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*Source: Kline & Company report, US Acre Treatments by Turf Management.

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right now.**

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COVER PHOTO: COURTESY OF VERMEER MFG.



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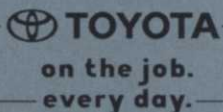
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Is Your Body Y2K Compliant?

Believe it or not, I heard this as a radio advertisement for a weight-loss program, and it made me think how weird this Y2K thing is getting. It seems the more people talk about possible Y2K "events" that might happen, the less they talk about forces that are pretty Y2K resistant: the human body, the dreams and goals that motivate us to succeed and, of course, Mother Nature.

Clearly, each of our bodies has its own personal deadline, but January 1st will come and go for most of us, whether we're fat or thin.

Our drive to succeed and make something of ourselves has been established as an awesome force, despite any temporary Y2K or other glitches. Healthy organizations with strong leadership should ride out that storm with little disruption.

But it is Nature's big surprises that have more devastating effects than the Y2K thing. As a professional landscape manager, you should have a handle on your normal weather cycles, but are you prepared for those "once a century" or even "once a decade" events? Do you think they won't happen?

As David Laskin recently noted in the Wall Street Journal: "Thanks to a confluence of geography, ocean currents and global atmospheric circulation patterns, the United States is blessed and cursed with the greatest variety of extreme weather in the world. Practically every region of the country has its meteorological disaster specialty."

It's unusual weather events that will wreak the most havoc on your customers, your employees and even your business' survival — events such as:

- ▶ freak snow and ice storms in the deep South;
- ▶ floods that linger;
- ▶ hurricanes hitting Southern California;
- ▶ tornadoes in unusual places, like Salt Lake City;
- ▶ prolonged, devastating droughts like the one this year; and
- ▶ dangerous blizzards or strings of heavy snowstorms.

Mother Nature won't stop surprising us with the new millennium, which makes it important to have an emergency plan. I have to wonder: Why wouldn't you have one in place already? Could you function if your office or papers are damaged; your employees are unreachable; your clients or departments all need to be prioritized, then called; and your phone's ringing with new requests for emergency services? By then, it's way too late to make a plan.

Find out how several contractors succeeded despite the hands Mother Nature dealt them in our cover story, "When disaster strikes, be prepared," starting on page 22. They managed to keep their customers loyal, perform incredible amounts of work in a short time, keep employees motivated and actually build their businesses at the same time.

Maybe it's time you review your own emergency plan. It might guarantee the survival of your business far into the future — when Y2K is just a dim memory and that weight-loss center is an empty storefront.

sgibson@advanstar.com

Mother Nature won't stop surprising us with the new millennium, which makes it important to have an emergency plan. I have to wonder: Why wouldn't you have one in place already? —SG



events

WHAT, WHEN & WHERE

November

1-2 Landscape Best Management Practices Symposium, Part II

Cal Poly, Pomona, CA;
916/442-7198

3-5 Eastern Regional Nurserymen's Association Expo '99

Atlantic City, NJ;
800/376-2463; www.erna.org

4-6 Tree Care Industry Expo

Indianapolis, IN; National Arborist Association, 800/733-2622; www.natlarb.com

7-9 International Irrigation Expo & Conference

Orlando, FL; Irrigation Association; 703/573-3551; www.irrigation.org

9-10 Desert Green Conference III

Henderson, NV; 702/223-3130

9-11 Penn State Golf Turf Conference

State College, PA; 814/863-3475;
www.paturf.org

9-11 New York State Turfgrass Association Conference & Show

Syracuse, NY; 518/783-1229;
www.nysta.org

13 Illinois Landscape Contractors Association's Landscape Equipment Auction

Powers Auction Service, Crystal Lake, IL;
630/472-2851.

