

ground up—Design the management landscape” and Goss’ seminars on turf grasses and turf nutrition were presented to packed auditoriums of over 110 grounds managers.

If anything, the Portland locale might have been too nice for a PGMS confer-



Dr. Roy Goss, Washington State University, conducted at seminar on new turfgrasses and their characteristics at the PGMS conference in Portland, OR.

ence. Some of the attendees told *WTT* that they were dismayed at the lack of problems that the Pacific Northwest seemed to be encountering. Next year’s conference and trade show will be held in San Diego, CA, November 14-18. A record turnout is expected.

New York conference draws 700 to Albany

Despite competition from hunting season, the PLCAA Show, and last minute problems with the conference hotel, the New York State Turfgrass Association Conference and Trade Show attracted nearly 700 turf managers to Albany’s modern Empire State Plaza.

Educational sessions were divided into lawn care, golf, and athletic field management. General sessions covered turf and landscape topics and featured regional experts such as Cornell’s Paine on weather forecasting, Rhode Island’s Jagschitz on growth regulators, Rutgers’ Indyk on athletic field construction and maintenance, Cornell’s Smiley on diseases, Bing on weeds, Petrovic on turf management, and Tashiro on insects.

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LANDSCAPE UPDATE

ALCA Maintenance Symposium stresses salesmanship

Steve Brown, president of The Fortune Group, set the mood for ALCA’s Maintenance Symposium with an upbeat presentation on effective management. “Management is the skill of attaining predetermined objectives,” Brown noted. “The only thing that matters is results.” With the stage set, the approximately 150 landscape contractors heard presentations on marketing potential, budgeting and forecasting, selling and equipment costing.

The marketing potential seminar was run by Ken and Tom Oyler, Oyler Brothers Co., Orlando, FL, and Ray Gustin, Gustin Gardens, Gaithersburg, MD. They discussed marketing techniques that have been successful in their businesses. Richard Reasoner, Dendron, Novato, CA, presented the seminar on how to forecast sales and budget accordingly. Phil Christian, division manager, ChemLawn Corp., conducted the equipment costing presentation. Christian provided the audience with various equations to ascertain their own equipment profitability.

Irv Dickson’s (ChemLawn) seminar on “Successful Selling Methods” picked up where Brown left off. Dickson stressed that “the difference between success and failure in sales is having the right attitude.” Dr. Robert Miller, vice president of group support services, ChemLawn, was the featured speaker at the luncheon. Miller, also a member of the National Coalition For A Reasonable 2,4-D Policy, spoke on the effects of chemicals in our world.

In other ALCA news, the association released its program for its 1982 Annual Meeting. The meeting will be held in Palm Springs, CA, January 25-29. The theme is “Winning in the 1980’s” and Ed Foreman and Earlene Vining will kick off the meeting with presentations on “Successful Living” and “The Art of Successful Selling.” Other noted speakers will be Jerry Lankenau, “How to Get the Government Off Your Back and On Your Side;” McNeil Stokes, “Contract Negotiating;” and David Bowen, “Cash Flow Management.”

There will be an expanded trade exhibit and the 12th annual presentation of the Environmental Improvement Awards. A full program for the interior landscape industry is also planned.

SC Turf and Equipment Show draws over 6,800

The Southern California Turf and Landscape Equipment Show held at the Orange County Fairgrounds, Costa Mesa, CA, was attended by more than 6,800 industry personnel and students. The show is the largest in the west and features more than 150 commercial exhibits and educational displays by seven community colleges and universities.

Fullerton College, Fullerton; Cal Poly University, Pomona; and Cuyammacco College, San Diego; placed first, second and third, respectively, as the three schools best training future leaders for the turfgrass industry. Several of the exhibits attracted quite a bit of attention from the attendees. B. Hayman Co., Sante Fe Springs, featured an antique power mower which still runs. Environmental Care’s (Santa Ana) display featured an early model Ford pick-up truck. The hot air balloon advertising International Seed Co.’s Derby perennial ryegrass was one of the favorite attractions.

Additionally, the Southern California Turfgrass Council set plans for its 1982 Turf and Landscape Institute to be held in Anaheim, May 4-5. Seminars are planned for landscape, golf, water and energy, pest management and personnel management.