

HOT TOPICS



Hoosier basketball coach Bobby Knight (standing) entertains the green industry. (Left to right) Tom Garber of ALCA, John Abernathy of PGMS, Bob Andrews of PLCAA, Anne McClure of PLCAA and GIE show coordinator, Earl Wilson of PGMS and GIE show coordinator.

Bobby Knight: play to strengths, away from weaknesses

More than 3,000 green industry professionals listen, learn at GIE and three annual meetings.

INDIANAPOLIS — Bobby Knight, the volatile men's basketball coach at Indiana University, was both a "hit" and a "hoot" as keynote speaker for the 1992 Green Industry Expo here last month.

Though he spent much of his 45 minutes at the podium telling the packed meeting room humorous sports anecdotes, Knight managed to intersperse some of his own "words of wisdom:"

● "The best study is how to lose. We identify the reasons why we can get beat. If we can figure out why we lose, we eliminate them and there's only one alternative

left: we win."

● "You play to strengths and away from weaknesses."

● "It's really important to get people involved in what the hell you're doing."

● "There is nothing more important than the ability to communicate an idea."

A more pointed message came from U.S. Rep. Charles Stenholm (D-Texas) who told about 150 LCOs that they'd better start building coalitions for more favorable legislation, or they're going to suffer.

Congressman Stenholm, a friend of agriculture and the green industry, spoke at PLCAA's GIE breakfast meeting. He didn't pull any punches.

"If you don't look after your special interests, somebody else will," he said. "Somehow, somehow, we're going to have to get together to build a scientific record of just what we're doing."

Only by working together can LCOs

maximize their strength, he said.

Generally speaking, all three co-sponsoring organizations were pleased with the turnout, which included a great many drive-ins from the surrounding area. The PLCAA reported 831 registrants, ALCA 450 and the PGMS 240. Overall attendance at the Green Industry Expo was 2,332, according to GIE coordinator Anne McClure of the PLCAA.

"We had at least 400 more people than last year, but it seemed like much more," McClure noted. "So many of the people were quality attendees."

"The momentum we gathered here just has to carry into 1993."

Next year's Green Industry Expo will be held at the Sheraton Baltimore and Baltimore Convention Center, Nov. 14-18. Baltimore was the site of the all-time record-setting PLCAA trade show five years ago.

INSIDE

GCSAA panels discuss options, page 30

Scholarships for offspring, page 30

Subjects for winter training, page 31

Literature and videos, page 32