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NYSTA Update



Grassland Equipment & Irrigation Corp., Inc., Latham NY, a distributor of Toro equipment, exhibits at the 2005 Empire State Green Industry Show.



Empire State Green A Look Back at a

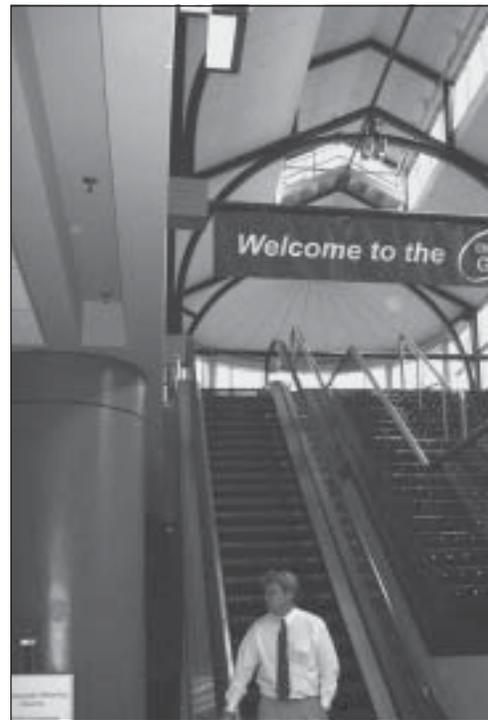
The Empire State Green Industry Show, combining the conference and trade shows of the New York State Turfgrass Association (NYSTA), New York State Nursery/Landscape Association (NYSN/LA), New York State Arborists-ISA Chapter (NYSA), and New York State Flower Industries (NYSFI), proved to be an outstanding event.

“Growing Together” took place at the Rochester Riverside Convention Center November 15-17, 2005 and attracted 2,000 people from a wide variety of green industry professions.

Golf and sports turf related professions represented 32.6% of all paid attendance. Other occupations were represented as follows: nursery and greenhouse/lawn and landscape, 21.7%; grounds maintenance (including schools), 19.9%; arborists, 10.8%; sales/manufacturing, 5.8%; parks/recreation, 5.2%; misc., 4%.

When asked if they believed the involvement of all the green industry associations enhanced the quality of their education and overall experience at the show, 95% of those surveyed indicated that it did.

The Empire State Green Industry Show featured green industry products and services at a 300-booth trade show. The majority of trade show exhibitors who responded to the survey also indicated that the involvement of all the green industry associations enhanced their overall experience and nearly all said they would or most likely would exhibit again at next year’s show.



The Empire State Green Industry Show banner welcomes attendees to the show which took place November 15-17, 2005 at the Rochester Riverside Convention Center. The show combines the conference and trade shows of the New York State Turfgrass Association, New York State Nursery/Landscape Association, New York State Arborists-ISA Chapter, New York Flower Industries, and New York State Flower Industries.

According to Bud Nestler, an exhibitor with Princeton Nurseries, “It was a good decision to combine several association conferences into one conference and trade show. The cross section of customers seemed to create interest in products other than the primary needs of the customer. For example, although golf course superintendents and grounds maintenance people go to the show to see primarily turf equipment,



Green Industry Show Successful Event



Attendees to "Growing Together". The conference, which took place at the Westside Convention Center in Rochester, NY, was the first to be jointly hosted by the New York State Nursery/Landscape Association, New York State Turfgrass Association and New York State Turfgrass Association.

Jackie Crane, NYSN/LA President and Certified Nursery Professional with Little York Plantation said, "The first annual Empire State Green Industry Show was even more successful than expected. The vendors have expressed their pleasure with the new partnership of the green industry organizations and the set up of the trade show. This is a win-win situation for participating green industry professionals, suppliers and the organizations. I would encourage those affiliated with the nursery and landscape industry in New York to attend our next Empire State Green Industry Show."

