ilca.net/education
March
3-5 NTEA Work Truck Show Atlanta, GA; 800/444-6832; www.ntea.com/Expo
4-5 Spring Training Conference Aurora, CO; Sponsored by the Colorado Association of Lawn Care Professionals; 303/850-7587
5-6 MDLA Trade Show and Convention Novi, MI; Sponsored by the Metropolitan Detroit Landscape Association; 800/354-6352
5-9 Wichita Lawn, Flower and Garden Show Wichita, KS; 316/721-8740
8-16 Chicago Flower & Garden Show Chicago, IL; 312/321-5086; www.chicagoflower.com
10 Western Regional Conference Buffalo, NY; Sponsored by the New York State Turfgrass Association; 800/873-8873; www.nytsa.org/events/events
11-13 Trees & Utilities National Conference Nebraska City, NE; 402/474-5655
13-16 ALCA Student Career Days Raymond, MS; 800/395-2522; www.alca.org
15 Western PA Gardening and Landscape Symposium University Park, PA; 412/473-2540
18-20 New England Regional Turfgrass Conference and Show Providence, RI; 401/848-0004

April
6-8 Equipment & Engine Training Council Annual Conference Appleton, WI; www.eetc.org
26-28 TOCA Annual Meeting Charleston, SC; 952/758-6340; www.toca.org
27-30 North American Snow Conference Quebec, Canada; 816/472-6100; www.apwa.net

May
3-6 ASIC Annual Conference Asheville, NC; Sponsored by the American Society of Irrigation Consultants; 312/372-7090; www.asic.org/calendar.asp

June
17 Cornell University Field Day Ithaca, NY; 800/873-8873; www.nytsa.org/events/calendar

July
12-14 SIMA Snow and Ice Symposium Buffalo, NY; 814/835-3577; www.sima.org
15-20 ANLA Convention & Executive Learning Retreat Boston, MA; 202/789-2900; www.anla.org
23-25 TPI Summer Convention & Field Days Dayton, OH; 800/405-8873; www.turfgrasssd.org/events
26-30 Soil and Water Conservation Society Annual Conference Spokane, WA; 515/289-2331; www.swcs.org

August
29-31 Penn Allied Nursery Trade Show Fort Washington, PA; 610/544-5775; www.pantshow.com

September
18-19 Southwest Horticultural Trade Show & Conference Phoenix, AZ; 480/966-1610
23-24 Virginia Turf Council Field Day Blacksburg, VA; 540/942-8873; www.thevtc.org
29-1 Building With Trees National Conference Nebraska City, NE; 402/474-5655

October
8-9 Turfgrass, Landscape and Equipment Expo Pomona, CA; Sponsored by the Southern California Turfgrass Council; 800/500-7282; www.turfcouncil.org/NewSite/events

November

December
8-11 Ohio Turfgrass Conference and Show Columbus, OH; www.ohioturfgrass.org
American Nursery & Landscape Association
1000 Vermont Avenue NW, Suite 300
Washington, DC 20005-3922
202/789-2900
Fax: 202/789-1893
http://www.ania.org

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Region II Director: Charles H. Parkinson
Region III Director: Peter Orum
Region V Director: B. Berry
Region VI Director: Buzz Bertolero

Key Events:
Jan. 30-Feb. 2 Management Clinic, Louisville, KY
July 15-20 ANLA Convention & Executive Learning Retreat, Boston, MA

American Society of Irrigation Consultants
111 E. Wacker, 18th Floor
Chicago, IL 60601
312/372-7060
Fax: 312/372-6160
E-mail: chad.ritterbusch2publicis-usa.com
www.asic.org

President: James Barrett
Vice President: Dan Benner
Secretary: David D. Davis
Treasurer: Bob Scott

Key Events:
May 3-6 20th ASIC Conference, Asheville, NC

Turfgrass Producers International
1855-A Hicks Road, Suite A
Rolling Meadows, IL 60008
800/405-TURF or 847/705-9898
Fax: 847/705-8347
E-mail: info@turfgrassprod.org
www.turfgrassprod.org

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Key Events:
Feb. 25-28 Midwinter Conference & Expo, Birmigham, England
July 23-25 Summer Convention and Field Days, Dayton, OH

Associated Landscape Contractors of America
150 Eldon Street, Suite 270
Herndon, VA 20170
800/395-ALCA
Fax: 703/396-9688
E-mail: debraholder@alca.org
www.alca.org

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Key events:
Feb. 13-16 ALCA Executive Forum, Fort Myers, FL
Mar. 13-16 ALCA Student Career Days at Hinds Community College, Raymond, MS
Nov. 5-8 Green Industry Expo, St. Louis, MO

Professional Grounds Management Society
720 Light Street
Baltimore, MD 21230
410/752-3318, 800-609-PGMS
Fax: 410/752-8295
E-mail: pgms@asnhqtrs.com
www.PGMS.org

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Executive Director: Thomas Shaner, CAE

Correspondence Courses:
Certified Grounds Manager Program
CS Learning Systems Landscaping Systems through Harcourt Learning

Key Events:
Nov. 5-8 Green Industry Expo, St. Louis, MO

Professional Lawn Care Association of America
1000 Johnson Ferry Road NE, Suite C-135
Marietta, GA 30068
800/458-3466
Fax: 770/578-6071
E-mail: plca@admin.org
http://www.plcaaa.org

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Secretary: Ewald Alstadt
Directors: John E. Gibson, Todd Graus, Louis Neil Cleveland

Correspondence Courses:
Principals of Turfgrass Management
Principles of Landscape, Tree & Shrub Maintenance

Key Events:
Feb. 13-17 2003 Management Forum Cruise, Palm Beach, FL to Cozumel, Mexico
July 14-15 Day on the Hill, Washington DC
Nov. 5-8 Green Industry Expo, St. Louis, MO

Irrigation Association
6540 Arlington Blvd., Suite 5
Falls Church, VA 22042-6638
703/536-7080
Fax: 703/536-7019
E-mail: info@irrigation.org
www.irrigation.org

President: Rex Dixon
Vice President: Richard Underwood, Peter Howe, Dan Foley, Mike Sennef, Maria Threadgill

Key events:
Feb. 13-16 ALCA Executive Forum, Fort Myers, FL
Mar. 13-16 ALCA Student Career Days at Hinds Community College, Raymond, MS
Nov. 5-8 Green Industry Expo, St. Louis, MO

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Key Event:
Nov. 18-20 International IA Show, San Diego, CA

Sports Turf Managers Association
1027 S. 3rd St.
Council Bluffs, IA 51503
800/323-3875, 712/322-7838
Fax: 800/366-0391
E-mail: sportsTmgr@aol.com
http://www.siaip.com

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Key Events:
Jan. 15-19 STMA Conference & Exhibition, San Antonio, TX

National Arborist Association
3 Perimeter Road, Unit 1
Manchester, NH 03103
800/733-2622
Fax: 603/314-5386
E-mail: naa@natlarb.com
http://www.natlarb.com

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Correspondence Courses:
Home Study Courses in Arboriculture
Electrical Hazard Awareness Program

Key Events:
Feb. 4-9 Winter Management Conference, Rio Grande, PR
Nov. 13-15 TCI Expo, Baltimore, MD

American Society of Landscape Architects
636 Eye Street, NW
Washington, DC 20001-3736
202/898-2444
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E-mail: sportsTmgr@aol.com
www.asla.org

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VP/Public Affairs: Amy Schneckenburger

Key Events:
Oct. 30-Nov. 3 ASLA Meeting/Expo, New Orleans, LA