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BY SUE GIBSON

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on the record

BY SUE GIBSON / EXECUTIVE EDITOR

Green and 'clueless'

How many managers in landscape, grounds or lawn care are absolutely "clueless" about smart operations, getting good prices and profits or running a professional organization? We asked some experienced professionals and they guessed between 50% and 90% of the industry operate that way.

That's appalling. I'm sorry to hear so many people risk their personal fortunes and careers without understanding what they're doing. I'm sorry that technical competency, business basics or elementary people management practices are not considered important in a business. No wonder so many Green Industry businesses are short-lived, under-performing, unprofessional jokes.

There's no excuse for ignorance. Extension services, retired business volunteers and even local government-funded business development programs provide education that is cheap, quick and easy to find. And that's not even considering local Green Industry associations.

You may think those "clueless" ones are unworthy competition, but they do compete by low-balling prices, hiring away employees and lowering the public's understanding of the valuable work you do.

Unless every person in your organization knows everything about field work, operations, finances, sales and marketing, mission and strategies, human resources and more, you need to keep training.

It's hard to share information, pay for programs and use otherwise billable time for training, but it must be done. I'd like to see every local, regional and national conference be a place where everyone, not just owners or managers, finds the information they need. When they feel part of something greater — an industry dedicated to self-improvement — they'll see a career worth developing.

Contact Sue at 440/891-2729 or e-mail at sgibson@advanstar.com



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January 2001

3-5 Minnesota Nursery & Landscape Association Convention & Trade Show Minneapolis, MN; 651/633-4987

3-6 Green 'N Growin' Show Winston-Salem, NC; 202/789-5980 ext. 3010

4-6 Winter Convention Orcas Island, WA; Sponsored by the Washington State Nursery & Landscape Association; 253/863-4482

4-5 Eastern Regional Nurseryman's Association Expo 2001 Secaucus, NJ; 800/376-2463

7-9 Big Show Western 2001 Kansas City, MO; 202/789-5980 ext. 3010

8-10 Great Lakes Trade Exposition Lansing, MI; Sponsored by the Michigan Nursery and Landscape Association; 800/879-6652

8-10 Nebraska Turfgrass Conference Omaha, NE; 402/463-5418

8-10 Kentucky Landscape Industries Winter Conference/Trade Show Charlotte, NC; 910/695-1333

8-11 North Carolina Turfgrass Conference & Trade Show Charlotte, NC; 910/695-1333

8-12 Cornell University Turf Short Course Ithaca, NY; 607/255-1792

9-10 Midwest Turf Expo Indianapolis, IN; 765/494-8039

9-11 Eastern PA Turf Conference & Trade Show

King of Prussia, PA; 610/378-1327

9-11 Congress 2001: Canada's International Horticultural Trade Show & Conference Toronto, Canada; 905/875-1805

9-11 Mid-Atlantic Nursery Trade Show Baltimore, MD; 800/431-0066; www.mants.com

9-11 Cornell/NYSTA Executive Business Management Program (Part 2) Ithaca, NY; 518/783-1229

10-12 Illinois Landscape Contractors Association's Design Seminar Hoffman Estates, IL; 630/472-2851

11 CLCA Leadership Conference Oakland, CA; 800/448-2522

11-12 University of Pennsylvania Naturalistic Landscape Design Symposium New London, CT; 860/439-5060

15-18 Michigan Turfgrass Conference Lansing, MI; 517/321-1660; michiganturfgrass.org

15-19 Cornell University One Day Program Ithaca, NY; 607/255-1792

16-17 Connecticut Nurseryman's Association Winter Meeting Waterbury, CT; 203/445-0110

17-19 Mid-America Horticultural Trade Show Chicago, IL; 847/526-2010; www.midam.org

17-19 Idaho Horticulture Show Boise, ID; 800/462-4769

18-20 GrowerExpo 2001 Chicago, IL; 630/208-9080

18-20 Tropical Plant Industry Exhibition Ft. Lauderdale, FL; 800/375-3642

22-24 Central Environmental Nursery Trade Show Columbus, OH; Sponsored by the Ohio Nursery & Landscape Association; 800/825-5062

22-25 Grow and Mow Expo College Park, GA; 770/975-4123

22-25 Professional Horticulture Conference of Virginia Virginia Beach, VA; 757/523-4734; www.phvc.org

23-25 Mid-America Green Industry Convention Kansas, MO; 816/561-5323

24-25 Maryland Turfgrass Conference & Trade Show Timonium, MD; 301/345-4199

25 Northeastern PA Turf School & Trade Show Wilkes-Barre, PA; 814/863-1368

25-27 Gulf States Hort Expo Mobile, AL; 202/789-5980 ext. 3010

26 Western Tree Management Symposium Arcadia, CA; 714/991-1900

29-30 Winter Conference Lansing, MI; Sponsored by the Michigan Forestry and Park Association; 517/482-5530

29-30 Illinois Landscape Contractors Association's Foremanship Training Willowbrook, IL; 630/472-2851