13-16 Green Industry Expo

Baltimore, MD; Sponsored by Professional Grounds Management Society, Associated Landscape Contractors of America and Professional Lawn

Care Association of America;
770/973-2019; www.plcaa.org,
www.pgms.org, www.alca.org

18-19 Oregon Landscape Contractors Association Field Day 1999

Canby, OR;
503/253-9091

20 Arizona Landscape Contractors Association Scholarship Golf Tournament

Phoenix, AZ;
602/258-0126

30-Dec. 2 North Central/Illinois Turfgrass Foundation Expo

St. Charles, IL; 312/201-0101;
www.turf.uiuc.edu

December

6-9 Ohio Turfgrass Foundation Conference & Show

Columbus, OH;
614/760-5442

7-8 Missouri Valley Turfgrass Association Lawn & Turf Conference & Trade Show

Columbia, MO;
573/882-2301; LakeLM@missouri.edu

7-9 New Jersey Turfgrass Expo

Atlantic City, NJ;
732/821-7134; www.njturfgrass.org

January 2000

5-7 Minnesota Nursery & Landscape Association Convention & Trade Show

Lansing, MI; 651/633-4987

6 New York State Turfgrass Association Northeast Regional Conference

Albany, NY;
800/873-8873

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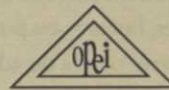
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703/573-3551
www.irrigation.org



National Arborist Association
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Amherst, NH 03031-1094
603/673-3311
www.natlarb.com



Ohio Turfgrass Foundation
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PO Box 3388
Zanesville, OH 43702-3388
888/683-3445



The Outdoor Power Equipment Institute
341 South Patrick St.
Old Town Alexandria, Va. 22314
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opei.mow.org



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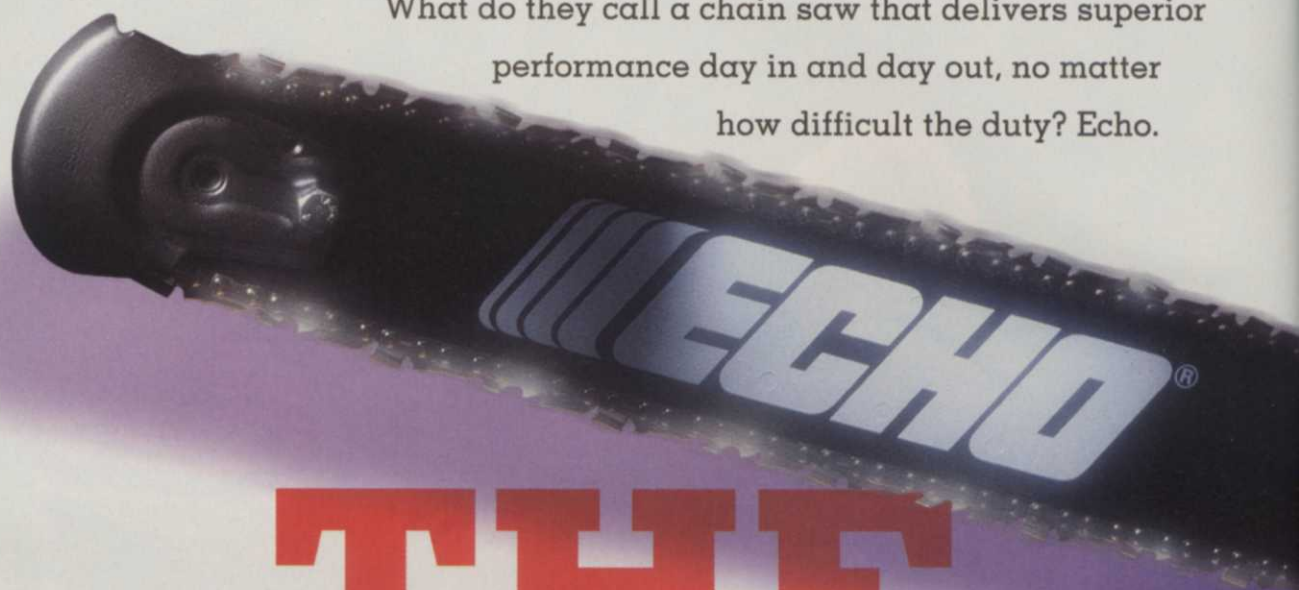
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