



## One for all; all for one

Hallelujah. Hip-hip-hooray. Huzzah, huzzah.

They're finally doing it. Three of the top professional organizations in the green industry are combining their conference/trade shows into one.

The Associated Landscape Contractors of America (ALCA), the Professional Grounds Management Society (PGMS) and the Professional Lawn Care Association of America (PLCAA) will hold the first "Green Industry Exposition" this coming October in Nashville, Tenn.

This consolidation was a long time coming. Too long, as a matter of fact; just ask your friendly local trade magazine editor, who's flown hither and yon while family and friends savored his last four birthday cakes.

"Yeah, I was getting a little tired of those long road trips," he would say. "This year, it was four days in Lost Wages, Nevada, followed by four more at the Gateway to the West."

That's 10 days away from home and office, including travel time, podners. And that's enough to easily tucker out most of us old tenderfeet from east of the Pecos.

Suppliers, too, are breathing a sigh of relief. The consolidated conference, notes Bill Culpepper of Elanco Products, "will bring some economies into play which are critically important." Major players in the industry like Toro, Jacobsen, Deere, Cushman and Lesco can cut expenditures 33 to 50 percent by attending one rather than two or three important trade shows.

It's also a good move for directors of the respective organizations. "For a change, I'm not coming off as the bad guy," observes the PGMS's Alan Shulder. (Shulder, you may know, isn't really a "bad guy." Never has been. But it's understandable that he might have felt like one in years past when forced to ask suppliers if they would exhibit at yet another trade show.)

Finally—and most importantly—the consolidation better serves the fraternity of landscape managers. Each of the Green Team Expo's three co-sponsors will hold separate break-out educational sessions. That means attendees will be able to see just about every major supplier plus visit sessions tailored especially for their interests, all in one place at one time.

We're talking "aces around," if you'll forgive a metaphor left over from a recent western gambol. As ALCA president Ron Kujawa says, "It's a win-win situation."

And it's about time. See y'all in Nashville.

**Jerry Roche, executive editor**

### EDITORIAL STAFF

**Jerry Roche**, Executive Editor  
**Will Perry**, Managing Editor  
**Terry McIver**, Associate Editor  
 Office: 7500 Old Oak Blvd.  
 Cleveland, OH 44130  
 (216) 243-8100  
 FAX (216) 826-2832

### MARKETING STAFF

**Dick Gore**, Publisher  
 Office: 3475 Lenox Rd. N.E.  
 Suite 665  
 Atlanta, GA 30326  
 (404) 233-1817  
 FAX (404) 261-7022

**Jon Miducki**, National Sales Manager  
**Marsha Dover**, Midwest Sales Manager  
**Barbara Thomas**, Eastern Sales Manager  
**Bob Earley**, Group Vice President  
 Office: 7500 Old Oak Blvd.  
 Cleveland, OH 44130  
 (216) 243-8100  
 FAX (216) 826-2832

**Robert Mierow**, W. Coast Representative  
 Office: 1515 NW 51st Street  
 Seattle, WA 98107  
 (206) 783-0549  
 FAX (206) 784-5545

**Tom Greney**, Senior Vice-President  
 Office: 111 East Wacker Drive  
 Chicago, IL 60601  
 (312) 938-2317  
 FAX (312) 938-4850

### SUPPORT STAFF

**Carol Peterson**, Production Mgr.  
**Connie Freeland**, Prod. Supervisor  
**Lynn Williams**, Graphic Design  
**Jackie Eisenmann**, Circulation Super.  
**Bonnie DeFoe**, Directory Coordinator  
**Gail Parenteau**, Reader Service Mgr.  
 Office: 120 West Second St.  
 Duluth, MN 55802  
 (218) 723-9200  
 FAX (218) 723-9223

**David Komitau**, Graphics Coordinator  
**Ted Matthews**, Promotion Director  
 Office: 7500 Old Oak Blvd.  
 Cleveland, OH 44130  
 (216) 243-8100

Robert L. Edgell, Chairman; Richard Moeller, President; Lars Fladmark, Executive Vice President; Arland Hirman, Vice President/Treasurer; Thomas Greney, Senior Vice President; Ezra Pincus, Senior Vice President; Joe Bilderbach, Vice President; James Gherna, Vice President; George Glenn, Vice President; Harry Ramaley, Vice President.