

HOT TOPICS

Expo, conferences take spotlight in St. Louis

ST. LOUIS—It all comes together for three green industry organizations here Nov. 13-17.

The Professional Lawn Care Association of America (PLCAA), the Associated Landscape Contractors of America (ALCA) and the Professional Grounds Management Society (PGMS) will each have annual meetings and conferences concurrent with the fifth annual Green Industry Expo, the green industry's second-largest trade show (after the GCSAA show). More than 300 exhibitors will occupy more than 500 booth spaces.

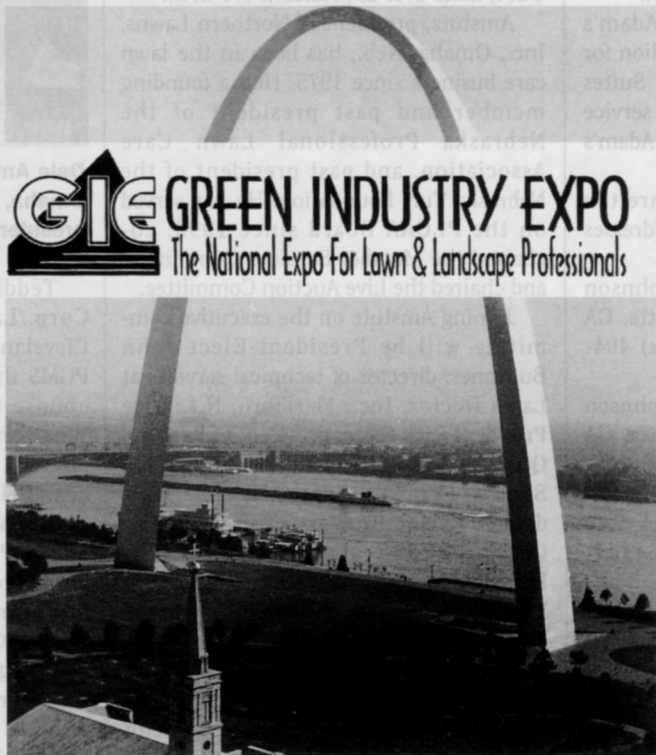
"Booth sales are right around 90 percent of being sold out. We're in a much bigger hall this year, so compared to previous shows we're on a very good pace," says Eleanor Ellison, who was hired in January as the GIE's first full-time trade show manager. "We expect this to be a sell-out as well."

GIE/94 goes by the tag line "The National Expo for Lawn & Landscape Professionals." It will be held at America's Center convention center.

The PLCAA conference will feature seminars on business, regulatory and turf/plant technology, along with a complimentary President's Reception and Casino Night.

ALCA's theme is "Competing in a Dynamic Economy...Growth Over the Horizon." More than 500 members are expected to attend the Expo and 14 ALCA educational sessions.

"The ability to network with peers, dis-



cuss current technology and view state-of-the-art products is worth the price of admission," says Russell Adsit of Adsit Landscape and Design, Memphis, Tenn. "If you miss this one, you just miss out, since there is not another conference and trade show like it anywhere."

The PGMS conference has been dubbed "The Gateway to Professionalism." Some of the speakers are Dr. Dave Minner of the University of Missouri, representatives of the Davey Tree Co., Bill Foster of O.M. Scotts and Rob McCartney of Sea World of Ohio.

"We have purposely geared the conference to the stated needs of grounds man-

agers, and have balanced the program to be of equal value to everyone," says PGMS president Robert F. Rubel.

Here are some other highlights:

- **Inspirational keynote speech by football great Rocky Bleier.** The former Pittsburgh Steeler was wounded in Vietnam and went on to become a member of the Super Bowl champion Steelers in the 1970s. His talk, "Being the Best You Can Be," is Monday, Nov. 14 from 2:30 to 3:45 p.m.

- **Trade show sneak preview and reception.** Following Bleier's speech, you can mingle with friends and get an advance look at the trade show itself, 4 to 6 p.m. Nov. 14.

- **Two days of exhibits.** The hall will be open Tuesday and Wednesday, Nov. 15-16 from 10 a.m. to 4 p.m.

- **\$500 grand prize drawing.** The drawing will take place at 3 p.m. on Wednesday, Nov. 16—and you must be present to win.

- **GIE Theater.** A series of informative video workshops is being provided by exhibitors and screened by GIE show management. Free popcorn!

- **New product showcase.** Literature holders located at the entrance to the exhibit hall.

