

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 Association of Nurserymen (National
Landscape Association), 1250 I St. NW, Suite
500, Washington, DC 20005; (202) 789-2900.

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, 120
Cockeysville Rd., Suite 104, Hunt Valley, MD
21031; (410) 584-9754.



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, Suite 900, Washington, D.C.
20005; (202) 872-3860.



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

Turf and Ornamental Communicators Associa-
tion, 421 West Travelers Trail, Burnsville, MN
55337; (612) 894-2414.

AS WE SEE IT

JERRY ROCHE, EDITOR-IN-CHIEF



The key to maintaining a positive public image

June is a month when golf superinten-
dents and landscape managers should
strive to be visible—if for no other reason
than to earn some well-deserved pats on
the back from golfers or customers.

It's a month when the grass is at its
greenest and ornamental color is at its
brightest. It's a month—unlike the hustle
and bustle of April and May—when you
can settle down a bit and appreciate being
at the "top of your game."

It's the month before the raging heat of
summer ignites frazzled tempers among
customers and employees, and it's the
month before the grass fries and the orna-
mentals wilt.

As you enjoy the accolades, though,
don't forget that they don't last all year.
And take note of the common thread run-
ning through this issue of LANDSCAPE MAN-
AGEMENT: how you, as a professional in this
"green" business, can improve your image
among golfers, clients and the public at
large.

One notion, prompted by Greg Petry, is
that you should belong to a professional
organization.

But just "belonging" and "playing an
active role" are birds of a different feather.
It's easy to pay your annual membership
dues to organizations like those listed at
the left, just so you can say you're a mem-
ber. It's quite another thing to attend the
annual convention and/or volunteer for
regional committees.

Every year, the attendance at the
GCSAA convention is amazing. There are
about 15,000 golf courses in the U.S., and
attendance at the annual convention
exceeds 15,000—in stark contrast to low
attendance at other national trade conven-
tions, which we find incomprehensible.

For instance, there are more than
40,000 landscapers and lawn care compa-
nies in the nation and goodness knows
how many captive, in-house groundsmen.
Yet the Green Industry Expo attracts bare-

ly 4,000 each year.

If everyone working in the green indus-
try took a hint from their golf course
counterparts, we'd see the development of
a much more professional industry very
quickly.

Here's the key, people: make sure the
organization you work for—whether it's
your own or someone else's—provides
generous educational travel allowances.
Many golf superintendents have a trip to
the annual convention built into their
contract.

As part of your continuing education
and as you strive for ever more profession-
alism in your career, it's only right to
expect your employer to pay for at least
one annual educational trip. And in these
days when intelligent, productive employ-
ees are in high demand, you can justifiably
request such extras.

These days, employee education is a
cost of doing business. In most industries,
generally speaking, it's a "given"—as it
should be in this industry.

So if you haven't got a formal agree-
ment with your employer (either verbal or
written) to attend at least one national
convention every year, you're missing the
boat. And if you are the owner yourself,
you should have a healthy line item in
your budget to send key employees to
important national conventions.

Anything less would be an injustice to
the green industry and—more important-
ly—to your own organization.

Jerry Roche