31 Sacramento Landscape and Nursery Expo Sacramento, CA; 530/458-3189

31-2 Iowa Nursery & Landscape Association Convention & Trade Show Des Moines, IA; 816/233-1481

31-2 Illinois Landscape Contractors Association Landscape Selling Seminar Willowbrook, IL; 630/472-2851

February

1-4 PLCAA 6th Annual Management Conference Port Canaveral, FL; 800-458-3466

1-4 ALCA Executive Forum Tucson, AZ; 703/736-9666

1-4 ANLA 2001 Management Clinic Louisville, KY; 202/789-5980, ext. 3010

4-6 Conservation Expo Fort Worth, TX; 303/988-1810

5 Turf Managers' Short Course Guelph, Ontario; 519/767-5000

5-9 The Ohio State University Golf Course Maintenance Short Course Columbus, OH; 614/292-7457

6 Turfgrass Advocacy 2001 Lobby Day Albany, NY; Sponsored by the New York State Turfgrass Association; 800/873-8873

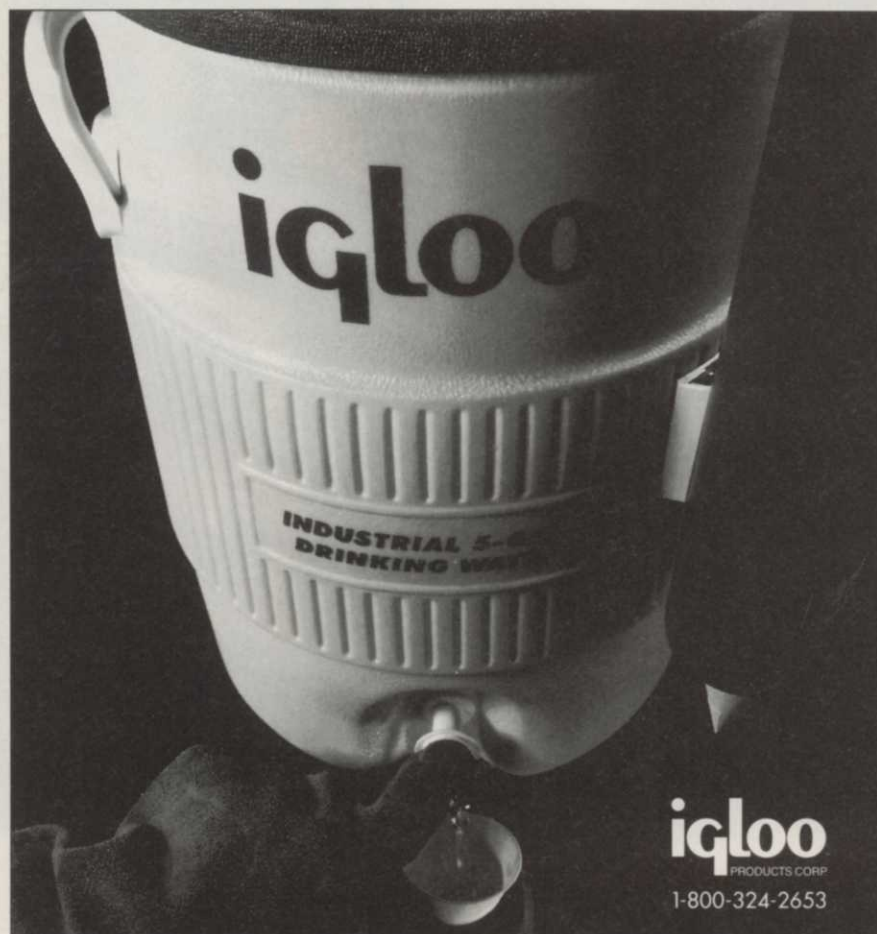
6-8 Pennsylvania Landscape & Nursery Conference University Park, PA; 814/865-8301

6-8 Trees & Utilities National Conference Nebraska City, NE; 402/474-5655

7-9 Turfgrass Producers International Mid Winter Conference Albuquerque, NM; 800/405-8873

8-10 Washington Association of Landscape Professionals and Oregon Landscape Contractors Association's Leadership Conference Salishan, OR; 503/253-9091

8-10 New England Grows Boston, MA; 202/789-5980 ext. 3010



Circle 107

12-14 Illinois Landscape Contractors Association's Winter Conference Lisle, IL; 630/472-2851

14-18 NAA Winter Management Conference Ft. Myers, FL; Sponsored by the National Arborist Association; 800/733-2622

15 Arborists' and Tree Workers' Preparation Course 909/656-3431

15-18 ALCA Executive Forum Tucson, AZ; 703/736-9666

19-23 Cornell Turfgrass Management Short Course Westchester, NY; 607/255-1792

20 Nevada Landscape Association Trade Show & Conference Reno, NV; 775/673-0404; www.nevadanla.com

21-22 Landscape Industry Show Long Beach, CA; 800/448-2522

21-23 Landscape Architecture Association Winter Workshop Bethesda, MD; 301/948-0810

22-23 Ohio State University Professional Lawn Care Short Course Columbus, OH; 614/292-4230