- **Equipment demonstrations.** The popular Outdoor Equipment Demonstration will be held Nov. 17 from 9 a.m. to noon at Cricket Field in Forest Park. Complimentary shuttle service is available,

ELSEWHERE

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and food and beverage is provided.

A special pre-conference seminar and tour will be held at the Missouri Botanical Garden on Sunday, Nov. 13. Sponsored by the Professional Lawn Care Association of Mid-America (PLCAMA), it will feature Dr. John Kaufmann of Monsanto speaking on "Green Lawns and Global Issues." Registration fee of \$55 for PLCAA members and \$70 for non-members includes brunch, program, tour and tram ticket. Transport provided by DowElanco from the Adams Mark Hotel to the garden.

Headquarters hotels are the Adam's Mark for PLCAA, the Marriott Pavilion for ALCA and the Doubletree/Mayfair Suites for PGMS. Complimentary shuttle service to America's Center will serve the Adam's Mark and Marriott Pavilion.

For more information, here are the organizations involved and their addresses and phone numbers:

GIE Exhibitors: GIE, 1000 Johnson Ferry Rd., NE, Suite C-135, Marietta, GA 30068; (voice) 404-973-2019; (fax) 404-578-6071.

GIE Information: GIE, 1000 Johnson Ferry Rd., NE, Suite C-135, Marietta, GA 30068; (voice) 404-973-2019; (fax) 404-578-6071.

Botanical Garden Tour: PLCAMA, P.O. Box 419264, Kansas City, MO 64141; (voice) 816-561-5323.

ALCA Registration: ALCA, 12200 Sunrise Valley Dr., Suite 150, Reston, VA 22091; (voice) 703-620-6363; (fax) 703-620-6365.

PGMS Registration: PGMS, 120 Cockeysville Rd., Suite 104, Hunt Valley, MD 21031; (voice) 410-584-9754; (fax) 410-584-9756.

PLCAA Registration: PLCAA, 1000 Johnson Ferry Rd., NE, Suite C-135, Marietta, GA 30068; (voice) 404-977-5222; (fax) 404-578-6071.

Amstutz to lead PLCAA; Chapman heading PGMS

ST. LOUIS—The Green Industry Expo here Nov. 13-17 signals new leadership for the Professional Lawn Care Association of America (PLCAA) and the Professional Grounds Management Society (PGMS).

Dale Amstutz becomes the 15th president of PLCAA, while Steven W. Chapman, CGM, takes over as president of PGMS.

Amstutz, president of Northern Lawns, Inc., Omaha, Neb., has been in the lawn care business since 1975. He's a founding member and past president of the Nebraska Professional Lawn Care Association, and past president of the Nebraska Turf Foundation. He has served on the PLCAA Board since 1992, co-chaired the Member Services Committee, and chaired the Live Auction Committee.

Joining Amstutz on the executive committee will be President-Elect John Buechner, director of technical services at Lawn Doctor, Inc., Marlboro, N.J.; Vice President Dick Ficco, president of Partners Quality Lawn Service, Inc., Easton, Mass.; Secretary/Treasurer Steve Hyland, president of Hyland Brothers Lawn Care, Fort Collins, Colo.; and Immediate Past President Lou Wierichs, Jr., president of Pro-X Systems, Fox Cities and Green Bay, Wis.

Mike Dietrich, director of lawn care sales at Lesco, Inc., Rocky River, Ohio, was elected to the Board as associate director and PLCAA's associate representative on the Green Industry Expo Board.

Chapman is grounds manager for Digital Equipment Corp. of Salem, N.H. A past PGMS treasurer and member of the board, he's also been active in the New England branch.



Dale Amstutz of Northern Lawns Inc., Omaha, Neb., is the PLCAA's new president.

Teddi Davis, vp of sales for Garick Corp./Landscape Wholesale, Inc. of Cleveland, will be first vice president of PGMS this coming year. Membership will choose from Doyle Watson and Steve Wharton for the second vice president position. Watson is landscape superintendent, Belle Meade Country Club, Nashville, Tenn. Wharton is staff horticulturist, Minot Park District, Minot, N.D. The PGMS treasurer will be Jeffrey A. Bourne, director of parks and recreation for Howard County, Md.

George Van Haasteren, Jr., CGM, is the new Northeast Regional Director. He's grounds manager of Dwight-Englewood School, Englewood, N.J. The Southwest Regional Director will be Randy Willis, CGM, grounds supervisor at Northwest Missouri State University. Mark Nettleship, who will continue as Director at Large, is ground supervisor of a large Baltimore apartment complex.

