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Green Book 2002

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on the record

BY SUSAN PORTER / EXECUTIVE EDITOR

It's not business as usual

How refreshing it was to see many of your contemporaries at the recent Green Industry Expo and to hear that they're planning for an "anything can happen" year in business. Like a defensive player poised to move in either direction when the ball comes their way, they are ready to move quickly.

You should be, too. These savvy professionals have already prepared two budgets for 2002 — one for growth (usually pretty modest) and one for no growth. Like most entrepreneurs, they are optimistic by nature and hope the economy picks up, but they also know that if our economy continues to stall, they'll need that Plan B to put into place.

I'm just glad they've made those budgets. The worst thing you can do this winter is to act like it's business as usual. As I write this in late November, there are plenty of confusing signals making it really hard to tell which way the economy is moving. Although we all want things to perk up early in 2002, this is one race that's too close to call.

Your best bet

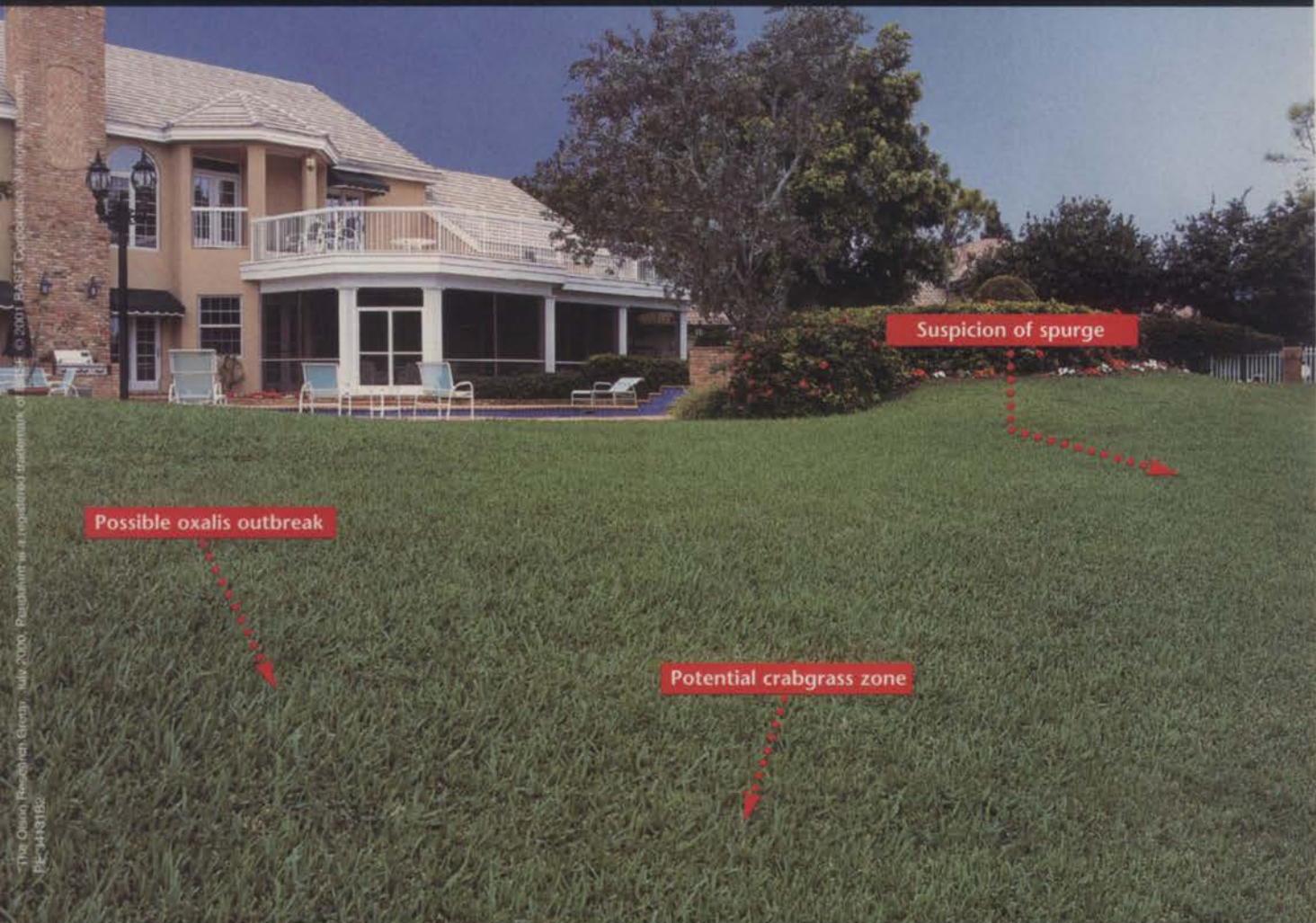
The best way you can spend your winter is to build a realistic budget and decide how you'll achieve it. Your revenue-growing plans may include special sales incentives, different payment options, inventive new service packages or even new services you offer. Your profit-growing plans may mean internal cost cutting, tweaking operations for more efficiency, higher prices or different vendor relationships.