23 Illinois Landscape Contractors Association's Annual Excellence in Landscape Awards Program Oak Brook, IL; 630/472-2851

24-4 Southern Spring Show Charlotte, NC; 704/376-6594

26 New York State Turfgrass Association Southeast Regional Conference Suffern, NY; 800/873-8873

26 Indiana-Illinois Turfgrass Short Course Willowbrook, IL; 765/494-8039

27-1 Western PA Turf Conference & Trade Show Monroeville, PA; 724/837-1402

28 Connecticut Groundskeepers Association Green Industry 2001 Hartford, CT; (203)699-9912

28-4 Wichita Lawn, Flower and Garden Show Wichita, KS; 316/721-8740

March

1-3 Green Space Design Conference Park City, UT; 877/473-7526

6-7 CALCP Spring Training Conference Aurora, CO; Sponsored by the Colorado Association of Lawn Care Professionals; 877/473-7526

7-8 MDLA Trade Show and Convention Novi, MI; Sponsored by the Metropolitan Detroit Landscape Association; 248/646-4992

7-9 New England Regional Turf Conference & Show Providence, RI; Sponsored by the New England Turf Association; 401/848-0004

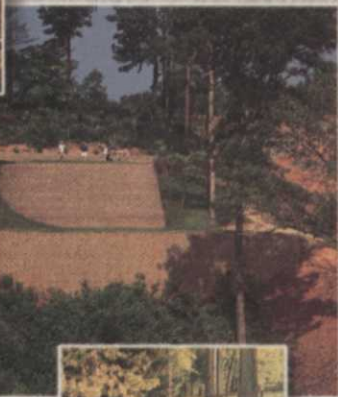
8-11 ALCA Student Career Days Ft. Collins, CO; 703/736-9666

10 Illinois Landscape Contractors Association's Equipment Auction Crystal Lake, IL; 630/472-2851

10-18 Chicago Flower & Garden Show Chicago, IL; 312/321-0077

12 New York State Western Regional Turfgrass Conference Buffalo, NY; 518/783-1229; www.nysta.org

14-18 National Arborist Association Winter Management Meeting Ft. Myers, FL; 603/673-3311



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26-28 Building With Trees National Conference
Nebraska City, NE; 402/474-5655

28 Construction Industry Legislative Conference
800/448-2522

April

5 Adirondack Regional Conference Lake Placid,
NY; 800/873-8873

8-11 North American Snow Conference Indi-
anapolis, IN; 816/472-6100

May

5-7 TOCA 12th Annual Meeting Phoenix, AZ;
952/758-6340

19-23 ASIC National Conference Savannah, GA;
816/472-6100

June

20-24 GCA Retail Specialty Tour Seattle, WA;
202/789-5980, ext. 3010

July

10-15 ANLA Convention & Executive Learning
Retreat Cleveland, OH; 202/789-5980, ext. 3010

16-17 PLCAA's Legislative Day on the Hill & Ar-

lington Renewal Project Washington, D.C.;
800/458-3466; www.plcaa.org

19-21 Turfgrass Producers International Sum-
mer Convention and Field Day Toronto,
Canada; 800/405-8873

20-22 EXPO 2001 Louisville, KY; 800/558-8767

24 Midwest Regional Turf Field Day West
Lafayette, IN; 765/494-8039

August

4-8 Soil and Water Conservation Society An-
nual Meeting Myrtle Beach, SC; 515/289-2331

19-25 International Garden Centre Tour New
York/Baltimore; 202/789-5980, ext. 3010

21 Cornell University Field Day Ithaca, NY;
800/873-8873

September

13-14 Southwest Horticultural Trade Show
Phoenix, AZ; Sponsored by the Arizona Nursery
Association; 480/966-1610

22-24 ASLA Annual Meeting and Expo Mon-
treal, Canada; 202/898-2444

October

10-11 Turfgrass, Landscape and Equipment
Expo Pomona, CA; Sponsored by the Southern
California Turfgrass Council; 800/500-SCTC

24-27 Southwest Turfgrass Conference Ruidoso,
NM; 505/275-2576

November

1-3 Tree Care Industry Expo Columbus, OH;
603/314-5380

2-4 21st International Irrigation Show San An-
tonio, TX; 703/573-3551; www.irrigation.org

2-5 Green Industry Expo & Conference (PLCAA,
PGMS, ALCA) Tampa Bay, FL; 800/458-3466

6-8 Virginia Turf & Landscape Conference &
Trade Show Richmond, VA; 540/942-8873

9-13 PLCAA's Green Industry Expo Tampa, FL;
800/458-3466

10-11 Turfgrass, Landscape and Equipment
Expo Pomona, CA; Sponsored by the Southern
California Turfgrass Council; 800/500-SCTC

13-15 Turf and Grounds Exposition Syracuse,
NY; 800/873-8873

December

4-6 Ohio Turfgrass Foundation Conference and
Show Columbus, OH; 888/683-3445

11-13 New Jersey Turfgrass Expo Atlantic City,
NJ; 732/821-7134; www.njturfgrass.org

17-19 Texas Turfgrass Association Conference
and Show Galveston, TX; 409/690-2201

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