

# EXPO 94 LIVES UP TO ITS BILLING!

By Monroe S. Miller

Following in the footsteps of the Wisconsin Turfgrass Association Summer Field Day, the Association's revamped (and renamed EXPO 94) Winter Turf Conference ran to three days of upbeat and positive reactions.

The changes were many and obvious. No one could miss the change of venue. The EXPO committee moved the meeting back to the Madison area for the first time in a decade, and selected the sparkling new Holiday Inn West in Middleton. The rooms, meals and facilities were all excellent, demonstrating why this hotel has enjoyed immense popularity since its opening.

Another clear change was the move to a three day format, and that seemed to wear well with attendees. It opened up a larger variety of educational opportunities.

The educational format was another upgrade. Breakout sessions were split into three concurrent sessions. The UW research session remained,

and an awards presentation was added. Six excellent (emphasis on "excellent") workshops were offered by highly qualified people.

A really exciting new aspect of EXPO 94 was an expanded speaker roster, including many from out of state. Faculty and speakers came from the University of Maryland, Rutgers University and Texas A & M University. A total of a dozen and a half speakers made for a really excellent educational program.

The decision to offer many registration packages—from one to three days—surely played a role in the increased attendance. Preliminary numbers put attendance over the 500 mark.

A lot of us respected the specific hours set aside for the trade show, a fairly common feature of other state turfgrass conferences. A great deal of the success of this meeting, by the way, was due to the exhibitors.

The intention of Dr. Frank Rossi

and his EXPO 94 committee to broaden the appeal of the meeting met with success. Turfgrass industry people of all stripes were present. The meeting had something for everyone.

EXPO 94 was the first time the alums of the UW-Madison Turfgrass Program got together at a state meeting. About 25 had breakfast together on Tuesday morning.

The WTA annual meeting and election saw David Payne decline to run for reelection. Paul Huggett of the Long Island Farm was elected, along with Monroe S. Miller and Curt Larson. Larson, Wayne Horman, Roger Bell and Miller were reelected by the board to serve as officers for 1994.

Many of the people who made it to the meeting will receive an evaluation questionnaire. Those results will be used in the planning of the EXPO 95 program. Count on it being even better. 🌱



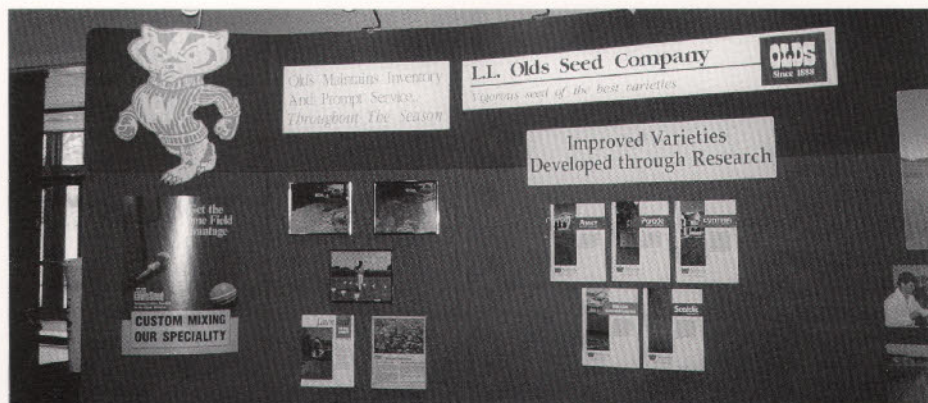
Middleton Holiday Inn—new home of WTA winter meeting.



Hanley Implement is one of several exhibitors who has been on every show floor hosted by the WTA.



Dr. Bruce Clark, plant pathologist from Rutgers, shared his excellent disease research.



Olds Seed was one of many exhibitors who presented a neat, attractive and well designed exhibit.