

Improved Management Techniques Stressed at 2nd Fla. Turf Show

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While a threatened downpour of badly needed rain held off, the Second Annual Florida Turf-Grass Trade Show, May 2-4, got off to a successful start.

Nearly 300 registrants participated in various phases of the show, held at the University of Florida Experimental Station Plantation Field Laboratory in Fort Lauderdale, and at the Seville Hotel on Miami Beach. Florida Turf-Grass Association members from as far away as Puerto Rico, Texas, Virginia, and New York flew in especially for the show, which grew appreciably in attendance and number of exhibits over the successful First Annual Show held in 1962.

More than 200 CAs began with a field day and demonstration at the Plantation Laboratory, and followed Dr. Evert O. Burt, assistant turf technologist, on a tour of the turf research being conducted there. Guided tours were conducted over the research plots and areas during the morning, while registration was continuing.

Demonstrations of turf equipment followed a barbecue prepared by Bob Pryor, Broward County Agent, and lasted through the afternoon.

A complete range of equipment used in the turf industry, from the largest down through the smallest was shown: tractors, mowers, and fork lifts to fertilizer spreaders and

small mowers. As the demonstrations ended—and the rains began—the spraymen headed to the Seville Hotel in Miami Beach for the next two days' sessions, which included a business clinic and the opening of the exhibits.

Business clinic on Friday morning featured Drs. A. J. Noetzel, Dean Emeritus of the School of Business Administration of the University of Miami, Coral Gables, Fla., J. Everett Royer, chairman of the University's accounting department; and Curtis Millen, of Florida Advertising, Inc., Fort Lauderdale.

Aim of the clinic was to assist registrants, most of whom are small businessmen, with the latest thinking and services available to them.

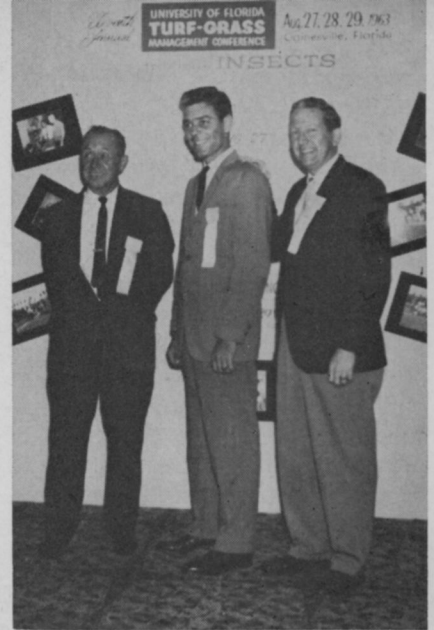
Dr. Noetzel began by noting that in 1962 more than 15,000 small businesses failed and 100,000 others were on a shaky footing due "primarily to management inadequacy." This inadequacy, he indicated, was shown in four basic areas:

1. *Lack of insurance:* Many small businesses fail to take advantage of insurance against risks such as fire, theft, etc. He stressed the need for a well-rounded insurance program, covering not only these areas, but also workmen's compensation, insurance for the executives and employees, and hospitalization programs.

2. *Debt mismanagement:* Many



Saturday's Clinic was open to the public, and more than 300 people came in to look at exhibits and question turf experts on the panels, which rotated members for six hours. Dr. Evert O. Burt (right), prepares to answer a query about a lawn blight, after examining a piece of turf brought in by a homeowner. General show chairman James E. Ousley, Sr., looks on. Both Ousley and Dr. Burt were among the turf specialists who filled in on the panels for a while.



Jubilant officers of the Fla. Turf-Grass Assn. commend each other on their successful Trade Show. Left to right are James L. Blackridge, secretary-treasurer; Ralph White, Jr., president; and Dr. Gene C. Nutter, vice president.

businesses fail to consider a consolidation of their entire listing of debt accounts, to take advantage of lower, minimal interest rates. Consideration should be given by all small firms to the consolidation of all of their debts into one package.

3. *Lack of account analysis:* Need is obvious, Dr. Noetzel said, for a continuing study of all accounts, so that the financial picture of the firm is clear at all times, and it is apparent which accounts are not profitable and should be discontinued.

4. *Failure to make lease arrangements:* Outlining the advantages and disadvantages of leasing arrangements not only for buildings, but also for storage space, equipment, etc., Dr. Noetzel stressed that in many cases lease arrangements could be far more profitable than outright purchase of the facility or equipment.

