

Nurserymen at AAN Convention Told To Modernize Business Practices, Continue Beautification Work

Suggestions and pleas for sophisticated business management practices surrounded 1500 registrants who gathered for the American Association of Nurserymen's 91st annual convention in mid-July at Chicago's Palmer House. Bolstered by news of improved Association budgets and a revitalized executive staff, AAN delegates heard half a dozen top management experts and later completed a full roster of Association business during their three-day operations-oriented conclave.

Congratulations and inspiration greeted nurserymen at the first general session, a luncheon keyed by Mrs. Henry H. Fowler, wife of the Secretary of the Treasury and Chairman of the White House Beautification Speakers Bureau. Bearing thanks from Lady Bird Johnson for the AAN's "Plant America" campaign, Mrs. Fowler urged nurserymen to continue work to educate the public and to enhance America's natural splendor.

"We need horticulturists to change our urban image from honky-tonk to beauty," she implored. The longtime proponent of natural beautification suggested industry members tap the Job Corps for a potential labor source as nurserymen continue their important work in a manpower-short market.

Mrs. Fowler's talk followed the reading of a personal telegram from President Lyndon B. Johnson who also thanked AAN members for their "Plant America" efforts.

Formalities of past successes were set aside, though, as nurserymen settled down to a day-and-a-half "Management Opportunities Program" which included six speakers who explored various facets of business operations.

Insurance drew concerned attention from Warren G. Brockmeier, manager, client services,



New AAN Board of Directors (left to right from front): Martin W. Usrey, director at large, Monrovia Nursery Co., Azusa, Calif.; J. E. "Ted" Korves, vice president and regional director, Plumfield Nurseries, Inc., Fremont, Nebr.; Thomas B. Kyle, Sr., president, Spring Hill Nurseries Co., Tipp City, Ohio; Hoskins A. Shadow, regional director, Tennessee Valley Nursery, Winchester, Tenn.; Joseph H. Klupenger, regional director, Klupengers Nursery & Greenhouses, Inc., Portland, Ore.; Harold R. Nickel, regional director, Greenleaf Nursery Co., Muskogee, Okla.; William Flemer, III, regional director, Princeton Nurseries, Princeton, N.J.; John H. Powell, allied associate, Economy Label Sales Co., Daytona Beach, Fla.; and Kenneth J. Altorfer, regional director, McKay Nursery Co., Waterloo, Wis.

insurance department of E. B. S. Management Consultants, Inc. His admonition, "It's Your Business, Protect It Now," reminded growers of the insurability of products cultivated indoors and outdoors. "It may behoove owners to carry windstorm insurance on what they can, at reasonable expense, realizing that greatest losses may be to stock grown outside buildings. At least loss will be mitigated by having insurance on part of it, should a major windstorm hit growers' properties."

Pesticiders Need Insurance

Brockmeier outlined insurance programs beneficial to growers or handlers who apply insecticides. He recommended product liability coverage which "protects you against claims for injury to someone or for property damage to somebody's property caused by a defect in products you sold."

Turning to liability insurance for application of pesticides, the

insurance consultant suggested, "If you ever charter a plane or use a flying crop dusting service, buy nonownership aircraft insurance." Brockmeier also pointed out the need for employe bonding, insurance on nursery and growing equipment and facilities, and complete auto protection. He noted, too, the pitfall of overinsuring, observing, "Risks which can reasonably be borne by the business enterprise without danger to financial stability or to the general profit picture should not be the subject of insurance coverage."

"Consumer Satisfaction Depends on Good Management," horticulturist Hiram J. Johnson, vice president and sales manager of Conard-Pyle Co., West Grove, Pa., told delegates. Functions of management consist of five areas: planning, organizing, controlling, coordinating, and motivating, he said. Nurserymen must effectively handle these five tools, Johnson insisted, for their industry rests on accept-

ance by a public which "shares with us two of its most prized possessions, leisure time and luxury dollar."

Jack McLay, McLay Florist and Garden Center, North Andover, Mass., called for heightened industry standards. "A garden center should try to maintain a full yard of 'plantable material,'" he idealized. "End of season sales are harmful to the industry unless it is truly the end of a planting season for a particular collection of plant."

