

GIE show serves 5000

More than 5000 lawn care industry and landscape management professionals attended the 1997 Green Industry Expo held in Charlotte, NC, Nov. 15-18.

GIE reports the trade show was sold out and says the outdoor equipment demonstration was the largest yet.

The Green Industry Expo is a joint trade show effort engineered by the Professional Lawn Care Association of America (PLCAA); the Associated Landscape Contractors of America (ALCA); and the Professional Grounds Management Society (PGMS).

Other numbers: 70,700 net sq. ft. of available exhibit space was used, which is the largest exhibit floor ever for the GIE, and exceeds the previous record by 10 percent. A total of 287 companies exhibited, the second highest number of exhibitors.

"We had an excellent turnout at the conferences, trade show and Demo," reports Trade Show Manager Eleanor Ellison. "From start to finish we had a great program for exhibitors and attendees.

Next year's GIE is scheduled to be held in Nashville, TN, Nov. 14-17. Interested exhibitors should contract early for show space, suggests GIE. Contact Ellison at (770) 973-2019. For information on the conference, contact the sponsoring associations at the following numbers: PGMS at (800) 60-7467; ALCA at (800) 395-2522; PLCAA at (800) 458-3466.

PGMS elects officers, directors

In conjunction with its 86th Anniversary Annual Conference, held at the GIE show in Charlotte, NC, Nov. 15-18, the Professional Grounds Management Society elected its new officers, a regional director and at-large directors for three-year terms.

The new PGMS officers are:

President: Tom Riccardi, Goodyear Tire & Rubber Co., Akron, Ohio.

1st Vice president: Randall Willis, CGM, NW Missouri State University, Maryville, Mo.

2nd Vice president: Kevin O'Donnell, Villanova University, Villanova, Pa.

Treasurer: George Van Haasteren, CGM, Columbia University, New York, NY.

Past President: Steve Wharton, CGM, Minot Park District, Minot, ND.

SW Regional Director: Thomas Dew, Texas A&M University, Bryan-College Station, Texas.

Director-at-large: Christopher Fay, University of North Carolina, Greensboro, NC.

Others serving on the PGMS board of directors:

George Gaumer, The Davey Tree Expert Co., Kent, Ohio; George Meeks, CGM, Service Master, Inc., Houston, TX; Edwin Fenwick, Ned's Landscaping, Boulder, Colo.; Matthew Vehr, Spring Grove Cemetery & Arboretum, Cincinnati, OH.

TCNC wins PLCAA award

The Turfgrass Council of North Carolina, Southern Pines, NC, was named the Allied Regional Association of the year by the Professional Lawn Care Association of America.

PLCAA board member and TCNC President-elect, Sam Lang, accepted the award on behalf of TCNC at PLCAA's Annual Conference and Green Industry Expo in Charlotte, NC.

Vander Kooi rattles cages at seminar

Green Industry speaker/consultant Charles Vander Kooi was in top form during his two day seminar at the Green Industry Expo in Charlotte this past November.

Never one to pull a punch when he spots major business errors committed by his peers, Vander Kooi outlined numerous ways employers mistreat their employees and run their companies into the ground.

Is money a motivator? No! insists Vander Kooi.

"Money as a motivator is at the bottom of the barrel, in the list of things that build loyalty and esprit de corps," says Vander Kooi, of Littleton, CO.

"The number one human need among the people who work around you and for you, is to know that they are specially gifted people. And when they use those gifts and talents, someone notices it, and recognizes it for a job well done.

"Too many of us hand out money without the power of the recognition that goes with it," states the consultant, who lectures around the world on this and related business management topics.

Vander Kooi suggests: each week, write a note of appreciation to someone who plays a part in the employee's daily life, such as his or her spouse, child, client or supplier. Tell that person what an asset the employee is to the company, and how great it is to have his or her gifts and talents at work in your company.



Vander Kooi: money ain't the motivator.