

EVENTS

FEBRUARY

11-13: International Golf Course Conference and Show, Anaheim (Calif.) Convention Center. Contact: GCSAA, 1617 St. Andrews Dr., Lawrence, KS 66046; (800) 472-7878 or (913) 841-2240.

13-15: Inland Northwest Turf and Landscape Show, Spokane, Wash. Contact Jones and Associates, (509) 327-5904.

15-18: Progress and Profits in the 90s, Astro Village Hotel, Houston, Texas. Contact: Dr. L.S. Pope, 129 Kleberg Center-TAMU, College Station, TX 77843-2471; (409) 845-3808.

15-18: 20th Annual International Erosion Control Association Conference and Exposition, The Pan Pacific Hotel, Vancouver, B.C., Canada. Contact: Ben Northcutt, (303) 879-3010.

16: Connecticut Turf and Landscape Conference, Exhibition Hall, Hartford Civic Center. Contact: Anthony Penkrat, 23 Atwater St., Westhaven, CT 06516; (203) 934-3103.

16-18: Florida Nurserymen and Growers Association Spring Trade Show, Prime Osborn Exhibition Center, Jacksonville, Fla. Contact: Jennifer Franzen, (407) 345-8137.

17-18: Leaving No Stone Unturned III, Bethesda Holiday Inn, Bethesda, Md. Contact: Joel M. Lerner, PO Box 15121, Chevy Chase, MD 20815; (301) 652-1212.

21-22: Ohio State University Professional Lawn Care Seminar, Holiday Inn on the Lane, Columbus, Ohio. Contact: Sue White, (614) 292-4230.

21-23: Western Pennsylvania Turf Conference and Trade Show, Pittsburgh Expo Mart/Radisson Hotel, Monroeville, Pa. Contact: Christine E. King, Pennsylvania Turfgrass Council, P.O. Box 417, Bellafonte, PA 16823-0417; (814) 355-8010.

21-March 5: AAN International Study Program, several sites in New Zealand and Australia. Contact: Geoffery Robertson, (202) 333-1800.

23-24: Associated Landscape Contractors of Colorado Annual Conference and Trade Show, John Q. Hammons Trade Center, Denver, Colo. Contact: Diane Matt, (393) 425-4862.

23-24: Alaska Greenhouse and Nur-

ery Conference, Fairbanks, Alaska. Contact: Cathy Wright, Alaska Division of Agriculture, S.R. Box 7440, Palmer, Alaska 99645; (907) 745-4119.

23-26: ISPO-Spring, Munich Trade Fair Center, Munich, West Germany. Contact: Gerald G. Kallman, Kallman Associates, Five Maple Court, Ridgewood, NJ 07450-4431; (201) 652-7070.

27-28: The Cash Flow of Trees, a symposium sponsored by the Penn-Del Chapter of the International Society of Arboriculture, Hershey Lodge and Convention Center, Hershey, Pa. Contact: Sara Pilling, 29 Garrett Ave., Rosemont, PA 19010.

27-28: National Institute on Park and Grounds Management Regional Seminar, Dallas, Texas. Contact: National Institute, P.O. Box 1936, Appleton, WI 54103; (414) 733-2301.

28: 12th Annual Grounds Maintenance Conference, Sheraton Columbia Northwest, Columbia, S.C. Contact: George V. Hyams, P.O. Box 12109, Charleston, SC 29412; (803) 762-1595.

years in a row. Most consumers will respond to your inquiries if you phrase them well enough. By listening to them, you may find that you can determine the best possible new service offering.

One word of caution. Two or three people may respond that they would like a new service. That doesn't make up a customer base. Don't take what a few people say for what a large group says. If you do, you may find that in fact you don't have a true base for the sale of your new service, but rather have a very few people who are interested in your offerings.

After you've gone through profiling your current customer base, determining why you are going to offer a new service, determining what that

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new service is going to be, and making sure that you have some input from your customers on how well they will accept your new offering, you can ask the final marketing/advertising question:

6. How is your company going to reach the current customer base in order to let them know of your new offering? The basic consideration is whether to use your current advertising mechanism to advertise your new service. Will you use new mailers? Will you include your new service offerings with the invoice? Should you consider these new services as service extensions or will they be completely new offerings? Every answer given to each of these questions will help determine your advertising/communication strategy.

Summary

It's next to impossible to give answers to the above questions unless you consider each of them from a single company point of view. No one single way of introducing new services to your current customer base is correct. It depends on your current customers, the types of services you are going to offer, and how you have reached your customers in the past.


By considering all of the above questions, you should have a better planning system for marketing new services to your current customer base. **LM**



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