

**LIBERTY ELM** from page 42  
movement that the older trees have.”

Her company has specified American Liberty elms for two recent projects. “We’re very much interested in trying to re-introduce them into the landscape in certain situations,” Crow says. “Certainly for historical projects, locations in public areas, on campuses. There are so many uses for them.”

For more information on American Liberty elms, call 1-800-FOR-ELMS (367-3567) or write: Elm Research Institute, Elm Street, Harrisville, NH 03450.

**GIE EXPO** from page 43

ment and ways smaller landscape contractors can successfully compete with larger companies in the '90s.

ALCA's presentations feature customer service, cost management, marketing, and how to successfully begin a design/build business.

Keynote speakers for Expo '93 are Ty Boyd, well-known motivational speaker and author, and John and Greg Rice, co-founders of Think Big, Inc. Boyd will focus

on how to face the challenges of the '90s without compromising personal ethics. The Rice brothers will cover creative problem solving.

The PLCAA benefit auction again features a variety of products from green industry suppliers.

ALCA's "Breakfast of Champions" sessions will be held each morning of the exposition. Discussion topics include selling maintenance services; client relations; and ways to get a new business off the ground.

ALCA also features an all day, pre-conference seminar by Bob Whiting: "Hiring and Firing—Building a Strong Team."

The popular annual outdoor equipment demonstration rounds out the show on the morning of Nov. 18.

It's still not too late to register. For more information on air fares, lodging and full show schedules, call one of the following numbers:

**PLCAA:** (404) 977-5222;

**ALCA:** (703) 620-6363;

**PGMS:** (410) 584-9754.

# GREEN INDUSTRY EVENTS

## NOVEMBER

**9-12: New York Turfgrass Turf & Grounds Expo**, Rochester (N.Y.) Riverside Convention Center. Contact: NYSTA, (800) 873-8873.

**11-13: Landscape Maintenance Association's Equipment Show & Conference**, Delta Orlando Resort. Contacts: exhibit space: Betsy Laird, (813) 731-6024; tickets: (813) 965-8604.

**14-18: Green Industry Exposition**, Baltimore, Md. Contacts: ALCA members call (703) 620-6363; PLCAA members call (800) 458-3466; PGMS members call (410) 667-1833.

**16-17: Urban Tree Care Seminar**, Howard Johnson Motel, Lafayette, Ind. Contacts: Sueann Smith, (317) 494-7225 or Harvey Holt, (317) 494-3585.

**18-19: Midwest Reconstruction & Cleanup Conference**, Washington, D.C. Contact: King Communications Group, (202) 638-4260.

**18-20: National Arborist Association's TCI Expo '93**, Cleveland Convention Center. Contact: (800) 733-2622.

**19: National Water Features Association Trade Show**, Orlando (Fla.) Twin Towers. Contact: NWFA, (407) 849-4312.

**29-Dec. 1: North Central Turfgrass Expo**, Pheasant Run Resort & Expo Center, St. Charles, Ill. Contact NCTE, (312) 616-0800.

**30-Dec. 2: Southern Turfgrass Association Conference and Show**, New Orleans, La. Contact: (901) 377-7194.

## DECEMBER

**1-3: New Jersey Turfgrass Expo**, Garden State Convention & Exhibit Center. Contact: (908) 932-9271.

**1-3: Rocky Mountain Turf Conference & Trade Show**, Currigan Hall, Denver, Colo. Contact (303) 688-3440.

**1-3: Golf Course Europe**, Palais des Congres, Paris, France. Contact: Boris Franckomme, (510) 526-6922.

**3: "Dealing with the Competition of the '90s,"** presented by the Associated Landscape Contractors of America and the Texas Association of Landscape Contractors. Contact ALCA, (800) 395-2522.

**6-9: Ohio Turf Foundation Conference & Show**, Columbus (Ohio) Convention Center. Contact OTF, (614) 292-2601.

**7-9: New Jersey Expo '93:** Trump Taj Mahal Casino Resort, Atlantic City, N.J. Contact: N.J. Turfgrass Ass'n., (908) 821-7134.

**7-9: Georgia Turfgrass Conference & Show**, Georgia International Convention Center, Atlanta, Ga. Contact: Georgia Turfgrass Association, (404) 975-4124.

**8-9: Environmental Care Ass'n. of Idaho Convention & Trade Show**, Weston Plaza, Twin Falls, Ida. Contact: Ben Miller, (208) 342-8899.

**14: Rutgers Univ. Roadside and Vegetation Management Seminar**, New Brunswick, N.J. Contact: Cook College, (908) 932-9271.

**15: LCAP Winter Educational Meeting**, Embers Inn, Carlisle, Penn. Contact: LCAP headquarters, (717) 236-2050.

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