Artificial turf: it comes and goes

EAST LANSING, Mich./KANSAS CITY, Mo.—Every new football season sees some artificial turf fields come and some go. It's no different this season.

World Cup soccer was played on a turf-grass surface inside the Pontiac Silverdome in July. By most accounts, the first-round games just north of Detroit delighted millions of viewers worldwide.

At East Lansing though, MSU will be replacing the artificial turf at its football stadium with—you guessed it—artificial turf. MSU has decided to lower the football

field about six feet and cover it with a new synthetic turf surface.

"George Perles (MSU head football coach) still runs the football field," says a spokesman there. "He says it's not in the best interest of the student body to have grass in there like at Michigan (University) where it's only used seven times a year, for six home games and graduation. The MSU Stadium football field was used 150 times last year, for bands, soccer, and field hockey too. The facility gets maximum use."

But, according to an Associated Press

story, the Kansas City sports teams will have natural grass to play on by baseball season 1995. The Chiefs converted Arrowhead Stadium to natural turf this season, and the baseball Royals will switch to grass at Kauffman Stadium in 1995. Both fields are part of the Harry S. Truman Sports Complex in the eastern portion of Kansas City.

According to the AP report, Chiefs president Carl Peterson said the decision to switch was based on "improved drainage techniques, technological advances in grass systems and other uses for Arrowhead."

HOT STUFF

Penn State dedicates new turfgrass museum

UNIVERSITY PARK, Pa.—Penn State University dedicated its new turf museum to Tom Mascaro and Eberhard Steiniger in ceremonies during the Penn State Turfgrass Field Days in August.

The 40,000 sq.ft. museum displays many of Mascaro's and Steiniger's inventions. It is the conception of retired turfgrass professor Dr. Joe Duich.

Mascaro was president of West Point Products for 55 years before founding Turf-Tec International with his son John in 1986.

Steiniger was superintendent at Pine Valley Golf Club in Clementon, N.J. for 57 years. He is known for converting a sand waste layout with only scrub pine into the No.1 golf course in the world.



Tom Mascaro



Eberhard Steiniger

New, easy lending program from SBA

WASHINGTON—The U.S. Small Business Administration (SBA) has a new lending program that allows small businesses to borrow up to \$100,000. The SBA's Low Documentation Lending Program (LowDoc) has a one-page application that depends on a lender's experience and judgement in granting small business loans. For more information, contact the SBA district office in your state, or call the SBA's Washington answer desk at (800) 827-5722.

New name for sod producers: TPI

ROLLING MEADOWS, Ill.—Members of the American Sod Producers Association (ASPA) unanimously voted to change the name and logo of the 27-year-old organization to Turfgrass Producers International (TPI) at their summer convention in Newport, R.I. The new name, members agree, better represents the growing international membership. 227 of the organization's 940 members are from outside the U.S.

Business notes...

...**Arden Jacklin**, 82, a co-founder of **Jacklin Seed Co.**, passed away over the summer in Spokane, Wash. The highly-respected former president of Jacklin Seed was also director of the American Seed Trade Assn. and past Lawn Seed Division Chairman. He was named 1982 Honorary Member of the ASTA. News of his death arrived in the LM editorial offices too late for the August issue...

...**Karen Plumley** will earn her Ph.D. in turfgrass pathology from Rutgers University this fall after receiving more than \$50,000 in financial support from the **Peter S. Loft** Scholarship Fund...

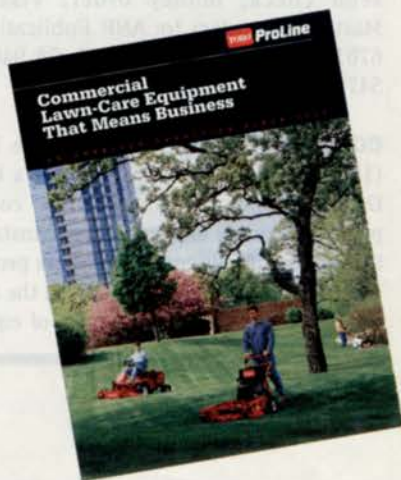
...**George Hamilton Jr.** was awarded the "Innovator of the Year" award by the North East Weed Science Society for developing and patenting the PennPro Collector, the first device to make spreader calibration easy and accurate...

