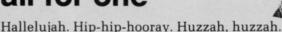


# One for all; all for one



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 you 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

Jerry Roche, executive editor

## LM

#### **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.