Make sure you understand how business will be different in 2002 and plan accordingly. This isn't the slow season — it's the season for creating change that will safeguard and enhance your business in the future.

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



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6-8 Western 2002 Convention & Trade Show
Kansas City, MO; 816/233-1481; www.wnla.org

7-9 2002 Great Lakes Trade Exposition
Lansing, MI; 800/879-6652; www.mnla.org

7-9 Nebraska Turfgrass Conference
Omaha, NE; 402/463-5418

7-10 North Carolina Turfgrass Conference &
Trade Show Charlotte, NC; 888/695-1333

7-11 Cornell Turfgrass Management Short
Course Ithaca, NY; 607/255-1792

8-10 Mid-Atlantic Nurseryman's Trade Show
Baltimore, MD; 800/431-0066

8-10 Eastern PA Turf Conference & Trade Show
King of Prussia, PA; 814/863-3475

8-10 Kentucky Landscape Industries Winter
Conference & Trade Show Lexington, KY;
502/848-0055

8-10 Canada's International Horticultural Trade
Show & Conference Toronto, Canada; 905/875-
1805; www.locongress.com

8-11 Professional Landscape and Nursery Trade
Show Indianapolis, IN; 317/955-0628

9 The Maxwell Turf & Landscape Conference
and Trade Show Melville, NY; 631/643-8873

9-11 Minnesota Nursery & Landscape Associa-
tion Convention & Trade Show Minneapolis,
MN; 651/633-4987

9-11 Illinois Landscape Contractors Association
Design Seminar Hoffman Estates, IL; 630/472-
2851

11-12 Winter Convention Vancouver, British Co-
lumbia; Sponsored by the Washington State
Nursery & Landscape Association; 800/672-7711

14-16 Midwest Turf Expo Indianapolis, IN;
765/494-8039

14-17 Grow and Mow Expo Conference and
Trade Show College Park, GA; 800/687-6949

15-16 Connecticut Nurseryman's Association
Winter Meeting Waterbury, CT; 203/445-0110

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

16-18 GrowerExpo 2002 Chicago, IL; 888/888-
0013

16-18 Idaho Horticulture Show Boise, ID;
208/522-7307; www.inagrow.org

16-18 Mid-Am Horticultural Trade Show
Chicago, IL; 847/526-2010

16-19 Green 'N Growin' Show Winston-Salem,
NC; 919/816-9119

16-20 STMA 13th Annual Conference & Exhibi-
tion Las Vegas, NV; 800/634-6753;
www.sportsturfmanager.com

17-19 Tropical Plant Industry Exhibition Ft.
Lauderdale, FL; 800/375-3642

18 Illinois Landscape Contractors Association
Certification Training Chicago, IL; 630/472-2851

20-22 LCA Winter Workshop Bethesda, MD;
301/948-0810

21-23 Central Environmental Nursery Trade
Show Columbus, OH; Sponsored by the Ohio

