

AMERICAN Association of Nurserymen is doing its thing for the 95th time, July 18-22. The pad is the San Francisco Hilton. The program looks like a smash.

The 86-booth trade show is filled to capacity, according to exhibit chairman Jim Meadows. The booths, he says, will display almost every kind of equipment, chemical, plant material, supplies, and printing on the market that are valuable to the wholesaler and retailer of nursery stock.

Although the trade show area has been filled, Meadows said a trading area is being made available to late-comers. The area is adjacent to the main exhibit area and will contain a limited number of card tables and chairs for company sales representatives.

A "trading table" sells for \$100 and will include the table draped in green, two chairs and a company sign.

An amendment to the bylaws will draw a lot of attention at two of the business sessions. The change would permit firms receiving less than half of their gross income from sale of nursery stock to become AAN members.

According to AAN President William Flemer, III, "A bylaw amendment proposal should involve the participation of all AAN members. Caucuses will be held Monday morning, July 20, from 9 a.m. to noon and members are urged to attend their regional caucuses. It is here that opinions may be expressed and regional decisions made on this important proposal."

The first general business session is 2:30 p.m. Monday in the Continental Ballroom. In addition to discussion of the proposed bylaw amendment, the annual President's Address will be delivered, staff slide and tape presentation to the Board

In San Francisco, July 18-22

Membership Rule Change Tickler for AAN's 95th

of Governors highlighting the year's activities will be made, the proposed budget and treasurer's report will be given, and nomination of officers for the coming year will be heard.

The second business session will be held on Wednesday, July 22, at 2 p.m. in the Imperial Ballroom. At this meeting, votes will be taken on the bylaw amendments, officers will be elected, and approval of the fiscal budget will be made.

Wholesale Nursery Program

William R. Callen of Associated Farmers of California, Inc., will speak on "Agriculture Labor Relations and the Grape Boycott." Callen will discuss the controversial developments to unionize California grape pickers and analyze the meaning of unionization to the nursery industry.

"Profits Through Applied Machinery Systems" will be discussed by Peter J. Clifford of Venture Systems, Inc., Fresno, Calif. Venture Systems is having a great impact on the growing business through its "systems approach" to nursery mechanization problems through an overall "production line" approach.

A slide presentation and discussion of the sophisticated European nursery production machinery will be presented by Otto Timm, Timm Enterprises, Ltd., Canada.

Following a two-hour lunch break, William W. Wood, Jr., of the University of California, will discuss "Big Business Looks at the Nursery Business" and analyze the grower's place in the coming decade of "conglomerates," "chain outlets," and "franchises."

Latest strides in horticultural research will be explored by Richard D. Lane, USDA Forest Service.

"New Plants for the Seventies" will be discussed by Don Shadow, Tennessee Valley Nursey, McMinnville, Tenn. He will introduce some new and unknown plant materials which may be factors in the nursery industry's inventory of the future.

To wrap up Wholesaler's Day, Tokuji Furuta of the University of California will present a "picture tour" of California Production Nurseries.

Retail Nurserymen's Agenda

"How to Manage the Cost of Labor in a Retail Garden Center" will be discussed by Lawrence W. Bachman of Bachman's, Inc., Minneapolis, Minnesota.

"How to Use Opinion Surveys to Discover What Your Best Friends Won't Tell You" is an enlightening discussion on the value of knowing the garden center's customers, their attitudes and motivations for buying (or not buying) nursery products. Daniel S. Capper, Capper's Nursery, McLean, Va., is a leading retailer ably used the Horticultural Research Institute's Retail Nursery Customer Survey Kit.

A photo slide review and critiques of the 1970 Retail Advertising Award winning ads will be shown and discussed in "Guidelines for Effective Retail Advertising." As ads are shown on the screen, professional guidelines for producing "selling" ads will be discussed. The 1970 Retail Advertising Awards will be presented immediately following the slide preview.

Following a leisurely lunch break, the afternoon session will lead off with "Here's How to Run a Sales Meeting to Build Loyalty and Sales

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Arboretum, Inc., retail garden center division of Environmental Industries, Encino, Calif., has purchased Better Gardens, a 28-year-old, service-oriented garden store firm with outlets in San Marino and Arcadia. Don Stockard, left, general manager of Arboretum, Inc., welcomes Kerby Lesh into the EII family of companies. Lesh, former owner, continues with EII in a management capacity.

Enthusiasm," presented by Itsuo Uenaka, chairman of the AAN Garden Center Retail Committee, Cupertino Nursery, Cupertino, California. The basis for Uenaka's presentation will be the newly created "Sales Meeting Tapes" now available to AAN members.

To wrap up Retailer's Day, the National Association of Credit Management will conduct an information-packed 40-minute session on "How to Manage Credit to Build Sales and Increase Profits." Topics to be covered include reasons for using credit, how to make money on credit plans, and how credit stimulates impulse buying.

For the Family

Women attending the convention will be treated to a special Ladies Day Tuesday, July 21. They will tour the M. H. DeYoung Memorial Museum, a Japanese Tea Garden, the Strybing Arboretum, and other historical sites.

Youngsters, too, have a program outlined for them. Juniors have a get-acquainted party Sunday with dancing to today's popular tunes. On Monday, they will tour Marine World; Tuesday, Angel Island; and Wednesday, engage in a splash party in the hotel pool.

The annual landscape tour, sponsored by the National Landscape Association, will feature many of the outstanding landscape designs in the San Francisco Bay area. The tour

is Sunday, July 19. Special taxi tours will be conducted on the same route Monday and Tuesday mornings.

DED Losses Drop 50% In Milwaukee County, Wis.

Dutch Elm Disease killed only half as many trees in 1969 in Milwaukee County, Wis., as it did in '68.

The decline is no assurance, however, that losses won't increase again in 1970, said county agri-business agent Stanley Rynearson. He attributed the decline to three factors: decreasing number of elms; thinning of thick stands, thereby reducing the possibility of transmitting the disease by root graft; and loss of most of the rural elms in the county, which could have reduced in-migration of elm beetles.

Control programs costs did not fall proportionately. Though tree deaths dropped from 34,323 to 17,245, money spent on control programs dipped from \$132,490 to \$128,344. Removal costs decreased \$34,000 to \$1,184,449.

DDT has not been used to control the elm bark beetle since 1968.

To be exact, Rynearson said that 237,346 elms remain in the county.

Municipalities planted 26,724 trees in 1969. Diversification of varieties planted continues to get emphasis, he said. Maples, accounting for 90% of the plantings in 1965, last year comprise only 55%.



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