

**Sod Producers!**

**TEE-OFF  
WITH THE  
CHAMPION**

**NEW  
FYLKING  
KENTUCKY  
BLUEGRASS** (PATENT PENDING)

... rated "Best Obtainable" by noted authorities

From tee to home lawn, new 0217® Fylking unrolls an unexcelled carpet of turf that thrives!

**PRODUCES TOUGH, LUSH-GREEN TURF FAST**

0217® Fylking is a new, low-profile grass with unexcelled turf-forming qualities. Sod can be lifted in just 90 days! Vigorous rhizomes form a dense growth that crowds out weeds. Gaps and divots fill in quickly. 0217® Fylking greens up earlier, is more brilliant in color, stays greener longer.

**EASIER TO MAINTAIN, SEASON AFTER SEASON**

0217® Fylking has been tested for 10 years, from Canada to Mexico. Everywhere, it has received superior disease-resistance ratings. 0217® Fylking retains its luxuriant qualities in close cutting heights, in sun or shade. Count on 0217® Fylking to flourish every season, regardless of summer heat, drought or hard usage!

For additional information and names of authorized distributors, write Jacklin Seed Co., Inc., Dishman, Washington 99213

**After the Meeting, What?**

Now the letdown. The meeting is over and you are home. Problems of the business you relegated to the back of your mind for a few days are more pressing than ever. Now what?

Maybe it's at this point that you have the chance to capitalize on the true worth of the meeting. If it was like many conventions, annual meetings, or workshops of today, it offered much in the way of methods, technology, business principles, and the chance to compare notes with others in the same business as your own. This being the case, it was likely a valuable session for you.

But now that you are back at the ranch, do your plans include getting full value by sorting out any new information in your own mind, deciding what might apply to your own operation, and then sharing this with your employees, or at least with key employees?

We believe this after-meeting session with your people can be the most productive result of a meeting. It offers you the chance to discuss methods, ideas, new ways to increase business, etc., on your home grounds with those who best know your operation and who best know your clientele. You can localize the regional or the national viewpoint.

Doing this takes some planning. You need to look ahead to the after-meeting session during the course of the "big" meeting. Take-home materials are usually abundant. Pick them up for illustrations to use with your own employees. Take a few notes. Anticipate questions your staff will have. Discuss these informally with other delegates at the meeting. Your employees, as you yourself, may be able to benefit from this second-hand information.

Talk to the equipment and chemical suppliers. They attend meetings expressly for this purpose. Suppliers and company representatives welcome the chance to discuss problems you may have experienced, about new uses of their products, or simply how to get the maximum percentage of use from a product.

Once you are home, you'll find your own crew will be interested in this information. And if and when you buy that new equipment or try that new chemical, because they have been involved, your employees may be just as interested as you in seeing that it works properly.

If you haven't tried an after-the-meeting session with your own employees, you may be passing up the chance to fully capitalize on meeting information.

WEEDS TREES AND TURF is the national monthly magazine of urban/industrial vegetation maintenance, including turf management, weed and brush control, and tree care. Readers include "contract applicators," arborists, nurserymen, sod growers, and supervisory personnel with highway departments, railways, utilities, golf courses, and similar areas where vegetation must be enhanced or controlled.