Nursery & Landscape Association; 800/825-5062

21-23 Ohio State University Nursery Short
Course Columbus, OH; 800/825-5062

21-24 72nd Annual Michigan Turfgrass Confer-
ence Lansing, MI; 517/321-1660

21-24 Professional Horticulture Conference of
Virginia and Trade Show Virginia Beach, VA;
757/523-4734

22 Missouri Landscape & Nursery Association
Nuts and Bolts Employee Short Course St. Louis,
MO; 816/233-4774

22-23 Cornell Organic Turfgrass Management
Short Course Long Island, NY; 607/255-1792

22-24 Mid-America Green Industry Convention
Kansas City, MO; 816/561-5323

24 Northeastern PA Turf School & Trade Show
Wilkes-Barre, PA; 814/863-3475

24-26 Gulf States Horticultural Expo Mobile, AL;
334/502-7777

24-26 Washington Association of Landscape
Professionals and Oregon Landscape Con-
tractors Association Leadership Conference
Salishan, OR; 503/253-9091

25 Western Tree Management Symposium
Buena Park, CA; 714/991-1900

28-1 TPI Midwinter Conference Orlando, FL;
Sponsored by Turfgrass Producers International;
800/405-8873; www.turfgrassod.org

28-29 Nebraska Nursery & Landscape Associa-
tion Winter Conference & Trade Show Omaha,
NE; 816/233-1481

29 Nevada Landscape Association Trade Show
& Conference Reno, NV; 775/673-0404

29 Maryland Turfgrass Conference & Trade
Show Baltimore, MD; 301/345-4199

29-30 Cornell Organic Turfgrass Management
Short Course Long Island, NY; 607/255-1792

30-1 Iowa Nursery & Landscape Association
Convention & Trade Show Des Moines, IA;
816/233-1481

31 Annual Lawn Care Seminar Auburn, MA;
Sponsored by the University of Massachusetts
Extension Turf Program and the Massachusetts
Association of Lawn Care Professionals; 781/274-
7373

31-3 ANLA Management Clinic Louisville, KY;
202/789-2900

February

3-5 Conservation Expo Fort Worth, TX; 202/547-
6223

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

4-5 Illinois Landscape Contractors Association
Foremanship Training Willowbrook, IL; 630/472-
2851

5-7 Trees & Utilities National Conference
Nebraska City, NE; 402/474-5655

7-9 New England Grows Trade Show Boston,
MA; 508/653-3009

7-10 ALCA Executive Forum Cancun, Mexico;
800/395-2522; www.alca.org

12-14 Illinois Landscape Contractors Associa-
tion Winter Seminar Barrington, IL; 630/472-
2851

12-17 NAA Winter Management Conference
Maui, HI; Sponsored by the National Arborists
Association; 800/733-2622

15-16 PLCAA 7th Annual Management Confer-
ence Charlotte, NC; 800/458-3466;
www.plcaa.org

18-22 Cornell Turfgrass Management Short
Course Westchester County, NY; 607/255-
1792

20-21 Landscape Industry Show Long Beach,
CA; 800/448-2522

20-22 Winter Workshop 2002 Bethesda, MD;
Sponsored by the Landscape Contractors Associ-
ation; 301/948-0810

22-23 Xeriscape Conference 2002 Albuquerque,
New Mexico; 505/341-5743

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

23-3 Southern Spring Show Charlotte, NC;
704/376-6594

25 NYSTA Southeast Regional Conference
Suffern, NY; www.nysta.org; 800/873-8873

25-1 Indiana-Illinois Turfgrass Short Course
Willowbrook, IL; 765/494-8039

26-28 Western PA Turf Conference & Trade
Show Monroeville, PA; 814/863-3475

27 NJLCA Trade Show & Conference Secaucus,
NJ; Sponsored by the New Jersey Landscape
Contractors Association; 201/664-6310

