

THE LANDSCAPE EXPO: YEAR TWO

The Landscape Expo has seen exceptional growth in just one year, making it one of the largest industry trade shows.

More than 5,000 people will visit the 1987 edition of the Landscape Exposition, March 3-5 in the O'Hare Exposition Center, Rosemont, Ill.

The 5,000 figure will double the attendees of last year's inaugural Expo, according to Expo administrators. More than 225 exhibiting companies will cover more than 50,000 sq. ft. of exhibit space, a 20 percent increase from the first show.

The Expo has the backing of the PGMS, PLCAA, ALCA and the Illinois Landscape Contractors Association.

Supporting the trade show will be a greatly expanded schedule of educational sessions (see following page) featuring some of the green industry's leading experts.

Fernando Bensusaski, managing partner in Bensusaski, Delana & Luce, kicks off the educational program with a speech about buying and leasing options for new equipment. A second talk by Bensusaski will deal with acquiring and keeping capital.

Consultants Ed Wandtke and Rudd McGary of All-Green Management Associates will discuss the logistics of setting up an employee training program, as well as what the program should include. In other sessions, the two will address business aspects of the industry such as employee relations, marketing and pricing.

Jim Leatzow, president of Leatzow Agency/Financial Guardian, and Richard Lehr, a partner with Sirote, Permutt, et. al., will deliver a pair of

two-part programs, one on preventing problems incurred by parks and playgrounds, and another on avoiding lawsuits.

In a related speech, *LAWN CARE INDUSTRY* magazine editor Elliot Maras will deliver a talk on avoiding conflict with the media. With recent problems the lawn care market has been facing with the media, this session comes at the perfect time.

Industry consultant Charles Vanderkooi will give a three-part program based on his book *Estimating & Management of Principles for Landscape Contractors*.

Dr. Martin Petrovic of Cornell University will present a session on effective turf management, and how it can help preserve groundwater supplies.



In a second session, Dr. Petrovic will talk about thatch, its good and bad points, and how to develop an effective thatch management program.

Two Wednesday sessions will discuss herbicides of the future and challenges facing plant growth regulators.

Landscape contractor Ron Kujawa, president of Kujawa Enterprises, Inc., will talk about how to motivate top personnel, and how to keep them in

the business. Sally Kujawa, vice-president of the company, will talk about the ever-increasing role of computers in the landscape business.

Many other educational sessions will be presented.

Since interest in the Expo is great, hotel and travel arrangements should be made promptly. The Hyatt Regency O'Hare is the Expo's head quarter hotel. The Hyatt is adjacent to

the O'Hare Exposition Center.

Travel Planners, Inc., is the official travel agency for the Landscape Expo. Reduced rates are being offered on flights for Expo participants. Seats will be going fast. To get the best seat, call today at (800) 221-3531. For more information on attending, call (800) 243-2815 or in Connecticut (203) 853-0400.

Educational Sessions

Tuesday, March 3, 1987

8 a.m. to 9:20 a.m., concurrent sessions:

- Determining Whether to Buy or Lease Equipment

- Turfgrass Management Effects on Groundwater Quality

- Development and Implementation of an Employee Training Program (Part I of a Three-Part Series)

2 p.m. to 3:20 p.m., concurrent sessions:

- Assuring Protection Against Lawsuits (Part I of a Two-Part Series)

- All About Thatch

- Avoiding Conflict With the Media

- Development and Implementation of an Employee Training Program (Part II)

3:45 p.m. to 5 p.m., concurrent sessions:

- Assuring Protection Against Lawsuits (Part II)

- Motivating and Keeping Top Personnel

- Development and Implementation of an Employee Training Program (Part III)

Wednesday, March 4, 1987

8 a.m. to 9:20 a.m., concurrent sessions:

- Computers: Finding the Right System for You

- Controlling Vandalism

- Estimating & Management of Principles for Landscape Contractors (Part I of a Three Part Series)

2 p.m. to 3:20 p.m., concurrent sessions:

- Acquiring & Keeping Capital

- Herbicides for the Future

- The Parks & Playgrounds Crisis (Part I of a Two Part Series)

- Estimating & Management of Principles for Landscape Contractors (Part II)

3:45 p.m. to 5 p.m., concurrent

sessions:

- Hiring, Firing & Compensation

- The Parks & Playgrounds Crisis (Part II)

- Estimating & Management of Principles for Landscape Contractors (Part III)

- The Challenge of Plant Growth Regulators

Thursday, March 5, 1987

8 a.m. to 9:20 a.m., concurrent sessions:

- Stretching a Limited Budget

- Labor: How Much Does It Really Cost?

