

Field Demonstrations, Sunny Weather, Added Exhibits Spur 3rd Annual Fla. Turf-Grass Trade Show to Success

Sunny spring weather, approximately 400 registrants, and an increased number of field demonstrations and exhibits combined to insure a successful Third Annual Florida Turf-Grass Trade Show, April 30-May 2.

Sponsored by the Florida Turf-Grass Association in cooperation with the Horticultural Spraymen's Association of Florida and the Florida Society of Golf Superintendents, the Show was held at the University of Florida Experiment Station Plantation Field Laboratory, Fort Lauderdale and the Seville Hotel on Miami Beach.

Opening day's program at the Field Laboratory began with morning tours of the turf research areas. Separate tours were conducted for specialized interest groups, such as the Horticultural Spraymen, Garden Supply Dealers, Golf Superintendents and others, thus giving each group a common ground of discussion at each stop on the guided tours.

Check Weeds, Insects, Diseases

Stations were established along the way to pinpoint the research being conducted at the laboratory in weed control, in-

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Homeowners' clinic sought to answer turf questions from the public. County Agent Lew Watson (left) conferred with FT-GA Director James E. Ousley, Jr., on a diseased turf sample.

sect, disease and nematode treatment, and overseeding tests.

Demonstrations of a broad range of turf equipment and products were carried on throughout the afternoon under an arrangement in which the registrants moved from demonstration to demonstration during a three-hour period. In this way each demonstrator was able to give simultaneous and continuous showings of his product throughout the period.

With approximately a dozen

and a half of the exhibitors demonstrating, the areas were divided into two sections: the first for major, large equipment and the second for small equipment and product displays.

In addition to the equipment shown in prior years, such as tractors, shredders, spraying rigs, varying sizes and types of mowers, additional demonstrations were conducted for the first time by sprinkler manufacturers and fertilizer companies.

Show 70 Exhibits

The Show moved to Miami Beach in the evening for the first and highly successful evening opening of exhibit booths at the Seville Hotel, during which several hundred of the registrants toured the 60 industry exhibits and 10 educational exhibits.

Friday morning's program was completed by the three-hour Small Business Clinic designed, as in the past, to assist the FT-GA members in the increasingly effective operation of their businesses.

Delegates Get Bank Loan Tips

In reviewing "Banking Services for the Small Businessman," Frank Dieringer, Vice President, Commercial Loan Department, First National Bank of Miami, analyzed in detail the methods employed by a bank in considering applications for credit.

Dieringer indicated that the loan department of any bank generally pays the way for the other services provided, and thus all banks are looking for opportunities to maintain an active, growing loan business. In this light, he said, "credit applications are generally considered from the viewpoints of your suppliers' information on your bill-paying habits, your own personal knowledge and ability, and the reputation and personality of the business applicant."

Reviewing other banking serv-



Top-ranking turf experts from the Sunshine State welcomed the annual show as an opportunity to renew old acquaintances. Left to right are Dr. Gene C. Nutter, FT-GA president; FT-GA Director Francis Branan, president of the Florida Agriculture Council; Charlie P. Johnson, past president of the Horticultural Sprayman's Association of Florida; Norwood Glover, president of the Florida Seedsmen and Garden Supply Dealers; and Dr. Evert O. Burt, Assistant Turf Technologist, Plantation Field Laboratory, and show co-chairman.

ices, Dieringer also strongly urged the registrants to make full use of the consultative services of financial experts in their own banks for logical planning of both personal and business finances.

Wage-Hour Laws Studied

Moving into a more detailed section of the Business Clinic, the subjects of "Workmen's Compensation and You" and "Wage-Hour Legislation and the Small Businessman" were discussed by Virgil Lynch of John Z. Fletcher and Associates, Miami, and Kenneth Morefield,

as introductory material for a study of the current laws on the subject.

Morefield reviewed all aspects of the subject with emphasis on the sections dealing with exemptions from the law, minimum wage changes since 1961, over-time computation rates and schedules, exempt employees, and child labor regulations.

Delegates Quiz Pros

Following the individual speakers, a lengthy question and answer session was joined in by the registrants with all of the speakers, after which the exhibit



Equipment demonstrations highlighted the annual Florida Turf-Grass Conference, which this year drew 60 industrial exhibits. Machines like this Ford tractor, and the mowing and seeding attachments it is designed to pull, were moved into convention hall of the conference hotel so delegates could inspect the devices close at hand.

Manager, Florida Flower Association, respectively.

Lynch outlined the fundamental theories and programs of workmen's compensation, outlining for the registrants "how to save money on buying the most insurance." He spoke with particular reference to the 20 Associations in Florida having self-insurers' funds, all of which, he said, are designed "to protect a businessman from going bankrupt because of excessive claims."

History of wage-hour legislation was presented by Morefield

hall was opened for the remainder of the day.

While many of the turf professionals stayed over until Saturday for further talks with exhibitors, Saturday was again a day for the public to be admitted free of charge to the exhibits. Running simultaneously with the opening of the displays was a six-hour lawn clinic made up of industry suppliers, research and extension personnel, and other leading turf authorities from across the state, all prepared to answer whatever questions were presented by the public.

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