...**AgrEvo**—a world-wide joint venture between Hoechst AG, Frankfurt, and Schering AG, Berlin—becomes the second-largest agricultural chemicals marketer in the world. In North America, the crop protection operations of AgrEvo will be composed of **Hoechst-Roussel Agri-Vet**, Hoechst Canada and **Nor-Am Chemical Co.**

...**Neal Howell** will develop a new micronutrient fertilizer for **United Horticultural Supply**. UHS will work with Howell's company, Key Solutions, to develop and market the products. Howell was instrumental in developing micronutrient fertilizers for **PBI/Gordon** and **Lesco**...

...The Stadium Managers Association has named **Dakota Peat** its official organic material, and awarded Dakota Peat an exclusive national contract to supply members.

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INFO CENTER

Useful literature and videos for the green industry

FOR PESTS...The University of California has released "Pests of Landscape Trees and Shrubs," an integrated pest management guide authored by Steve H. Dreistadt and edited by Mary Louise Flint. The book was prepared under the auspices of the university's Statewide IPM Project, directed by Frank G. Zalom. Its 328 pages include hundreds of four-color photos and charts. Cost of \$32 includes applicable taxes, shipping and handling. To order, phone (510) 642-2431 and ask for Publication 3359. Or send check, money order, Visa or MasterCard orders to: ANR Publications, 6701 San Pablo Ave., Oakland, CA 94608-5470.

CONSTRUCTION ESTIMATES...The 14th (1994) edition of the book "Kerr's Cost Data for Landscape Construction" covers per diems, crew and equipment installation and materials costs. Tables are provided for calculating everything from the area of a work site and the quantity of equip-

ment needed on a particular job to the spread of plant roots. Software and estimating worksheets are included. Cost for the 224-page paperback is \$49.95. For more information, write Van Nostrand Reinhold, 115 Fifth Ave., New York, NY 10003 or phone (212) 254-3232.

IRRIGATION MANUAL...Weather-Matic has released the "Turf Irrigation Manual, Fifth Edition" by Richard B. Choate. The step-by-step instruction manual contains new ways to calculate hydraulics, a practical discussion of irrigation methods and efficiency, and new designs. It sells for \$49.95 and is available from the GCSAA (800) 472-7878; the American Society of Landscape Architects (800) 787-2665; and the Irrigation Association (703) 573-3551.

PROTECTION STANDARDS..."Meeting Worker Protection Standard Guidelines" is designed to help nursery professionals comply with the new Worker Protection

Standard (WPS) requirements. The 11-page guide gives nursery professionals compliance dates and new WPS requirements. DowElanco offers the guide free to nursery professionals who call (800) 352-6776. Ask for WPS form #301-00-030.

NEW IRRIGATION..."Advancing the Science of Irrigation" is a new video on design, installation and maintenance of a Techline subsurface drip irrigation in the landscape. To order the free video, call Liz Maxwell, Techline Customer Service: (209) 498-6880.

TREE CLIMBER ART...A limited edition print of a watercolor by Todd Moell depicts the tree climber at work. "Tree Climbers: The Strength of the Industry" is available from the International Society of Arboriculture. It costs \$50 for members. Write the ISA, P.O. Box GG, Savoy, IL 61874; or call (217) 355-9516. Visa/Master Card accepted.

GREEN INDUSTRY EVENTS

What's going on in the industry

NOVEMBER

3-4: Washington Association of Landscape Professionals State Conference, Bellevue. Phone: (206) 236-1707.

3-4: South Carolina Urban Forestry Conference, Fort Mill. Phone: Clark Beavans, (803) 329-5534.

3-5: California Landscape Contractors Assn. Annual Convention. Phone: CLCA, (916) 448-2522.

5: Iowa Sports Turf Managers Assn. meeting, Atlantic, Ia. Phone: (515) 791-0765.

6-9: National Institute on Park & Grounds Management, Orlando, Fla. Phone: (414) 733-2301.

6-9: Irrigation Assn. International Exposition and Technical Conference, Atlanta. Phone: IA, (703) 573-3551.

7: California Certified Nursery Professional exam, San Ramon. Phone: CAN, (916) 567-0200.

7-9: Kentucky Turfgrass Conference, Louisville. Phone: Kentucky Turfgrass Council, (606) 622-2228.

8-10: Penn State Golf Turf Conference, University Park. Phone: (814) 863-1017.