Credit Selling: "Ideal Terms"

Factors of "Credit Selling" were explored by Dr. John J. Brosky, associate professor of finance at the University of Washington. To develop a concept of the "ideal terms of sale," Brosky described ways to protect the intended profitability margin of the seller firm and to neutralize the effects of changes in the pattern of customer payment habits. His complex evolution of accounting procedure concluded with the advice that since accounts receivable rank first or second as major assets of most firms, investment in accounting improvement is essential to safeguard and control its economies.

Other AAN speakers included Ira M. Hayes, director of retail sales training for National Cash Register Co., and Donald Drane, Advanced Consultant, John Hancock Mutual Life Insurance Co. Hayes urged nurserymen to endorse enthusiastically "conformity, repetition, and identity" in their drive to "Get Out and Sell." These sales methods make people buy nursery products because others in their neighborhood have them (conformity), because the firm is a well-known one (repetitive advertising), and because it has a good public image (identity), Hayes capsulized.

Drane delved into the unpleasantness of business dissolution upon death of an owner or partner. In "It's Your Business, Let's Measure and Preserve Its Value," he listed steps to help nurserymen protect business interests for their families in case of death: determine disposition of

goods, make sure family has access to funds, evaluate business assets. The problems involved in estate clearance demand attention and planning, he summarized.

New Direction For AAN

Attention was not limited to promoting business efficiency, though, as delegates spent considerable time reviewing the organizational setup of their Association and honoring outstanding industry members.

At the first general business session on Monday, July 18, conventioners heard members of the AAN's Washington executive staff recount significant steps made by the Association during the previous year. 1965-66 saw the AAN come under complete management change, an "umbrella concept" by which the Association can better serve its members, as Executive Vice President Robert F. Lederer put it. Two other associations, the Horticultural Research Institute and the Wholesale Nursery Growers of America, Inc., will be managed by AAN executive personnel while maintaining strict autonomy in governing procedures.

Outgoing AAN President Martin W. Usrey, Monrovia Nursery Co., Azusa, Calif., announced the Association had recouped financial setbacks of previous years. Thomas B. Kyle, Sr., AAN vice

president and treasurer, Spring Hill Nurseries Co., Tipp City, Ohio, unveiled a new budget. Included in this lengthy proposal was an allowance which permits AAN staff and members to call in a firm of traffic consultants who will study transportation problems of the industry. "In my estimation, this AAN service will save everyone of us many times our annual dues each year," Kyle opined. Indirectly, this move is an outgrowth of what executive staffers considered one of the Association's most important efforts during the past year. AAN protests prompted an Interstate Commerce Commission hearing to investigate proposed REA Express rate increases on horticultural shipments. "This investment of slightly over \$1,000 (for the hearing) has already resulted in savings of tens of thousands of dollars in transportation charges to us all," Kyle added.

"Associate Members" Begun

Born at this 91st annual conclave was an Associate Members Division of the AAN. The new group is composed of AAN members who are not in the nursery business; it will act as spokesman of all associate members dealing with the AAN and other nurserymen organizations. John H. Powell, Economy Label Sales Co., was elected president of the Associate Members Division; Donald J. Murray, Stoffel Seals



Mrs. Henry H. Fowler, wife of the Secretary of the Treasury and keynote speaker for the 91st annual AAN convention, pauses to chat with Robert F. Lederer, AAN executive vice president.

Corp., became treasurer; and Donald S. Mayer, Premier Peat Moss Corp., took the secretary post.

Elections for officers of the 1400-member AAN saw Thomas B. Kyle, Sr., move into the presidency after 4 years on the AAN Board of Directors. J. E. "Ted" Korves, Plumfield Nurseries, Inc., Fremont, Nebr., was elected to the vice presidency. Walter M. Ritchie, Ritchie's Garden Center, Colonia, N. J., was returned as an AAN trustee.

Directors for new two-year terms are William Flemer, III, Princeton Nurseries, Princeton, N. J.; Kenneth Altorfer, McKay Nursery Co., Waterloo, Wis.; and Martin W. Usrey, Monrovia Nursery Co., Azusa, Calif.

