

## GREEN INDUSTRY EVENTS

### JANUARY

**13-16:** Virginia Turf and Landscape Conference, Richmond Centre. Contact: Virginia Turfgrass Council, P.O. Box 9528, Virginia Beach, VA 23450; (804) 340-3473.

**16-18:** Mid-Am Horticultural Trade Show, Hyatt Regency Hotel, Chicago, Ill. Contact: The Mid-Am Trade Show, 1000 N. Rand Rd., Suite 214, Wauconda, IL 60084; (708) 526-2010.

**17:** Western Tree Management Symposium, Los Angeles State & County Arboretum, Arcadia, Calif. Contact: Al Epperson, 7072 Thomas St., Buena Park, CA 90621; (714) 836-8989 or Tommy Caldwell, (213) 666-6157.

**19-21:** Empire State Tree Conference, Holiday Inn, Albany, N.Y. Contact: New York State Arborists, ISA Chapter, P.O. Box 58, Latham, NY 12110; (518) 783-1322.

**20-22:** Michigan Turfgrass Conference; Holiday Inn (formerly Clarion) Convention Center, Lansing, Mich. Contact: MSU Cooperative Extension Service, Plant and Soil Sciences Building, East Lansing, MI 48824-1325.

**23-25:** Tropical Plant Industry

Exposition (TPIE), Ft. Lauderdale Convention Center. Contact: Florida Nurserymen and Growers Assn., 5401 Kirkman Rd., Suite 650, Orlando, FL 32819; (407) 345-8137.

**26-29:** Associated Landscape Contractors of America Executive Forum, Naples, Fla. Contact: ALCA, 405 N. Washington St., Suite 104, Falls Church, VA 22046; (800) 395-2522; in Virginia, call (703) 241-4004.

**27-28:** Arkansas Turfgrass Association Conference and Trade Show, Arkansas Statehouse Convention Center. Contact: Angie McSwain, (501) 663-8810; or Arkansas Turfgrass Association, Penthouse Suite, 1123 S. University, Little Rock, AR 72204.

**27-31:** Virginia Tech's Turfgrass Ecology and Management Short Course, Donaldson Brown Center for Continuing Ed., Virginia Tech campus. Contact: Conference Registrar, Donaldson Brown Center, Virginia Tech, Blacksburg, VA 24061; (703) 231-5182.

**28:** Landscape Irrigation System Design, University of California at Davis. Contact: (800) 752-0881.

**29-30:** Northern California Turf and Landscape Exposition, Santa Clara

Convention Center. Contact: NCTC, 425 Oak St., Brentwood, CA 94513; (415) 516-0146.

**29-30:** Interstate Pest Control Conference, University of Maryland, College Park, Md. Contact: N.L. Breisch, Symons Hall, College Park, MD 20742-5575; (301) 405-3913.

**30:** Connecticut Tree Protective Association annual meeting, Aqua-Turf, Plantsville, Conn. Contact: CTPA, 18 Washington St., Rocky Hill, CT 06067-1527; (203) 257-8971.

### FEBRUARY

**3-5:** Mid-America Green Industry Convention, Hilton Plaza Inn, Kansas City, Mo. Contact: Olivia Golden, executive director, PLCAMA, P.O. Box 35184, Kansas City, MO 64134; (816) 765-7616.

**4-14:** Target Specialty Products seminars, Fresno, Calif.; San Jose, Calif.; Phoenix, Ariz.; Buena Park, Calif. Contact Target for specific dates and locations: (310) 865-9541.

**5-7:** American Sod Producers Association Midwinter Conference and Exposition, Bally's Casino & Resort, Las Vegas, Nev. Contact: ASPA, 1855 Hicks Rd., Rolling Meadows, IL 60008. (708) 705-9898.

## CUSTOMER SERVICE TIPS

by Ed Wandtke

■ Feedback on the effectiveness of your company's customer service is essential to maintain or improve service quality. Some companies provide each of their employees with a pocket diary for the year. Employees are asked to write daily answers to the following three questions:

1. What customer service did I perform today?
2. What were the results of the cus-

tomers service I performed?

3. What customer service idea or observation do I have for this day?

Start with a weekly meeting, then switch to monthly diary reviews with your office assistants, technicians and supervisors. The results of the meetings should provide you with insight into problems and revelations about employee and lawn service customer trends, patterns and preferences.

Asking employees to keep a diary can

be used in delegating responsibility and in developing their ability to solve problems on their own.

It also serves as a source of information on how an individual handled an out-of-the-ordinary lawn service customer problem. Compiling problems and solutions each month for unique occurrences is a way to recognize individual creativity and develop problem solving skills. Negative solutions or decisions should not be published.