## **BUSINESS & AGRONOMY**



The jacaranda is planted in more locations in the world than any other flowering tree.

## Tree conference draws 25 experts

WINTER HAVEN - Landscape architects, tree consultants, arborists and landscape maintenance professionals from around the world attended the 10th annual Menninger Sunbelt Tree Conference at Cypress Gardens April 16-19.

Among the 25 speakers were:

- Roberto Burle Marx of Brazil, world renowned for his use of flowering trees in landscape design.
- Dr. Henry M. Cathey, director of the United States Arboretum, who discussed "Tough Trees for Tough Times" and the new U.S. Department of Agriculture hardiness zone map.
- Donald C. Wileke, director of the American Forestry Association and chairman of the Minnesota State shade tree advisory committee who discussed the greenhouse effect.
- Dr. Nina Bassuk of Cornell University, who spoke on "Tree Stress in Urban Areas."

The conference concluded with a threehour study tour of Bok Tower Gardens in Lake Wales, led by its director, Dr. Jon Shaw.

Superintendents interested in sending a staff member who specializes in tree care to next year's conference should contact David Wedge, 1044 Macy St., West Palm Beach, FL 33405; phone 407-588-0664. Cost will be about \$350.



## The sign of a

At Northrup King, we're as uncompromising about turfgrass as you are. That's why every Medalist® Brand Turf Product goes through years of pre-testing in the lab and in the field.

Our grasses establish fast, mow well and stand up to weather and disease. And each one is specially formulated for your climate and geographic area.

If you want to seed with a proven winner, talk to your Northrup King distributor today. For more information call (612) 593-SEED. Or write Northrup King Medalist Turf Products, P.O. Box 959, Minneapolis, MN 55440.

**NORTHRUP KING** 