Howard P. Quadland, retiring AAN director of public relations, was honored for his long service to the Association. Hugh Stevenson, Forest Keeling Nurseries, Ellsberry, Mo., represented the Association during a ceremonial presentation to the pioneering publicist. Wayne H. Dickson has been named as Quadland's successor and assumed duties in July as AAN's public relations director, moving the PR office from New York to Association headquarters in Washington, D. C.

AAN Garden Writer's Award went to Victor H. Ries, garden editor of the Columbus, Ohio, *Citizen Journal* and author of numerous horticultural books and articles.

Dr. Paul Betjer, research plant physiologist at the U. S. Department of Agriculture's regional laboratory at Wenatchee, Wash., won the Norman Jay Colman Award. The plaque, presented annually to an individual who has made an outstanding contribution to horticultural progress through research, is named for the first U. S. Secretary of Agriculture, Norman Jay Colman, often called "The Father of the Experiment Stations."

Dr. Richard P. White, who has directed the Horticultural Research Institute since its inception in 1962, was honored upon his retirement for outstanding contributions to HRI.

Elmer Palmgren, Palmgren Nursery Supply, Chicago, served as General Chairman for this year's AAN meeting.

Vice Chairman was Alfred L. Fiore, Charles Fiore Nurseries, Inc., Prairie View, Ill. Besides the business and educational sessions, the convention featured a trade show which included 110 exhibitors and active ladies and "junior nurserymen" programs. Supplementing official sessions were tours to outstanding horticultural establishments and fine residential plantings in the Chicago area.

Northwest Turfmen Meet at Oregon Coast, Oct. 26-28

Oregon's seacoast and sand dunes serve as the background for the 20th Annual Northwest Turfgrass Conference to be held Oct. 26-28, at the Salishan Lodge in Gleneden Beach, Ore.

Program arrangements are nearly complete and will include talks on "Frost Protection for Turfgrasses," by Dr. Jim Watson, Turf and Toro Co., Milwaukee, Wis.; "Public Relations for Turf Managers," by Warren Nunn, assistant to Oregon's governor; "Winter Injury to Turfgrasses Caused by Low Temperature," by Dr. V. C. Brink and associates, of the University of British Columbia, Vancouver, B. C., Canada; "Weed Control in Turfgrasses," by Dr. A. J. Renney, University of British Columbia; "The Action of Herbicides in the Control of Weeds," by Dr. Appleby of Oregon State University, Corvallis, Ore.; "The Effects of Salts on Turfgrasses," by Charles G. Wilson, Milwaukee Sewerage Commission; "Ornamental Weed Control," by Arthur Myhre, Western Washington Research Center, Puyallup, Wash.; and "Research Progress Reports," from staff researchers of Washington State University.

Panel discussions will include "The Control of Turfgrass Diseases," and "Establishing New Turfgrass Areas." Dr. Roy Goss, executive secretary of the Northwest Turfgrass Foundation, at Washington State University, Western Washington Research

and Extension Center, Puyallup, Wash. 98371, has further registration details.

Mich. State University Begins New Turf Course

A special 18-month course in turf management, beginning Sept. 29 at Michigan State University in East Lansing, will study the identification, establishment, and maintenance of turfgrasses for various uses. Other topics include soils and fertilizers, landscape construction, drainage and irrigation, operation and maintenance of mowers and power tools, and insects and diseases of turfgrasses. Courses in written and spoken communications, business records, and personnel management are also on the program.

Including two quarters of on-the-job training in the spring and summer of 1967, the course will run from Sept. 29, 1966 to March 22, 1968, with four quarters of on-campus study. Additional information and application forms are available from the Short Course Department, Michigan State University, East Lansing, Mich. 48823.

Right-of-Way Group Sees Spray Gear, Sept. 12-15

All types of right-of-way spray equipment will be demonstrated when members of the Mountain Lake Right-of-Way Maintenance Conference gather at the Tinker Mountain Motor Lodge in Roanoke, Va., for their Sept. 12-15 annual meeting.

Included in the Sept. 13 equipment show will be hydraulic rigs, mist blowers, and other ground items, as well as representative helicopter-mounted spray gear. Results of commercial applications for brush control, tree inhibition, and soil sterilization will also be shown. Formal presentations on some problems of right-of-way maintenance, and a tour of experimental brush control plots at the Virginia Polytechnic Institute will close the technical portion of the meeting.