

## LANDSCAPE MANAGEMENT

is a proud member of these  
green industry professional  
organizations:



**Associated Landscape Contractors of America,** 12200 Sunrise Valley Dr., Suite 150, Reston, VA; (703) 620-6363.

**American Sod Producers Association,** 1855-A Hicks Rd., Rolling Meadows, IL 60008; (708) 705-9898.

**Golf Course Superintendents Association of America,** 1421 Research Park Dr., Lawrence, KS 66049-3859; (913) 841-2240.

**International Society of Arboriculture,** P.O. Box 908, Urbana, IL 61801; (217) 328-2032.

**International Turfgrass Society,** Crop & Soil Environmental Sciences, VPI-SU, Blacksburg, VA 24061-0403; (703) 231-9796.

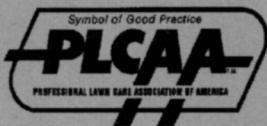
**National Arborist Association,** The Meeting Place Mall, P.O. Box 1094, Amherst, NH 03031-1094; (603) 673-3311.

**National Golf Foundation,** 1150 South U.S. Highway One, Jupiter, FL 33477; (407) 744-6006.

**Ohio Turfgrass Foundation,** 2021 Coffey Rd., Columbus, OH 43210; (614) 292-2601.



**Professional Grounds Management Society,** 10402 Ridgland Rd., Suite 4, Hunt Valley, MD 21030; (301) 667-1833.



**Professional Lawn Care Association of America,** 1000 Johnson Ferry Rd., NE, Suite C-135, Marietta, GA 30068-2112; (404) 977-5222.

**Responsible Industry for a Sound Environment,** 1155 15th St. NW, Washington, D.C. 20005; (202) 296-6085.



**Sports Turf Managers Association,** 401 N. Michigan Ave., Chicago, IL 60611-4267; (312) 644-6610.

**Turf and Ornamental Communicators Association,** 8400 Normandale Lake Blvd., Suite 500, Bloomington, MN 55437; (612) 832-5000.

# AS WE SEE IT

JERRY ROCHE, EDITOR-IN-CHIEF



## Special projects for that 'cabin fever' time of year

If you're anything like me, the middle of February brings with it the effects of what the Alaska gold-rushers called "cabin fever."

Maybe you're blessed with living and working south of the Mason-Dixon line, or in New Mexico or Arizona or Nevada or southern California. But if you live and work in exotic places like Cleveland, Erie or Buffalo, you can relate to our tales of the "lake effect" that paints everything a gleaming white five or six times a year.

It's the time of year when the west wind blows across Lake Erie, slapping cold and warm air together and depositing sparkling crystals all over Port Clinton, Willowick, Geneva and Ashtabula.

It's the time of year when wildlife nestle in their burrows, and non-wildlife cuddle together in front of the fireplace.

So if, like us, you are suffering cabin fever, I've rounded up a list of projects you might consider to make those so-long February days seem a tad shorter.

**1)** How about an intense planning session for all top and middle managers?

"After the first of the year, we have a three-day planning blitz for our top people," says Chris Malham, director of business development at Scapes, Marietta, Ga.

He says January, or even February, is the perfect time. The holidays are over, and the staff can begin getting in focus for the 1993 season. "It's easier to plan for '93 when it's '93," he observes.

"Everybody has time to do what's urgent, but not what's important—and planning is important," says Ron Kujawa of KEI Enterprises, Cudahy, Wis.

**2)** Why not treat yourself and/or some of your valued staffers to a trade show or convention—maybe even in some warm part of the country?

All you have to do is take a look at our "Events" section to see all the educational seminars scheduled at this time of the year.

New Jersey and California are holding landscape expositions; the Irrigation Association has a series of short courses; the National Arborist Association is holding its annual management conference; and much, much more.

**3)** Go on a shopping binge. It might take the form of a real shopping binge, if you're in dire need of new equipment; or it could simply be window shopping. If you're anything like me, just visiting the different dealers to see what's new will be an invigorating process...and it'll get you out of that boring office, to boot.

**4)** Brainstorm and/or meditate. This might not be easy for action-oriented individuals, but it's important.

Go over last year's logs. Find out what went wrong and get all those brain neurons (the ones that were doubtless dulled by too much holiday fruitcake) working again. Try to come up with some interesting, different, creative solutions should last year's problems arise again this year.

**5)** Finally, why not take a vacation? A *real* vacation, away from the work and worries, away from that hated west wind and all the slush.

Pack Mom and Skipper and Janie and Bowser into the family wagon, point south, and enjoy yourself.

Why not? As we used to say in the Army, "you owe it to yourself"—and you certainly won't be able to take any time off *next* month!