8-11: Oklahoma Turf Conference, Oklahoma

City. Phone: Oklahoma Turf Research Foundation, (918) 251-4868.

8-11: New York Turf & Grounds Exposition, Rochester. Phone: NYSTA, (518) 783-1229.

11: Landscape Maintenance Assn. Equipment & Supply Show, West Palm Beach. Phone: (813) 680-4008.

11-12: Golf Course Expo, Orlando, Fla. Phone: (207) 846-0600.

12-13: John Deere Team Championship Golf Tournament, La Quinta, Calif. Phone: by invitation only.

13-17: Green Industry Expo and annual conferences for Professional Lawn Care Association of America, Associated Landscape Contractors of America and Professional Grounds Management Society, St. Louis, Mo. Phone: PLCAA, (404) 977-5222; ALCA, (703) 620-6363; PGMS, (410) 584-9754.

16-18: Composting Council Annual Conference, Washington, D.C. Phone: The Composting Council, (703) 739-2401.

17: California Certified Nursery Professional exam, Anaheim. Phone: CAN, (916) 567-0200.

17-19: Tree Care Industry Expo, Philadelphia, Pa. Phone: National Arborist Assn., (603) 673-3311.

17-20: International Golf Show, Madrid,

Spain. Phone: (011) 34-1-350-1564.

18-20: Golf Summit '94, Scottsdale, Ariz. Phone: National Golf Foundation, (407) 744-6006.

19: Women in Horticulture Conference "Profiting from Integrity," Seattle. Phone: (206) 525-7844 or (206) 937-2815.

22: Alliance for Environmental Concerns Annual Meeting. Phone: AEC, (201) 595-7172.

28-29: Southern Turfgrass Association Annual Conference, Memphis, Tenn. Phone: (913) 749-5885.

28-30: North Central Turfgrass Exposition, St. Charles, Ill. Phone: Illinois Turfgrass Assn., (312) 616-0800.

28-30: Southern Turfgrass Assn. Conference and Show, Memphis, Tenn. Phone: (901) 749-5885.

29: "Practical Approaches for Effective Erosion and Sediment Control," Orlando, Fla. Phone: International Erosion Control Association, (303) 879-3010.

29-Dec. 1: Rocky Mountain Turf Conference & Trade Show, Denver. Phone: (303) 688-3440.

29-Dec. 1: Golf Course Europe, Paris, France. Phone: (510) 526-6922; (510) 526-5387.

29-Dec. 1: New Jersey Turfgrass Expo, Atlantic City. Phone: (908) 821-7134.

U SAID IT!

I remember when you could service the heck out of the customer, replace dead plants, take him to a ballgame, send his wife flowers for her birthday and still achieve 10-12 percent net profit. Those were the days.

Then came the '90s. Reputation, quality and service don't mean much more any more.

Tommy Aiello
*Master Gardeners Nursery
Delray Beach, Fla.*

The industry had better wake up and acknowledge the fact that 90% of the population of the U.S. does not play golf, and that golf is perceived as an elitist, non-essential, polluting, resource-wasting despoiler of the environment by a large percentage of non-golfers.

Vice President Al Gore and EPA Director Carol Browner are still lacing up their boots. I fear a heavy footprint will yet be tread upon the golf industry by these two before they leave office.

Mark Jarrell
*Palm Beach National C.C.
Lake Worth, Fla.*

I still love to watch seeds sprout and cuttings root. I wouldn't swap this for the world. I would, however, trade it for a cashier's check with lots of zeroes.

Denise Smith
*GardenSmith
Jefferson, Ga.*

Every ladder has a bottom rung. Shouldn't we as the professionals be more worried about educating [beginners] on the right way? I don't believe the ones who stick it out long enough to get up the ladder will forget those who slighted them on that long, hard climb.

Tammy Clayton
*Clayton Landscaping & Nursery
Detroit, Mich.*

One of the challenges that superintendents in the U.S. face is that they're constantly striving to be the best. I think our courses are the best in the world: you get the fairest lie, year in and year out, on some of the higher maintained courses. America was built on the challenge of people doing better, and there being incentives for doing just that. Superintendents need to look at it from that perspective.

Brad Kocher
*Pinehurst Country Club
Pinehurst, S.C.*

My cardinal rule of marketing: if you spend your time with a client, charge a fee. You don't need to act desperate for money, but charge for every step.

Joel Lerner
*Lerner Environmental Design
Chevy Chase, Md.*

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