



# Winter Turf EXPO Gets a Facelift

By Tom Schwab, O.J. Noer Turfgrass Research and Education Facility, University of Wisconsin-Madison

The Wisconsin Turfgrass and Greenscape EXPO 2004 is scheduled for January 5th, 6th, and 7th. The Marriott Madison West's hospitable convention center will again provide the location. The location and early January time slot are the same as past years, but that is where the similarities end. The EXPO planning committee did many interviews with attendees to see what they wanted in the show. Many of those suggestions will be implemented. Make sure you experience the ambitious changes for this year. Conference registration brochures will be mailed out in early-November.

There are so many important changes and I'll try to outline them here. One of the notable changes is we pumped-up the list of education by getting more big-name speakers. Those names include James Snow from the USGA and Dr. Harry Niemczyk, professor emeritus from The Ohio State University. Other big name speakers include Dr. James Beard, former professor from Michigan State and Texas A&M. Every golf course superintendent owns Dr. Beard's "Turf Management for Golf Courses!" And then there is former Green Bay Packer turned motivational speaker Blaise Winter who will give the keynote address. You won't need coffee that morning. Blaise radiates enough energy to motivate everyone in the crowd.

That names a few of the nationally renowned speakers coming to EXPO. There are so many more that will be just as educational, just not as nationally recognized. Those presenters will give information on everything from how to

winterize an irrigation system to controlling geese and other wildlife problems. There will be talks on new turf management findings from your UW turf researchers. Les Werner from the UW-Stevens Point will present information on chainsaw safety and tree pruning. And there will be so much more education.

A Speaker's Booth in the trade show area will be a new addition for this year. An area will be set aside in the exhibition hall where you will be able to talk individually with all the presenters. When not giving presentations, the speakers will staff this booth to give attendees one-on-one advice to individual questions.

The main educational sessions will be divided into twice as many categories this year rather than the customary three. There will be



James Snow from the USGA will be one of many nationally renowned speakers at this year's EXPO.

education for mechanics, staff, and turfgrass business owners among the traditional categories. This is the year that you will want to bring other people from your organization. Not only will there be more specific education for others on your staff but there will be a much reduced cost for them as well. Half price registration will be charged

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for additional attendees from the same organization. All these attendees will appreciate the specific education to help them in their individual work areas.

They will also be impressed with how huge the trade show is anticipated to be. Why do I think the trade show is going to be larger than ever? This is because we have nearly the number of exhibitors registered as of October 1st that we had for all of last year's show.

The trade show layout will return to the traditional open layout format used over several years. We listened to you when you told us you didn't like the maze-like layout from the past couple years. The schedule in the trade show this year will also be different. There will be specific times that each industry may visit the exhibitions. For instance sports turf people will have a break in their education to visit the trade show from 10:00 to 11:00, and golf turf people will have a break from 11:00 to 12:00. This will allow you time to get more individual attention without the crowds.

The vendors are going to sponsor a new addition to EXPO. They will hold a Tuesday night get-together in one of the convention center's pubs. This social gathering will allow you time to get a bite to eat after Tuesday's education then return to visit with your friends and enjoy a cold one without having to leave the hotel.

So many changes are occurring at this year's EXPO. They are all changes that you requested and ones that will be positively received. This is true whether you've never attended or have come to every WTA Winter Turf EXPO. Tell all your peers and especially bring others from your organization. Remember that others from the same organization get in for half price. You will all be very pleased with the new look of EXPO. ♣



## **Wisconsin Turfgrass Association**

**Presents**

# **The Winter Turfgrass and Greenscape Expo 2004**

**Workshops - Monday January 5<sup>th</sup>, 9am-3pm**

**Sessions - Tuesday January 6<sup>th</sup>, 8am-4pm**

**Reception - Tuesday January 6<sup>th</sup>, 7pm-11pm**

**Sessions - Wednesday January 7<sup>th</sup>, 8am-4pm**

**List of Speakers:** James Snow - USGA  
Dr. Harry Niemczyk  
Blaise Winter - Keynote Speaker  
Dr. James Beard  
Many Other Speakers

**New For 2004:** 7 sections of interest  
Lower Cost for additional attendees  
Tuesday Luncheon Keynote  
Tuesday Night Get together  
Ask the Speaker (in Exhibit Hall)

**If you have any interest in the Turfgrass industry it will be a benefit for you to attend. Whether you are involved in golf, sports fields, parks, commercial properties, lawn care, business owners, or mechanics.**

**Mark Your Calendars and plan to attend with your entire staff!**

**Registration Materials will be in the mail soon!**

**Please contact Audra at 608-845-6536 if you do not receive the registration packet.**