

**N**eed a guide to help you find your way through the \$42 billion green industry? Your journey can begin here, with the *LANDSCAPE MANAGEMENT 1997 GREEN BOOK*.

We at LM truly hope your business is booming, whether you're in the lawn care, lawn maintenance, landscape contracting, golf course, athletic field or institutional facility market.

The business of information has never been bigger. And we're glad to be here for you with the green industry's most comprehensive reference guide to products and people.

Our graphics and production teams have made this *GREEN BOOK* easier to read. A publication with something for everyone—and a reference guide you'll turn to throughout the year—has to be easy to use!

You'll quickly see that we've made some improvements over past issues. Most notable is that we've added all known green industry E-mail numbers and World Wide Web addresses, including universities, associations and suppliers! With the growth of the Internet, it was something we knew you'd want.

As another extra, we've included articles on warm- and cool-season weed, insect and disease control, so that those technical wheels don't get rusty over the course of what might be a long, cold winter.

Our "Article Index" and list of contributing authors contains every feature article we ran in 1996, and the names of the industry professionals who helped to provide us with those articles.

The "News Index" lists all the news stories we ran in 1996 that dealt with the industry's biggest issues, some of which we hear could become hotter in 1997.

Another big improvement is our listing of state

pesticide control agencies and federal highway administration departments. In this era of increased public scrutiny and tighter regulations, these numbers will help you find information on EPA certification requirements, vehicle transportation restrictions and pesticide regulations.

The "Associations" section is your complete guide to the green industry's most active organizations. The people who run these organizations spend much of their time trying to come up with educational programs that will help you become better-educated, more 'heads-up' professionals. They need and deserve your support. If you don't belong to at least one major association, make this the year you become a member, and help out any way you can!

Our listing of events for 1997 is as comprehensive as it's ever been. Come January/February/March, I don't want to hear anybody say, "There's nothing to do"!

I've often written in this space about your need—dare I say, responsibility?—to attend industry trade shows. The *GREEN BOOK* contains a list of 134 trade shows and educational opportunities that will take place in 1997. Some you can use, some you can't. But what a luxury and privilege to be in an industry so clearly dedicated to building the professionalism of its members!

Any way you look at it, the 1997 *Green Book* reflects what is happening in the green industry: namely, growth. And in such a time of growth, you need information that's fast, clear, compact and specific to your needs.

The green industry continues to grow and become more sophisticated on all fronts, from agronomy to computer technology to business management techniques.

Whatever your information needs, the *LANDSCAPE MANAGEMENT 1997 GREEN BOOK* will help you seek out the people and products you need to make 1997 a landmark year!

*The green industry's most comprehensive reference guide to products and people.*

## Green Book expands to meet your information needs



*Terry McIver*

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