

EVENTS

JULY

12-16: American Association of Nurserymen, Annual Convention, Walt Disney World, Orlando, Fla. Contact: A.A.N., 1250 I St. NW, Suite 500, Washington, DC 20005; (202) 789-2900.

14-16: Mid-Atlantic Nurserymen's Summer Trade Show, Baltimore Convention Center. Contact: Mid-Atlantic Nurserymen's Trade Show, Inc., P.O. Box 314, Perry Hall, MD 21128.

15-21: Arbor Day Institute Workshop, "The Technical Arborist," Washington, D.C. Contact: The Institute, P.O. Box 81415, Lincoln, NE 68501-1415; (402) 474-5655.

18: Summer Field Day & Trade Show, Stadler Nursery, Laytonsville, Md. Contact: Landscape Contractors Association, 9053 Shady Grove Court, Gaithersburg, MD 20877; (301) 948-0810.

22-24: Residential Landscape Design Work-

shops, Virginia Polytechnic Institute. Contact: Robert McDuffie, (703) 231-7432.

24-26: National Fertilizer Solutions Association Round-Up '91, Indiana Convention Center, Indianapolis, Ind. Contact: NFSA, 339 Consort Dr. Manchester, MO 63011.

25: PGMS Facilities Management Seminars, Ohio State University. Contact: PGMS, 10402 Ridgland Rd., Suite 4, Cockeysville, MD 21030; (301) 667-1833.

27-30: Outdoor Power Equipment Institute Expo '91, Louisville, Ky. Contact: OPEI, 6100 Dutchman's Lane, Louisville, KY 40205; (800) 558-8767.

30: Midwest Regional Turf Foundation Field Day and Show, Purdue University Agronomy Research Center, West Lafayette, Ind. Contact: Dept. of Agronomy, Purdue University, West Lafayette, IN 47907;

(317) 494-8039.

31: University of Georgia Turfgrass Field Day, Georgia Experiment Station, Griffin, Ga. Contact: University Extension Service, Landrum Box 8112, Georgia Southern University, Statesboro, GA 30460.

31: Connecticut Tree Protective Assoc. Summer Meeting, Aqua-Turf Club, Plantsville, Conn. Contact: CTPA, 18 Washington St., Rocky Hill, CT 06067; (203) 257-8971.

31-Aug. 2: American Sod Producers Association Summer Convention and Field Days, Red Lion Hotel/Lloyd Center, Portland, Ore. Contact: ASPA, 1855 Hicks Rd., Rolling Meadows, IL 60008; (708) 705-9898.

AUGUST

2-4: Southern Nurserymen's Association Horticultural Trade Show, Georgia World Congress Center, Atlanta. Contact: Southern Nurserymen's Association, 1511 Johnson

Ferry Road, Suite 115, Marietta, GA 30062; (404) 973-9026.

4: Perennial Plant Symposium, Farmington, CT and Long Island, N.Y. Contact: Dr. Steve Still, Perennial Plant Association, 3383 Schirtzinger Rd., Hilliard, OH 43026; (614) 771-8431.

6-8: Field Diagnostic Course for Turfgrass Managers, Cornell University, Ithaca, NY. Contact: Joann Gruttadaurio, (607) 255-1792.

12-13: Int. Soc. of Arboriculture Conference and Trade Show, Adam's Mark Hotel, Philadelphia, PA. Contact: ISA Trade Show, P.O. Box 908, Urbana, IL 61801.

14-15: "Insect and Disease: Diagnosing, Managing and Complying with Regulations," sponsored by the Ball Institute. Contact: The Ball Institute, (708) 231-3600. □

MANAGEMENT

Listen, observe to sell

LAS VEGAS, Nev.—Common sense, plain speaking, listening and observing are keys Mark H. McCormack has found helpful during his career.

In remarks made at the International Golf Course Conference and Show, McCormack said it's the little things that mean a lot and often make the deal.

McCormack, a Cleveland attorney and head of International Management Group, said that to be a successful businessman you must listen aggressively: to content, tone, choice of words and any indicators which sharpen connections.

Observe aggressively, have a good sense of humor, and include the tool of silence in negotiations, the sports management specialist said. The long pause never goes long unfulfilled, McCormack concluded. □

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