# **Events**

#### JULY

17-19: American Sod Producers Assn. Summer Convention & Field Days,

Minneapolis, MN; Contact: ASPA, 1855-A Hicks Rd., Rolling Meadows, IL 60008; (708) 705-9898; (708) 705-8347.

18: "Woody Plants for the Landscape and Garden Center Industries,"

Swarthmore College, Swarthmore, PA. Call Kris Benarcik (610) 328-8024.

25: ALCA Interior Tech/Knowledge Seminar, Dakota Community Technical College, Minneapolis (Rosemount), MN. ALCA, (703) 736-9666.

26-28: International Lawn, Garden & Power Equipment Expo,

Louisville, KY. (502) 562-1962.

31: Compost Production and Utilization Workshops, The Rodale Institute Experimental Farm, Kutztown, PA. Contact: (610) 683-6009.

#### AUGUST

1-3: Southern Nurserymen's Assn. Horticultural Show, Georgia World Congress Center, Atlanta. Montoya Woods, (770) 973-9026; (770) 973-9097.

2-5: International Society of Arboriculture Conference, Salt Palace, Salt Lake City, UT. Jennifer Degroot, (217) 355-9411; (217) 355-9516.

3-9: Perennial Plant Association Symposium,

Raleigh, NC. Contact: Dr. Steven Still, (614) 771-8431; (614) 876-5238.

6-7: MAPPA/PGMS 6th Annual Grounds Mgmt. Conference, Wm.Rainey Harper College, Pallatine, IL; Bob Getz, (847) 925-6350.

8: Wisconsin Nurserymen's Assn. Summer Field Day, McKay's Nursery, Waterloo, WI; Kari Foster, (414) 529-4705; (414) 529-4722.

8-9: Associated Landscape Contractors Association of America, Masters in Management for the Landscape Industry seminar, Chicago, IL; (800) 395-2522; (703) 620-6265

8-11: Association of Professional Landscape Designers Summer Conference, Boston, MA; Jack Lagershausen, (312) 201-0101; (312) 201-0214.

28: Michigan State University Turfgrass Field Day, Hancock Turfgrass Research Center, MSU Campus, East Lansing, Contact Kay Patrick (517) 321-1660. LM



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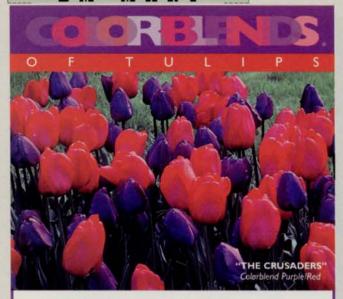
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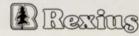
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Landscape Salesperson Well established gull service company in Dallas, Texas, seeks energetic, highly motivated, and well-organized person to join our company. We are seeking an individual with a minimum of three years experience in the industry, with a strong emphasis on sales and customer needs. Excellent compensation, with additional opportunities and reasonable hours. Please mail or fax resume to Turtlecreek Landscape Services, 2607 Manor Way, Dallas, Texas 75235; fax-(214)351-2530.

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# Grab Bag



#### State of the Industry observations:

"We're looking for people who thoroughly enjoy this profession. We're also spending a lot of time and money training and developing skilled people, allowing them to have career tracks so they can continue to grow into a position."

-WAYNE RICHARDS, CEO, CAGWIN & DORWARD, NOVATO, CALIF.

"If they come in here with personality and drive and initiative and they come off nicely in the first five minutes, I'll spend 20 minutes to an hour just chatting to see what I can get out of them. If I get a kid who's just quiet and sits there like a dunderhead, they're out of here. Because that's how they're going to be with my customers."

-NICK DENNIS, PRO LAWN PLUS, JACKSONVILLE, FLA.

Grab Bag features brief observations and prognostications throughout the green industry. If you have an unusual photo or comment you'd like to share with us, please send it in...

#### Time for 'Celebration'

Valley Crest Landscape, Inc., tackles some of the largest and most visible landscape construction projects in the country, including the Town of Celebration, Disney's new residential community just outside the gates of Disneyworld near Orlando, FL. Valley Crest Landscape was involved with site. landscape and irrigation construction there. along with installing

open air structures and water features—all the while striving to preserve natural vegetation. Valley Crest Landscape claims to be the largest total landscape and site construction company in the United States. It is headquartered in Calabasas, CA, and is a wholly-owned subsidiary of Environmental Industries. Valley Crest has nine regional offices, including one in Orlando, near the new community of Celebration.

"There's always going to be room for labor people if that's all they're interested in doing. I'd like to keep all my workers forever, but the reality is the low-end labor force is just looking for a pay check. As long as they work hard, that's fine by me."

-JEFFREY SHEEHAN, PRESIDENT, CONFIDENCE LANDSCAPING.

"There's going to be a bigger demand for welltrained mechanics than there's going to be for superintendents and assistants."

-W.P. MONTAGUE, OAKWOOD CLUB, CLEVELAND HTS., OHIO.

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