

**W**HAT A WEALTH of information was wasted at the barrage of conferences in recent months! We say it was wasted because you weren't there. Like money, information has to be used to really be worth something.

Since you support this magazine, however, we felt obligated to warn you that your competition has a keen edge on you—the competition that was represented at the meetings.

At one conference, a fellow thumbed this magazine and told his listener: "You hardly need to go to these meetings; you can read it all in here." Well, we appreciate the compliment, but have to confess that we just aren't physically capable of telling it all.

One company described a new growth regulator that should be on the market by 1973. It would be premature for us to talk about it in print, but you could have witnessed how good it looks two years before you could buy it. One poolside conversation overheard was about one man and one truck getting \$60,000 of tree spray business in one year. And he was working in a northern state with a short growing season. Most conferences include a session on pesticide regulation that's pertinent to the region. There is new equipment galore—and nothing's better than "getting the feel of it" in a relaxed atmosphere. Latest research is always a part of these conferences. We report

## Your Competition Has the Edge

what we believe is significant. However, we can't always hit upon what's significant to each of you.

Couldn't afford to go? Could you afford **not** to go?

We believe it is vital for a trade magazine to be present at as many conferences as we can. How else could we keep attuned to the industry? True, we rarely see other magazines there. But then, we feel we, too, have an edge on the competition.

Guest speaker Don Santy, addressing the Pacific Northwest Pesticide Applicators, offered some of the reasons for joining an organization that holds periodic conferences. Among them: To establish a professional image (a speaker at another conference said the way to raise the level of your profession is to raise your level of knowledge); to establish friendships with peers; to learn something; for sheer enjoyment of a new adventure; to create anticipation of better things to come, through establishment of goals, and plans to reach them; to attain personal or business security through the collective strength an organization offers.

To be successful, Santy said, an organization must provide motivation, enthusiasm, membership growth, leadership and planning. Most of the meetings we've attended provide all these things. See what you've been missing. See the advantage your competition has on you.

*Gene Ingalsbe*

## TIME TO RENEW: Your Renewal Card Is Bound In Above

(Second Notice)

We need your okay to continue sending you WEEDS TREES and TURF magazine on a *free* basis. In fact, we must have it.

We—and other publishers—have been somewhat remiss in the past in that we've sent your copy of the magazine whether or not you sent your card in. This can no longer be done.

As you know, subscriptions are free to bona-fide members of the industry. You qualify. But economics has again reared its head and we must stabilize our circle of readers. We shall maintain the magazine circulation at 33,000—the number which constitutes the basis for our advertising rate. No additional magazines will

be sent except at the published rate of \$10 per year in the U. S. and Canada.

MAY WE HEAR FROM YOU—by way of the bound in card above? Simply tear it out—SIGN and check your answers. **DO NOT LOSE YOUR FREE SUBSCRIPTION TO SOMEONE ELSE.** We want your continued support and we need you on our list.

Thank you.

Art Edwards, Editorial Director

*(This renewal notice is a requirement of our national auditing service to verify that you are a member of the industry and that you wish to receive the magazine.*