

Florida Nurserymen Hear Qualities of a Manager

"It is not necessary to be academically prepared to become a good manager in a given field," Dr. H. B. Clark, University of Florida agricultural economist, told Florida nurserymen recently. He spoke at the annual Florida Nurserymen and Growers Association's annual trade show and the University's short course in early October.

Some 807 persons registered. An estimated \$119,301 sales were reported from 115 booths. Both figures broke 17-year records.

Managers "are made, not born," Dr. Clark stated. "Managerial principles pertinent to the learning process can be derived from statistical theory, logic and the application of the economizing techniques to the learning process.

"Experience is the stepping stone to progress; be daring but sensible, and beware! A good manager is never surprised and bends with

eventualities. But in aspiring to become a manager, one must ask himself: (1) Is this what I want? (2) Can I stand physical and mental pressure? (3) Can I make decisions; create and weigh alternatives? (4) Can I assume responsibility?"

Dr. Clark warned against a manager becoming involved with small problems: He must instead devote his energies to planning and to contemplate the "fitness" of his business in a rapidly changing world.

He emphasized three skills of management: Technical, human relations, and conceptual. Originally, technical skills attracted man's attention because technical progress was slow, business was simple, capital requirements were low, and number of people involved small.

Human relations skills need to be upgraded. A successful manager must have "unity and diversity" with continuous chain of command, he said.

Only recently have conceptual skills been recognized for their importance, suggested Dr. Clark. Management must know where it is going, how to get there, and how to fit into the competitive world. This, he said, takes maximum thought and knowledge seeking.

Trimmings

MOON DUST has a high titanium content, is low in potassium and sodium, and appears to lack organic matter. Plants could not grow in moon dust alone, but the dust could serve as a good medium if nutrients were added. Some seedlings of plants, such as tomato, bean, wheat and pine, showed a growth advantage when challenged with lunar material. The most noticeable growth was shown by liverworts, a lower form of plant life. Fern and lettuce grew best on lunar material; however, growth of algae was inhibited initially.

These findings have been reported by Dr. Charles H. Walkinshaw, leader of a team of NASA botanical scientists conducting tests with lunar material brought back by the Apollo 11 mission. The team is evaluating the effects of lunar material on more than 30 species of plants.

A plus benefit of the project has been the development of plant quarantine facilities to permit the production of truly germ-free plants. "This opens significant new frontiers in plant disease investigations and basic research into the functioning of all plants," Dr. Walkinshaw said.

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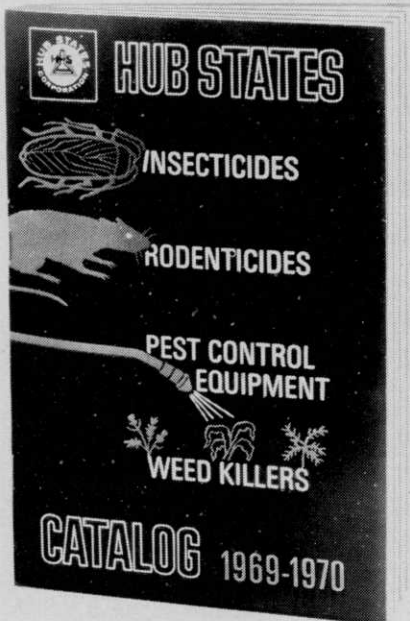
ANY EVALUATION of moon dust capabilities, to be of significance, of course, requires comparisons with Texas soil. In substantiating the claim that Texas "has some of the best soils in the world," Texas A&M landscape architect Robert H. Rucker said recently that "on some Texas soil all you do is add water to get concrete!"

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PLANNED OBSCOLESCENCE just isn't in the picture for the chemical industry as it is with other industry products, notably the automobile. Chemical research is painstakingly slow and gains, though significant, usually come in small portions. In fact, observed Robert Capps of Dow Chemical Company, "genuine newness sometimes comes as a great surprise — especially if the competition has it!"

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NORTHRUP-KING has announced that an improved variety of dandelion seed is available. The seed is intended mainly for overseas markets where the plant is used as food-stuff. But we suppose the next rafter-rattling the chemical industry can expect is the charge that NK is conniving (by secretly spreading dandelion seeds on turf areas) with weed-killer manufacturers to keep each other in business.



A new "how-to" catalog of insecticides, rodenticides, weed killers, and pest control equipment is available from Hub States Chemical and Equipment Corporation, 2000 North Illinois St., Indianapolis, Ind. In addition to listing a variety of products, the catalog contains useful information on how to use the various products to best advantage. Among items listed are flying and crawling insect sprays and fogging formulations, bird repellents, both selective and total weed killers; hand-operated, electric motor and gasoline engine-operated sprayers; electric and jet foggers; mist blowers and dusters; respirators; goggles; and others.

AAN Membership Spurts Ahead of Last Year's Gain

Nursery firms are joining the American Association of Nurserymen at an unprecedented rate, reports AAN President William Flemer III.

Flemer, of Princeton Nurseries, Princeton, N. J., reported that since the beginning of AAN's fiscal year, July 1, and through Aug. 30, the national association received 77 new member applications, compared with 15 during the same period a year ago.

Retail nurserymen account for the largest portion of the increase, Flemer noted. He attributed this to retail-oriented publications and advertising programs, "specifically tailored to their problems." In addition, a special summary is to be published, dealing with problems of nursery advertising and practical solutions, he announced.

Other growth factors include expanded services for the wholesale nurseryman and the AAN's new marketing arm, The Landscape Council. Nearly one-fifth of those joining the Council are becoming AAN members for the first time, Flemer observed.