A detailed review of simplified accounting procedures was presented by Dr. Royer, who discussed accounting forms available for the use of the small businessman. "Many of these could be put into use as a tool for better management," he recommended.

Stressing that the simplest accounting system possible that does the job is the best one, Dr. Royer urged the weed and turf businessmen to take advantage of consultative services offered free by office equipment firms to set up the necessary business systems. Underlining Dr. Noetzel's remarks, he emphasized the need for a

Veteran sprayman
 Charlie P. Johnson, of Charlie P. Johnson Spray Co., Inc., Miami, a familiar figure whenever CAs get together, gives a disease's diagnosis to a questioning homeowner, as Dr. Evert O. Burt and Dr. Gene C. Nutter wait for additional questions from the curious crowd.



continuing cost analysis of the entire business operation, and pointed out that one of the biggest items of business operation often overlooked is the overhead costs. "This is where most businesses fail to properly assess their production costs."

Speaking about advertising and its application and use to the small businessman, Curtis Millen suggested that there were six approaches to follow in setting up an advertising campaign:

1. Is this for an immediate effect or a long range program?
2. Is it sensibly planned from financial and timing aspects?
3. Is it carefully budgeted to take advantage of the best rates for desired accomplishments?
4. Is it designed to find and reach the potential customer?
5. Does it keep the name of the firm and the product constantly before the public?
6. Is it good, responsive advertising that does not get off base?

"By studying advertising done by many types of businesses represented in the turf industry, we've found that these businesses often have a great need for information and education," Millen revealed. "This would lead to a general upgrading of their advertising approach to potential customers."

With the number of capable men involved in turf, Millen said, a good, solid advertising program could help upgrade not only their own individual businesses, but the entire turf industry as well. Agreeing with Dr. Royer, he also suggested that consultation services of advertising agencies be used.

After the business clinic was over, the Exhibit Hall, with exhibits in 56 booths, was opened. As in the field demonstrations,

exhibits contained the whole spectrum of turf supplies.

Evening program on May 3 consisted of an informal reception, dinner, and dance, with much time spent in table-hopping, conversation, and relaxation.

Exhibits were open to the general public as well as registrants on Saturday. More than 300 people toured the hall and participated in the rotating lawn clinic, which lasted for six hours and featured a constantly changing panel of experts from every segment of industry, plus the University of Florida and the Florida Experiment Stations and Extension Services. Homeowners asked questions on every subject of lawn care, maintenance, growth, diseases, and insects, and a few even brought in patches of turf from their lawns to learn the solution to their problems.

At the conclusion of the lawn clinic, which ended the Second Annual Trade Show, both the contract applicators and members of the public who were present were enthusiastic about this session, and plans are being made to open this part of the Trade Show to the public again next year.



One of the nearly 300 contract applicators who registered for the Second Annual Florida Turf-Grass Assn. Trade Show was Walter Ferguson, president of the Florida Horticultural Spraymen's Assn., whose group meets later this year.

Book Review

Concepts of Forest Entomology

by Kenneth Graham, Reinhold Publishing Corp., 430 Park Avenue, New York 22, N. Y., 1963, 388 pp., \$9.50.

Practical uses of theoretical information about the detrimental effects of insects in forests is offered in the latest of Reinhold's biological books, *Concepts of Forest Entomology* by Kenneth Graham.

Long associated with forest management, both in industry and at the University of British Columbia, author Graham has assembled some 935 references which attempt to depart from the usual texts on forest entomology.

Placing emphasis on principles of entomology as related to forest management, rather than simple identification of trees and insects which attack them, *Concepts* takes an economic tack. Proper evaluation of damage will give indications of what trees can be saved for marketing, a chapter on economic evaluation shows.

Insects are not treated superficially; rather, in-depth discussion on the pest and the manner in which it damages trees, whether by boring, leaf mining, or root chewing, gives the student of forestry a sound basis upon which to determine causes of timber loss. A table is included which sets forth the principal insects found in forests and what part of trees they damage. This makes damage detective work simpler.

Ground-based and aerial application devices, formulas of commonly used pesticides, and various methods of treatment are part of the large chapter on applied control, and should be useful to any operator offering tree spraying, whether in a forest or not.

Although *Concepts* contains easily read, informative material, readers will slow their speed when presentations of mathematical determinations for damage and loss analyses appear.

An academic work with a refreshing, practical slant that pinpoints the study of entomology in the scheme of forest management, *Concepts of Forest Entomology* will be useful to most outdoor spraymen.