

Expo Fever: TGT at the GIE

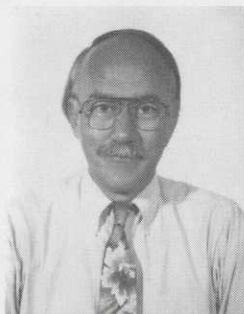
By Juergen Haber

I had the good fortune of attending the Green Industry Expo in Baltimore in November.

The prime reason that I attended this GIE was that I was an enthusiastic newcomer to the turfgrass industry. Oh, sure, I've worn an exhibitors badge before — this wasn't my first trade show. But this was different.

All the major players — exhibitors as well as attendees — were there, and a lot of not so major players. The exhibits were well laid out. During the few minutes when I wasn't busy handing out sample copies of *TurfGrass Trends* and answering questions from the many subscribers who came by the booth — some surprised that we were back — I went around to see the other exhibit. The other exhibitors were attentive to my questions and were forthcoming when answering some of the hard questions that I posed to them. I learned a lot. Even I, new to the turfgrass business, could tell there were a lot of new products, new approaches with old products and an attitude by the exhibitors that said customers were important to them.

Even if the GIE is far away in the next years, it will be well worth any discomfort that getting there. The GIE gives you, the buyer of all these goods and services,



the best opportunity that you can to see the full spectrum of the industry in one location. I can guarantee that you will come away from the GIE with very sore feet but well-informed about our industry.

Field Editor Chris Sann joined me and we passed out those 1000 or more copies of TGT to people who stopped by our booth. We got into friendly and lively discussions about the state of the industry and what front line turfgrass managers and others want from an industry news source.

The message was loud and clear. Whether it was from the turfgrass magazine publisher from Argentina, the new lawn care business owner from just outside Paris, the horticulture expert from New Zealand or the enthusiastic local lawn care operator who took two dozen copies to hand out to his friends at the University of Maryland Applied School of Agriculture's Turf Institute, the message was: We are professionals in a \$23 billion industry. Give us timely, accurate information in a form we can use and let us make our own decisions."

This was the idea that drove Chris to start *TurfGrass Trends* almost three years ago and the same idea I have continued in reviving it.

I came away from the GIE having met a great many interesting people and having gained dozens of new ideas which I hope to see realized in the coming months and years. If I didn't see you in November, let's try again this year!

ASK THE EXPERT

Have a question on any aspect of turf management?

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Coming attractions

March Issue

Controlling weeds within an IPM format
by Dr. Joseph C. Neal, Associate Professor of
Weed Science, Cornell University

Understanding and controlling annual bluegrass
by Dr. Joseph C. Neal

An examination of 2,4-D and its safety
by Christopher Sann

and columns by Christopher Sann and Dr. Eric B. Nelson on the relationship between agriculture and turfgrass management.