

Cite Increasing Tree Service Sales as Arborists Gather for Annual Winter Meeting in Fla.

For eight of the past 10 years, average annual increase of tree service sales by members of the National Arborists Association has paralleled growth of such things as the U.S. mean national income, number of households in the country, and construction value of new dwelling units, a marketing expert told delegates to the 13th Midwinter Meeting of the NAA in Ft. Lauderdale, Fla., Jan. 13-14.

Assembled at the resort town's Galt Ocean Mile Hotel, arborists heard New York City business consultant Ralph Head detail the rate of growth, and future potential, which has characterized the tree industry in recent years.

While the growth rate in the last two years has fallen slightly off among NAA members, it is felt that future sales increases will offset this pattern, especially in light of an aggressive advertising campaign which the NAA is expected to approve shortly.

Head recommended arborists develop more aggressive advertising and sales promotion, and Dr. Paul E. Tilford, NAA Executive Secretary, reported his group is devising a plan which will furnish members with advertising mats for local newspapers, and is considering a limited advertising program in national magazines to promote the association emblem, which designates a firm "member of the National Arborists Association."

In other membership surveys, Dr. Tilford reported that most NAA firms offer fringe benefits for employees, sometimes running into an expense as high as 70-75 cents an hour. It was recommended that managers make employees aware that this high expense should be considered a part of the worker's total income.

Increasing use of different makes of aerial lifts and cranes used in tree work, particularly in line clearance, take-downs, and in planting trees in difficult locations, has prompted the NAA safety committee, chaired



New directors for southern weedmen. Here is the new executive committee which will guide the Southern Weed Conference through the coming year. Left to right, front row: Dr. Dale Wolf, duPont; Dr. R. E. Frans, new prexy, Univ. of Ark.; R. F. Richards, Geigy; Henry Andrews, Univ. of Tenn.; back row: James Taylor, Thompson-Hayward; Dr. E. H. Funderburk, Jr., Auburn Univ.; Dr. J. R. Orsenigo, Everglades (Fla.) Experiment Station; Jesse Harris, Niagara Chemical; and Dr. Don E. Davis, also of Auburn.

Dixie Weed Problems Topic for Record 700 at Southern Conclave

A record attendance in excess of 700 delegates at the annual Southern Weed Conference was justified by a program of variety and timeliness, and a special orientation to problems of weed control peculiar to the South.

Meeting at the Hotel Heidelberg in Jackson, Miss., Jan. 15-17, the assembled weedmen had as their 1964 theme "weed control in cotton." While much of the program was strictly agricultural in nature, there were many papers of interest to those involved in nonfarm weed control on rights-of-way and in turf.

One of the keynote speakers, Denis Hayley, described at the outset how pesticides, particu-

larly herbicides, have come to play so important a part in American life, and how the public is misguided by many figures who voice concern over chemical weed and pest control. Hayley is Director of Information for the National Agricultural Chemicals Association of Washington, D.C.

Said Hayley: "The Public Health Service credits pesticides with saving the lives of 5 million people and preventing 100 million illnesses each year."

Furthermore, the NACA spokesman continued, FDA samplings of total diets of the U. S. populace show without doubt that the food consumed by American families is completely safe and is not being poisoned by pesticides.

Brush Control at TVA

Among the papers on nonfarm subjects of interest to urban/industrial vegetation management personnel was a paper jointly prepared by John R. Aldred and R. A. Mann of the Tennessee Valley Authority in Knoxville, Tenn. The TVA officials described methods their agency

by Edward C. Shearer of Farrens Tree Surgeons, Jacksonville, Fla., to develop a "safe practices code" for using these devices. Shearer will present these practices to NAA members at their next meeting.

NAA holds two meetings annually, and the next gathering will take place during the International Shade Tree Conference set for Aug. 16-21 in Houston, Tex.