

Cincinnati Hosts 7th Green Fest

The Green Industry Expo is billed as "more than just a trade show." The Associated Landscape Contractors of America (ALCA), the Professional Lawn Care Association of America (PLCAA) and the Professional Grounds Management Society (PGMS) serve an "educational extravaganza" of seminars, business and technical sessions, networking opportunities, and entertainment.

Attendants can mix and match sessions from any of the three conferences: "PLCAA 2000: Growing Leaders — Preparing You and Your Business for the Next Century," sponsored by PLCAA; "Landscape and Grounds Maintenance Conference — Increasing Your Profitability," sponsored by ALCA; and "1911-1996 — A Milestone and a New Beginning," sponsored by PGMS. All full-conference registrations include a free pass to the GIE trade show and outdoor equipment demonstration. Registration for the trade show only will be available on-site for \$15.

Ohio is the number-one membership state for PGMS, so the society believes Cincinnati is the perfect site for its 85th annual conference. The society will offer sessions such as "Survival Tips for the Year 2000 — Will You Still Be in Business?" and "Pruning Challenges," as well as "How to Deal Effectively with the News Media" and "Setting Up an In-House Training Program." PGMS is headquartered at The Westin Hotel and can be contacted at (410) 584-9754.

PLCAA is headquartered at the Hyatt Regency. Its conference highlights include a two-part session on stress management led by Dr. Stephen Douglas and seminars on "Keys to Success in Full-Service Maintenance," "How to Reduce Fleet/Equipment Downtime for Greater Profit," and "Pesticide Technology Update,"



One of the highlights of GIE is the outdoor equipment demonstration.

to name a few. Contact PLCAA at (800) 458-3466 or visit its Web site: <http://www.plcaa.org>.

ALCA, headquartered at the Omni Netherland Plaza Hotel, will start each day with "Breakfast with Champions," featuring 40 networking topics. ALCA's docket of seminars includes "Pricing for Profit," "Competing in the Future," "Developing a Hispanic Workforce," "How to Deal with People You Can't Stand," and "Team Building." Contact ALCA at (800) 395-2522.

The GIE officially opens November 18 at 2:30 p.m. with the keynote session, followed by the grand opening from 4 to 7 p.m. The keynote speaker is Robert E. Farrell, founder of Farrell's Ice Cream Parlour chain and winner of the Rags to Riches Horatio Alger Award. Farrell's address, "Give 'Em the Pickle," applies to businesses that want to succeed by giving an extra level of service.

Trade show hours November 19-20 are 10 a.m. to 4 p.m. Conference sessions are scheduled for 7:30 a.m. to 2:15 p.m. November 18; 7:30 a.m. to 10 a.m. and 4 to 5:30 p.m. November 19; and 7:30 a.m. to 11:45 a.m. November 20. (Educational session hours do not conflict with trade show hours.) The GIE New Product Showcase spotlights exhibits of the latest market innovations.

Attendants are invited to "try before you buy" at the outdoor equipment demonstration, 9 a.m. to noon at Schmidt Field on November 21. Throughout the GIE, complimentary shuttle service will be available. □

Information about Cincinnati is highlighted on the Greater Cincinnati Page on the World Wide Web: <http://www.cinci.com>. Golf in the tri-state area is detailed on a Web site: <http://www.cin-cyrgolf.com>.

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