

## GIE '98 includes special employee day

Members of the Green Industry Expo board met recently in Herndon, VA, to finalize plans on the 1998 GIE Lawn & Landscape Conference, Nov. 13-17 in Nashville.

Co-produced by the Professional Lawn Care Association of America (PLCAA); Professional Grounds Management Society (PGMS); and Associated Landscape Contractors of America (ALCA), the 1998 GIE show includes a Green Team Employee Day, which features a special presentation; trade show, lunch; and employee-targeted educational sessions developed through the

combined efforts of the three GIE partners. Price for Green Team Day is \$35.

PGMS educational topics include: Pitfalls in Sportsfield Construction; Customer Service from the Ground Up; Common Sense Tips for Better Landscape Design; and Growing Good Employees.

PLCAA sessions during Green Team Day include: Six Sure Fire Ways to Make Your Day Shorter; Taming an Ornery Engine; How to Use a Spreader Correctly; How to Reduce Call-Aheads.

ALCA will offer optional seminars on Saturday, Novem-



ber 14. Three pre-conference Saturday seminars will include one on mergers & acquisitions. The Design Seminar is titled Architecture and People, and the focus of the Human Resource Seminar will be retaining employees.

The conference will also feature four focused learning tracks, with information about business, financial management, sales and marketing, personnel management, and technical processes.

The early bird deadline for savings on registration is only a few weeks away, September 30, 1998. □

GIE board members met in Herndon, Va. to plan the 1998 Green Industry Expo. Bottom row, from left: John Gillan, PGMS; Debra Holder, ALCA; Eleanor Ellison, GIE show coordinator; Dale Elkins, ISS Landscape Management Services, Orlando; Jerry Grossi, Arborlawn, Lansing, MI; Sam Farison, Farison Lawn Care, Inc., Louisville; Michael Joyce, Novartis. Back row, from left: Roger Braswell, Southern Tree & Landscape/Site Work Systems, Charlotte, NC; Doug Masters, DowE-lanco; George Gaumer, Davey Tree Expert Co., Kent, Ohio; Tom Delaney, PLCAA; Jeff Bourne, PGMS; David Luse, Arteka, Eden Prairie, MN.

## ALCA honors Gary Thornton

Associated Landscape Contractors of America awarded its 1998 landscape Service Award to Gary Thornton, chief executive officer of Thornton Gardens, Inc., Maineville, OH. Thornton served as president of ALCA in 1993, initial chair of the Certification Board of Governors and of the National Landscape Technician Council, chair of the Insurance and Education Committees. He was also a member of the Crystal Ball Committee for over 20 years, and author of ALCA's Long Range Plan. □

## IA prepares industry-wide 'Water Summit'

The Irrigation Association is proceeding with plans for a "Water Summit" for 1999. Many industry associations will participate in an organizational meeting in September.

The meeting is designed to

gain the attention of federal and state regulators about the importance of advanced irrigation technology as part of urban and agricultural water management in the future. This is timely because of the approaching discussion of the Clean Water Act by Congress. Irrigation has a significant im-

pact on the quality of life and world food production.

"A comprehensive approach to water management is simply not possible without taking irrigation into account," explained Dennis Schweiger with Valmont Corporation of Omaha, NE, originator of the Water Summit concept.

"Weather experts tell us that the year after El Nino is characteristically one of drought," remarked Sue York, president of the IA and Ewing Irrigation based in Scottsdale, AZ. "The time to plan for drought is now." □