David Green, 2005 NYSFI President believes the show offered great benefits to NYSFI members. "There is no other educational program in the northeast that provides members with the updates they need and new information they can use. It is great to see how working together with other green industry associations provides a large network of opportunity."

Brian Skinner, Secretary/Treasurer of NYSA, agrees. "This event allowed our members a unique opportunity to be exposed to other educational and equipment facets of the industry that they might not normally have at one time,



Unilock, Inc., a manufacturer of concrete pavers and retaining walls in Buffalo, NY, hosts visitors at the 2005 Empire State Green Industry Show.

and various plant protectants, the secondary need for trees, shrubs, annuals and perennials can now be satisfied. Also, by having one show for several different areas of the horticultural profession, the cost is reduced as well as time spent away from the job. One can potentially cover all the product needs in one or two days instead of traveling to a number of small shows to do the same thing."

or in one location. Members had opportunities to learn about subjects and problems that they often confront in their daily work routines, as well as updating their knowledge and skill sets within the field of arboriculture. The same is true for all those in turf, landscape, golf course, flower



Opposite page bottom: New York State Nursery/Landscape Assoc. and New York State Turfgrass Assoc. leaders meet at the first annual Empire State Green Industry Show. From left: Michael Maffei, CGCS, NYSTA President 2006; James Diermeir, CGM/CNP, NYSTA President 2005; Bob Smith, CNP, NYSN/LA President 2006; Jackie Crane, CNP, NYSN/LA President 2006.

This page bottom: New York State associations gear up for the 2006 Empire State Green Industry Show. From left: Dave Green, NYSFI President 2005; Jackie Crane, CNP, NYSN/LA President 2006; Michael Maffei, CGCS, NYSTA President 2006; Owen Regan, NYSTA Vice President; Brian Skinner, NYSA-ISA Chapter Secretary/Treasurer

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Top: Horticultural Associates of Rochester, Inc., a company that provides wholesale nursery stock for landscape contractors, garden centers, landscape architects, and municipalities, exhibits at the 2005 Empire State Green Industry Show.

industry, nursery, and buildings and grounds professions. Our professional careers cross paths many times and we often work for or with each other. Finally, we have a statewide conference where we can all meet, talk and learn from our green industry peers. Following upon the success of the first Empire State Green Industry show last November that brought all the green industries together under one roof, the NYS Arborists - ISA Chapter, Inc. looks forward to a bigger and better event in 2006! "

Michael Maffei, NYSTA President and Certified Golf Course Superintendent with Back O'Beyond, Inc., was pleased with the cross-section of attendees but says he'd like an even better turnout in 2006. "This is the first



attendees to come together and share information, network, and learn from each other. Speaking as a golf course superintendent, the

Empire State Green Industry Show provides a wonderful occasion for turf professionals to enhance their careers and exchange ideas with people from all segments of the green industry."

The 2006 Empire State Green Industry Show will again be held at the Rochester Riverside Convention Center in Rochester, New York on November 14-16, 2006. For more information on the 2006 Empire State Green Industry Show, call the show of-

fice 1-800-873-8873, (518) 783-1229, or visit our web site at www.nysta.org.



time our associations have joined together to produce one combined conference and trade show. We all agree that this event was a great success that can only get bigger and better with time. What is exceptional about this show is that although all of the resources of each association are combined, the integrity of each individual show has been maintained.

In other words, each association was careful to include their traditional meetings and events designated for their members. These events included award ceremonies, meetings, dinners, receptions, contests, auctions, certification exams and membership orientations. However, there were also plenty of opportunities for all



Middle: Northern Nurseries, Inc., Fairport, NY, a company that offers nursery stock, soil amendments, seed products, and fertilizers for green industry professionals.

Bottom: R&R Power Turf from Ontario, Canada, manufactures a self-propelled power top dresser for lawn care professionals, on display at the 2005 Empire State Green Industry Show.