

## Editorial staff

Executive Editor	SUE GIBSON / 440/891-2729 / <a href="mailto:sgibson@advanstar.com">sgibson@advanstar.com</a>
Managing Editor	RON HALL / 440/891-2636 / <a href="mailto:rhall@advanstar.com">rhall@advanstar.com</a>
Associate Editor	FRANK H. ANDORKA JR. / 440/891-2709 <a href="mailto:fandorka@advanstar.com">fandorka@advanstar.com</a>
Chief Science Editor	KARL DANNEBERGER, PH.D. / <a href="mailto:danneberger1@osu.edu">danneberger1@osu.edu</a>
Group Editor	VERNON HENRY / 440/826-2829
Art Director	LISA LEHMAN / 440/891-2785
Sr. Graphic Designer	LISA BODNAR / 440/891-3101 / <a href="mailto:lbodnar@advanstar.com">lbodnar@advanstar.com</a>

## Reader advisory panel

JERRY GAETA	The Good Earth Inc. / Mt. Pleasant, SC
JUDSON GRIGGS	Landscape Design & Development / Sussex, WI
DWIGHT HUGHES	Dwight Hughes Nursery / Cedar Rapids, IA
LARRY IORII	Down to Earth Landscaping / Wilmington, DE
RICK KIER	Pro Scapes / Jamesville, NY
LOU KOBUS, JR.	Village Turf Inc. / Mount Vernon, VA
TOM RICCARDI	The Goodyear Tire & Rubber Co. / Akron, OH
JACK ROBERTSON	Jack Robertson Lawn Care / Springfield, IL

## Business staff

Group Publisher	JOHN D. PAYNE / 440/891-2786 / <a href="mailto:jpayne@advanstar.com">jpayne@advanstar.com</a>
Admin. Coordinator	DANIELLE HAGAN / 440/891-2734
Production Manager	KAREN LENZEN / 218/723-9129
Production Director	ROSY BRADLEY / 218/723-9720
Circulation Manager	KAREN EDGERTON / 218/723-9280
Green Book Coordinator	ANGELA PEARSON / 218/723-9418

## Advertising staff

Cleveland Headquarters	7500 Old Oak Blvd., Cleveland, OH 44130-3369
Eastern Account Manager	HEATHER M. FOX / 440/891-3168 Fax: 440/891-2675 <a href="mailto:hfox@advanstar.com">hfox@advanstar.com</a>
Midwest Account Manager	GENE HOMAN / 440/891-2772 Fax: 440/891-2675 <a href="mailto:ghoman@advanstar.com">ghoman@advanstar.com</a>
Account Manager	ANTHONY LAVDAS / 440/891-3118 Fax: 440/826-2865 <a href="mailto:tlavdas@advanstar.com">tlavdas@advanstar.com</a>
Classified Showcase	LESLIE ZOLA / 440/891-2670; 800/225-4569 x670 <a href="mailto:lzola@advanstar.com">lzola@advanstar.com</a>
Directory Sales	JESSICA HENDRICKS / 800/736-3665 ext. 104
Regional Offices	
Group Sales Director	TOM GALLIGAN / 262/653-9523 Fax: 262/653-9524 3901 52nd Ave., Kenosha, WI 53144-1830 <a href="mailto:tgalligan@advanstar.com">tgalligan@advanstar.com</a>
Western Sales	JOHN KIESEWETTER / 541/338-0022 Fax: 541/338-0044 859 Willamette St., Eugene, OR 97401 <a href="mailto:jkiesewetter@advanstar.com">jkiesewetter@advanstar.com</a>
	GRETCHEN WAGNER / 760/837-3734 Fax: 760/837-3785 74563 Pepper Tree Dr., Palm Desert, CA 92260 <a href="mailto:gwagner@advanstar.com">gwagner@advanstar.com</a>

## Marketing services

MARCIE NAGY	Reprints (500 minimum) / 440/891-2744
JOE GILLIAM	Circulation List Rental / 800/225-4569, ext. 773
ADVANSTAR MARKETING	Microfiche/film Copies 800/598-6008 Subscriber/Customer Service 218/723-9477/ 888/527-7008
TAMMY LILLO	International Licensing 218/723-9539 For current single copy, back issues, or film/fiche/ CD-Rom, call 800/598-6008; 218/723-9180



ROBERT L. KRAKOFF	Chairman and Chief Executive Officer
JAMES M. ALIC	Vice Chairman
DAVID W. MONTGOMERY	VP/Finance, CFO and Secretary
SKIP FARBER	Executive Vice President, Business Development
WILLIAM J. COOKE, ALEXANDER S. DEBARR	Executive Vice Presidents
ERIC I. LISMAN	Vice President & General Counsel
ADELE D. HARTWICK	Vice President-Controller & Treasurer

## on the record

BY SUE GIBSON / EXECUTIVE EDITOR

# Information made easy

It's no accident that the most successful people are often the most organized. They're organized all the time, with or without day planners, pocket "pals," voice mail, e-mail, snail mail, personal assistants, teleconferences, faxes, video conferences, and more.

Organization is a personal challenge for me — one that takes constant effort, especially since there are so many new people, responsibilities and ideas that enter my life, as they probably do yours. It takes time to organize, and although it isn't the most "fun" thing I do, I never regret it.

That's why it was a great exercise us last summer, when we reorganized the "Green Book 2000" into something more organized and useful for you. We selected information we think will serve you most: event updates, university contacts, associations, key Web sites and technical reference materials you can use all year. But we also spent considerable effort redefining our new "yellow" pages section, starting on pg. 56.

This new format will make it easier to find the products, services, and suppliers you need. Our list of categories more accurately reflects the types of things you buy to design, build, install and maintain all types of landscapes. Look for expanded listings of hardscape and irrigation products, specialty maintenance equipment, business management services, specialty software and many others.

We want this to be the most useful directory ever — something that will save *you* time and solve your problems quickly. Maybe you can use it to get even more organized.

### Is your organization organized?

Landscape Management is pleased to support the Skills Development Series, an ongoing training program for landscape professionals, sponsored by American Cyanamid. To learn more about how this program can improve your operations right from the start, attend the introductory seminar on Feb. 5, 2000, immediately following PLCAA's Management Conference in Tampa. To reserve a spot, call PLCAA at 800/458-3466. You'll be glad you did! — SG

