

HOT TOPICS

Green Industry Conference & Show features co-keynoters, lots of exhibits

Strategists Josephine S. Cooper and Jay Conrad Levinson will be the two keynote speakers at the annual Green Industry Expo.

TAMPA, Fla.—The Green Industry Expo, sponsored by three professional associations—the Professional Lawn Care Association of America (PLCAA), the Associated Landscape Contractors of America (ALCA) and the Professional Grounds Management Society (PGMS)—

will be held here Nov. 17-21.

Cooper is a senior principal with the Capitoline International Group of Washington, D.C. She will address the challenges lawn care professionals face in influencing future legislation through an active united lawn care industry.

Conrad is a representative of Guerrilla



New homeowners love lawn care and landscaping

WESTBURY, N.Y. — More than one out of three new homeowners (33.5 percent to be exact) enlist the services of a landscape or lawn care company during their first six months in the home, according to a new study.

"The new homeowner market is a prime target for the landscape and lawn care industry," says executive vice president Stuart Siegel of Getting To Know You International, which commissioned the study. "New homeowners are an affluent, educated and upwardly mobile group of professionals, executives and entre-

preneurs. The majority are married and have children living with them in the new home, the study says. (See chart for further statistics.)

Many landscape and lawn care services nationwide use the Getting to Know You program, according to the company. The program features a housewarming gift

Marketing International of Mill Valley, Calif. He will be speaking on "new strategies, tactics and weapons for winning big profits from your business."

Other featured speakers are George Toma of the Kansas City Royals, Ben Bolusky of the American Association of Nurseymen, Bill Vaughn of the Walt Disney Co., Paul Skorupa of Pesticide Compliance & Training, and a bevy of technical experts from the nation's major land grant universities.

A trade show featuring more than 250 exhibitors will be held in conjunction with the GIE on Nov. 19-20. Outdoor power equipment demonstrations are scheduled for Thursday, Nov. 21. Service workshops will be held, at no extra cost, on the exhibit hall floor of the Tampa Convention Center by leading manufacturers.

And, all exhibitors and registrants are invited to attend the Green Industry Expo evening reception, Monday, Nov. 18.

For more information, contact the PLCAA at (404) 977-5222, the ALCA at (703) 241-4004 or the PGMS at (301) 667-1833.

delivered to the new homeowners that includes a personal telephone/address directory and gift certificates from local merchants.

For more information on Getting to Know You International, which serves 37 states, call Joanna Piccirillo at (800) 255-4859.

'GETTING TO KNOW YOU' • SURVEY OF NEW HOMEOWNERS

Characteristic	Male	Female
Avg. age	38.1 yrs.	37.0 yrs.
Professionals	73.6%	49.3%
College degreed	60.1%	51.7%

Characteristic	Household
Avg. income	\$59,000
Currently married	77.2%
Children?	58.2%

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