

# 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.

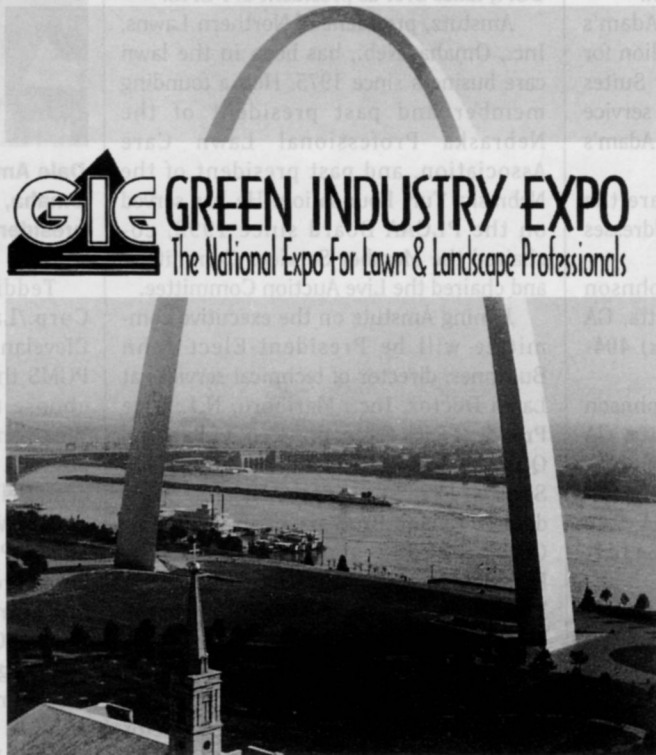
"Booth sales are right around 90 percent of being sold out. We're in a much bigger hall this year, so compared to previous shows we're on a very good pace," says Eleanor Ellison, who was hired in January as the GIE's first full-time trade show manager. "We expect this to be a sell-out as well."

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,

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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."