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PEST CONTROL

A REVIEW OF PEST CONTROL MAGAZINE

December, 1963

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Well . . . not this year

A mere glance at the list of technical conferences in vegetation management which are in the offing in the next few months (see Meeting Dates, p. W-17) reveals that contract applicators have unparalleled opportunities for self-improvement all around them.

This impressive catalog of conferences includes first-rate seminars on turfgrass management, weed control (including aquatic), and tree care. How many CAs are missing out on this invaluable training because they "can't take time out" to spend sitting in the lecture hall, or traveling to the meeting site?

No doubt we're all very busy these days. Sales development, personnel training, and the endless details of business management which every CA faces, eat up the hours relentlessly.

But it may be false economy to forego a day or two in the conference halls, where the leading scientific minds in the vegetation field are assembled.

None of us should ever stop trying to learn. And in a year in which the competence of pesticide applicators has received such close scrutiny, it is more imperative than ever to get out and listen to what the experts have to say.

In most cases, fees for the conferences are notably reasonable, frequently less than \$10, a small price to pay for knowledge!

We hope that industry men, when they read over the calendar of events in this issue, will not just nod agreement that the opportunities to learn are excellent, only to add, "Well . . . not this year."

Many observers note that 1964 may well be *the* year which can alter the course of the pesticide industry. Now is the time to make an extra effort to pick up a notebook, and file into the conference rooms with an eager and anticipatory mind.