27-3 Wichita Lawn, Flower and Garden Show
Wichita, KS; 316/721-8740

28 Connecticut Groundskeepers Association
Trade Show Hartford, CT; 203/699-9912

March

5-6 CALCP Spring Training Conference Aurora,
CO; 303/850-7587

5-7 New England Regional Turf Conference
& Trade Show Providence, RI; Sponsored by
the New England Turf Association; 401/848-
0004

5-8 The Work Truck Show Orlando, FL; 800/441-
6832

6-7 MDLA Trade Show and Convention Novi,
MI; Sponsored by the Metropolitan Detroit
Landscape Association; 800/354-6352

9-17 Chicago Flower & Garden Show Chicago,
IL; 312/321-0077

11 NYSTA Western Regional Conference Buf-
falo, NY; 800/873-8873; www.nysta.org

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

21-24 26th Annual ALCA Student Career Days
Peoria, IL; 800/395-2522; www.alca.org

22-24 Capital District Garden & Flower Show
Troy, NY; 518/356-6410

April

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

7-9 Equipment & Engine Training Council Annual Conference Bloomington, MN; www.eetc.org

14-17 North American Snow Conference Columbus, OH; 816/472-6100

May

2-6 ASIC National Conference Tucson, AZ; 312/372-7090

4-6 TOCA Annual Meeting San Antonio, TX; 952/758-6340

5-7 Green Space Design Conference Denver, CO; 877/473-7526

June

19-23 GCA Retail Tour Boston, MA; 202/789-2900

July

11-14 ANLA Convention & Executive Learning Retreat San Diego, CA; 202/789-2900

13-17 Soil and Water Conservation Society Annual Conference Indianapolis, IN; www.swcs.org

17-18 OPE Dealer Convention Louisville, KY; 800/558-8767

17-19 Turfgrass Producers International Summer Convention and Field Day Ft. Collins, CO; 800/405-8873

19-21 International Lawn, Garden & Power Equipment Expo Louisville, KY; 800/558-8767

22-23 PLCAA's Legislative Day on the Hill & Arlington Renewal Project Washington, DC; 800/458-3466; www.plcaa.org

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

23-25 Penn Allied Nursery Trade Show Fort Washington, PA; 717/238-1673

30-31 Virginia Turf Council Field Day Blacksburg, VA; 540/942-8873

August

7 Illinois Landscape Contractors Association Summer Field Day Hampshire, IL; 630/472-2851

17 Certified Landscape Technician Exam Joliet, IL; 630/472-2851

25- Sept. 1 International Garden Centre Tour Amsterdam-Maastricht, Netherlands; 202/789-5980, x3010

September

12-13 Southwest Horticultural Trade Show Phoenix, AZ; 480/966-1610

October

7-8 Building With Trees National Conference Nebraska City, NE; 402/474-5655

9-10 Turfgrass, Landscape and Equipment Expo Pomona, CA; Sponsored by the Southern California Turfgrass Council; 800/500-7282

18-22 ASLA Annual Meeting and Expo San Jose, CA; 202/898-2444

21-23 New England Greenhouse Conference Worcester, MA; 203/445-0110

24-26 22nd International Irrigation Show New Orleans, LA; 703/536-7080

November

7-9 Tree Care Industry Expo Milwaukee, WI; 603/314-5380

12-14 Turf and Grounds Exposition Syracuse, NY; 800/873-8873; www.nysta.org

13-14 Turf & Ornamental Seminar West Lafayette, IN; Sponsored by the Midwest Regional Turf Foundation; 765/494-8039

13-17 Green Industry Expo Nashville, TN; 800/395-2522; www.alca.org; www.plcaa.org; www.pgms.org

December

9-12 Ohio Turfgrass Foundation Conference & Show Columbus, OH; 888/683-3445

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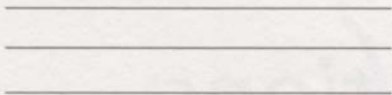
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