

OUTLOOK

States fight over show dates

As a television viewer have you ever been irritated when your two favorite shows are on at the same time on different networks? Not only is it irritating to you, but it annoys sponsors trying to reach you.

Coinciding turf and landscape conferences have the same effect. You want to hear speakers at two coinciding shows but you have to choose one because conference planners didn't coordinate timing. This happens often between shows in neighboring states, as well as between state and national shows.

If you conduct business in a number of states, it's fairly important for you to attend a show for each state, since extension agents report special problems and conditions in their state. Conflicting show dates make this impossible.

Manufacturers and distributors trying to reach you with booths at these shows are going absolutely berserk trying to solve all the details to be in three places at once. It's not just difficult, it's expensive. And, you know who pays for it in the long run.

1983 has been a year of product change for both chemicals and equipment. That change came from feedback manufacturers received from distributors and you at conferences. They depend upon shows for feedback. The thinner they have to spread their staff during show season the less time they have to listen to you.

The most annoying aspect of this problem is the solution is simple. Talk to each other, show planners.

Sure, hotels limit you in picking dates. Sure, you've had your show the same time each year for three generations. And most important, you are often an extension agent not a show organizer.

Sorry gentlemen, there is no reason good enough to explain why something with such a simple solution goes unsolved. It's time to try harder to make show timing more sensitive to the needs of both the showgoer and the exhibitor.

Talk to each other. Pick straws. Arm wrestle, anything to straighten out this unnecessary mess of coinciding shows. **WTT.**



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