

[LANDSCAPE]

PAGE 2 L ▶

Sales strategies that work

PAGE 12 L ▶

Disney's grand green experiment

PAGE 22 L ▶

Bozzuto gives back; has fun

We at LANDSCAPE MANAGEMENT and sister publication LAWN CARE INDUSTRY (later incorporated into LM) hosted a reception to kick off the first Green Industry Expo (GIE) in Nashville in 1990.

We passed out several hundred printed invitations to industry friends, but word got around and more than a thousand "friends" showed up. It turned out to be a great party. Thankfully we had enough food for everybody.

Where did the eight years go?

Do you remember mid-November 1990?

Iraq's Saddam Hussein threatened the world with the "Mother of All Wars" weeks after invading and annexing neighboring Kuwait.

In 1990, a Republican was in the White

House, a little-known Democrat (outside of his home state of Arkansas, anyway) was dreaming of leading the United States, and Monica wasn't even old enough to have a driver's license yet.

The internet was more of a dream than a reality. E-mail, you say? What's that?

Eight years ago the first-ever GIE took place in downtown Nashville. It wasn't one of America's beauty spots. Today's Nashville is a much different city, particularly the renovated downtown where cowboy boots and rhinestone-studded jackets are eveningwear.

The GIE this year is not downtown, but at the sprawling Opryland Hotel, a 15 minute drive from downtown. For the first time, members of all three sponsoring associations of the GIE will be staying in a single hotel.

Nashville is a good location for the GIE. It's within driving distance of thousands of lawn/landscape/grounds pros. There's plenty to do there too, both at the Opryland and in the city.

Returning to Nashville is going to bring back a lot of memories for me and for the others that attended that first GIE.

It was in Nashville that three related but distinct green industry associations —ALCA, PLCAA and PGMS—demonstrated that they could put aside their differences to build something larger and more valuable than any one of them could alone.

The GIE has endured and grown while each of the three associations has retained its unique focus and independence. **LM**

[PEOPLE & PROJECTS]

Glad to return to Nashville



Ron Hall

RON HALL
Managing Editor

Environmental Care promotes Hanson

David L. Hanson was promoted to Senior Vice President of Environmental Care Inc. this past September. He will continue to serve as manager for West Coast Operations for the huge landscape contracting firm which has headquarters in Calabasas, CA. Hanson works out of Environmental Care's service center in San Jose, CA. Formerly with ChemLawn, he specializes in issues concerning chemical technology and turfgrass science.

Stronger in Pacific Northwest

Aalbu Landscape & Maintenance, Inc., Everett, WA., merged with Evergreen Services Corp., Bellevue, WA, on Oct. 1. "It makes us a strong landscape management contractor throughout the Puget Sound region," Evergreen's Rod Bailey told LM. "There are a lot of mutual benefits and advantages to this." With the merger, Tim Aalbu became vice president and manager of sales and marketing for Evergreen.