2 p.m. to 3:20 p.m., concurrent sessions:

- Understanding Marketing

- Developing Trees that Survive Urbanization

3:45 p.m. to 5 p.m., concurrent sessions:

- Pricing Services to Assure Profit

- Assessing & Managing Risks to Pets

Landscape Expo Exhibitors

(at press time)

ACF

American Hoechst

American Metal Fabrication

American Woven Fabrics

The Andersons

Aquashade

Associated Landscape Contractors of

America

BASF Wyandott

Befco

Belton

Big John Tree Transplanter

Billy Goat/Olsen

Blackburn Manufacturing

Blunks Wholesale Supply

Bombadier

Bowie

Briggs & Stratton

Brouwer Turf Equipment

B&W Sales

Cagle Manufacturing

Chem Path

Chevron Chemical

Ciba-Geigy

Classen

Cushman Ryan

Deere & Company

Deutz-Allis

DeWitt Company

Ditch Witch

Dow Chemical USA

DuPont Company/Parksite

Earl J. Crane Inc.

Easy Gardener

Eberhart Steel Products Corp.

Elanco Products

Encap Products Co.

Estech

Excel Industries

FMC

FXG

Ferris Industries

Ford

Foresite

G.N.C. Pump

GPE Geist

Giant Vac

Gill Industries

Government Product News

Grasshopper
 Gravely
 Growth Products
 HMC/Green Machine
 Hahn
 Homelite Div., Textron Inc.
 H.D. Hudson
 Hotsy
 Huber Ranch Sod Nursery
 Huber Ranch Power & Turf Supplies
 Huber Ranch
 Hydra-Mac
 Hydro-Turf
 ISI
 Illinois Landscape Contractors
 Association
 Image 2000
 International Mineral & Chemical
 Corp.
 Imler Arbortech
 International Seeds
 J.D. Trailer & Hitches
 JI Case
 Jacklin Seed
 Jacobsen Div., Textron Inc.
 Kaaz America Corp.
 Kawasaki
 KEM Corp.
 F.D. Kees
 K.W. Manufacturing
 Kohler
 Kubota
 Landscapers Supply Company
 Lawn Care Industry

Lawn Right
 Lesco
 Lewis Standard Tool Co.
 Lofts
 Magic Brush Cutter Corp.
 Magic Circle Corp.
 Maibo Pruning Systems Inc.
 Manco Mower
 Melroe
 Middlesworth Engineering
 Milliken
 Milwaukee Metro. Sewerage
 Monroe Truck Equipment
 Monsanto
 Motorola Irrigation
 Motorola 2-way Radio
 N.W. Fabrics
 Natures Touch/Agro Chem
 Nepera
 New Holland
 Nissan Kizai Nice
 North American Green
 Northrup King
 O.M. Scott & Sons
 Oly-Ola
 Parker Sweeper
 Precision Labs
 Professional Garden & Landscape
 magazine
 Professional Grounds Management
 Society
 Professional Lawn Care Association of
 America
 Promark/G.L. Supply

Pro Turf/Denver Leasing
 Pumping Systems Inc.
 Quality Aftermarket
 Raven Medals
 Rayco
 Rainbow Computers
 Real Green Computers
 Reinco
 Rhone-Poulenc
 Richdel/Century Rain Aid
 Ringer Corporation
 Riverdale Chemical
 Ryan Manufacturing
 Rosemond Tractor
 Sawtech
 Seaboard Seed
 Seamen Parsons Corp.
 Servalawn
 Shivers
 Systems Inc.
 Standard Golf
 Tennant Co.
 True Temper
 Tuflex
 Walker Manufacturing Co.
 Wear-Guard Corp.
 Weeds Trees & Turf
 Wheel Horse
 Wheel Spray
 Windy City Equipment
 Woods Div. of Hesston
 Yanmar
 Yazoo
 Zabarte Tools

Club Car's New Carryall II Will Out-Tough Any Utility Vehicle In The Field

Out-Perform

Everything about the new Carryall II - the body, truck bed, power and drive train, accessories - has been designed with exclusive Club Car features to enhance performance, durability, reliability and safety. The Carryall II will out-perform competitors in every category.

Out-Haul

With the largest pickup bed (50" x 50" x 11") and biggest gross payload (one-half ton) in the industry, plus a standard trailer hitch with a towing capacity of 1,000 lbs., the Carryall II becomes the most functional, practical and economical vehicle around.

Out-Last

Club Car exclusives like the Rust-Free Aluminum Pickup Bed & Frame*, heavy duty front bumper and side rub rails and Double Wall Pickup Bed Construction* of lightweight durable aluminum allows for a longer, more productive life span.

Out-Pull

Club Car's 4 Cycle/341 cc Engine*, the largest in the industry, gives the Carryall II the power to haul ½ ton loads without stress and vibrations.



Out-Maneuver

The Carryall II is designed to maneuver in tight aisles and small spaces with a clearance of 20.8", the tightest in the industry.

* Carryall II Exclusive Features.



P.O. Box 4658, Augusta, Georgia 30907-0658 U.S.A.

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