

Here Are Program Features For Shade Tree Conference

Programming for the 45th International Shade Tree Conference is a beauty.

That opinion comes in part from the conference theme, "Beautify With Trees." The major basis, however, is the interesting, educational and entertaining agenda that's lined up for every member of the family. There are separate programs for the men, for women, and for the youth.

The date is Aug. 10-14; the place, the Portland Hilton, Portland, Ore.

Sunday is sort of the "business-before-pleasure" day. The board of directors of the National Arborist Association meets in the morning and the ISTC board of governors convenes in the afternoon.

President Keith L. Davey will officially open the conference at 9 a.m. Monday. The topic lineup looks like this:

— Inventory of vegetation resources from air and space, and implications for the arborist;

— Effect of pollution on ornamental plants;

— A banker's opinion of your business today;

— Growth factors in trunk development of young trees; and

— Growth control in trees; physiological and anatomical aspects.

Three sessions run concurrently Tuesday, on commercial, utility and municipal arboriculture.

Commercial topics are:

— What methods are open to those wishing to retire or dispose of their business;

— Encroachment of municipalities into private enterprise and what can be done about it;

— Is arboriculture a trade or profession?; and

— Managing an arboriculture business.

Municipal arboriculture deals with what's happening in this field across the country. Special reports will be given from the cities of New York, Minneapolis, Ottawa, Long Beach, Greenwich, and Lansing.

Session three on utility arboriculture considers:

— Meeting beautification and conservation needs through the off-street planting concept;

— Budgeting tree trimming;

— Helping to maintain a productive line clearance program through a tree cost analysis system;

— The street tree ordinance in support of off-street planting; and

— URD—the answer to service reliability and beauty in new residential areas.

The three groups merge for an evening session on ornamental plants of the Orient adaptable to the Northwest.

Equipment Displays, Demonstrations

Perhaps the most practical and worthwhile feature of the conference is the wide array of equipment, materials and merchandising exhibitors.

A 45-minute "Exhibitors Period" is scheduled for Monday morning and half-hour breaks are scheduled each half-day during other days of the convention.

Field demonstrations are Wednesday morning, 9 to 12 noon. Educational sessions will be at the hotel in the afternoon. Some three dozen exhibit booths are available.

The special educational sessions

Wednesday afternoon will be presented in three categories — general arboriculture, utility arboriculture, and municipal arboriculture.

General arborists will learn about cabling and bracing techniques and tools for tree pruning safety.

Utility arborists will hear the same session on safety. In addition, topics are utility engagement in city tree planting programs and a presentation on opportunity for safety on and off the job.

Municipal arborists will spend the afternoon touring and discussing street trees and special city tree-planting and maintenance problems.

Much of Thursday will be devoted to reports and discussions of insects. There will be one session on the use of trees in unusual landscape designs.

At 11 a.m., the conference business session will convene. The agenda includes election of officers and asking recommendations for convention cities for 1974 and 1975.

Bring the Family

If the problem in your house is whether to take a family vacation or attend the Shade Tree Conference, then your troubles are over. Have the family start reading this story from the back.

The entertainment lineup is a family vacation: Monday evening — a visit to J. Frank Schmidt & Son Company nursery and a barbecue at a scenic spot; Wednesday evening — Buses leave for Tillamook and a trip up the scenic coast to Gearhart's, with a salmon barbecue on the beach; and Friday — post convention tours are available to Alaska and the Canadian Rockies.

Special programming for women includes other entertainment. On Monday, they will travel the scenic Columbia Highway, second highest in the U.S., to Multnomah Falls for lunch. They'll visit a beautiful grotto en route.

Tuesday morning is open, except a meeting of the "Shady Ladies." After a luncheon, with a TV personality as speaker, women leave for a tour of the city. The highlight is the world famous international rose garden in Washington Park.

Wednesday and Thursday are open for shopping.

Special features on the teenage and youth program include tours Monday to the Portland zoo and the Oregon Museum of Science & Industry; tour of the Bonneville dam and fish hatchery at Multnomah Falls Tuesday; trip to Janzen Park Wednesday; and a pool party at the hotel Thursday.

**3RD
Annual
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Days**

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AUG. 4-5

**Rutgers University
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