

# AS WE SEE IT

JERRY ROCHE, EDITOR-IN-CHIEF



## Great way to spend a week

How about these for timely topics:

- "Pricing Your Work to Make Money"
- "How to Survive in a Recession"
- "Award-Winning IPM"
- "Composting Yard Waste"
- "Maintaining Turf in a Drought"

They are but five topics that will receive full treatment at the annual Green Industry Expo in Tampa later this month.

I would really like to say to all our readers this month, "See you in Tampa." But the sorry fact of the matter is that I *won't* see you all in Tampa. I *will* see somewhat more than 2,000 and somewhat less than 3,000 of you, if past Green Industry Expos are accurate benchmarks.

At least 30,000 readers of this magazine would find the Expo a wonderful educational tool (that doesn't include 12,000 golf course superintendents, who have their own show). So it's a darned shame that only one out of 10 show up at the annual event. And—mostly—it's the same 3,000 people, year in and year out.

What I'm here to tell you this month is that there is no work-related excuse for not attending the Expo. None. Zip. Nada.

If you want your business to grow, or your organization to run more efficiently, there is no time or money better spent than that used to visit Tampa Nov. 17-21.

Theme of the lawn care portion of the program is "Meet the Challenge." It could well be the same theme for the landscaping/grounds portion of the program.

Included in the week's agenda are tours, business meetings and the ever-popular social hours.

One of the major misconceptions, however, about attending conventions is that you have to be a partier, have to be Mr. or Ms. Personality, have to schedule 20-hour days, to get the most of your experience. But it ain't necessarily so. Just by being in that fact- and fun-filled environment for four days, you're going to be richer for the experience. And more knowledgeable. You

can't help but go home with new, interesting ideas—even if you don't speak to another soul.

Many of the landscape managers I know attend the event just to absorb, like sponges.

And the educational sessions and social functions are just a part of the week's agenda. Though speakers and friends will doubtless bombard you with usable information, you'll still have plenty of time to visit the trade show floor where the newest products are displayed like candy in a candy store.

The grand finale, as it has been in previous years, is the equipment demonstration Thursday morning. Take an hour or so before heading home to try out all the new equipment you saw on the trade show floor. See what you're missing.

Okay, you've not made plans to attend the Expo yet. But there's still time.

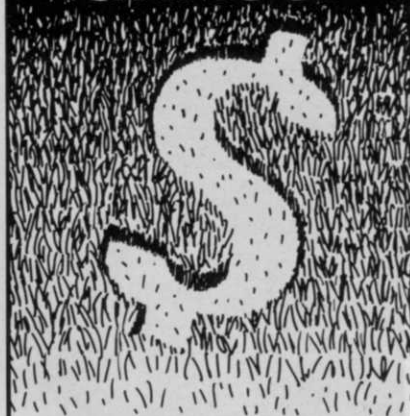
Now, if you're not considering attending, you're probably doing yourself and your organization a big injustice. But don't just take my word for it. Consider those 3,000 fellow landscape managers who come back year after year.

So pack the spouse and kids in the family wagon or camper, gas up and head south.

See you in Tampa.

Have a comment to share with the LANDSCAPE MANAGEMENT editors? Call us at (216) 243-8100 or write to us at 7500 Old Oak Blvd., Cleveland, OH 44130.

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