

Good public relations is an essential part of every business, especially service-related ones. Many tree service operators fail to take full advantage of the opportunities they have to get good public exposure and reap the sweet rewards.

When was the last time you read something complimentary about *your* organization in your own local newspaper? Is the general public in your community familiar with and aware of who you are? If not, here is how you can make them aware of you, and what to do so that the next time they think "Tree Service" they will think of you, automatically.

The "lecture circuit" is one of the best ways to establish the fact that you know what you're doing when it comes to trees. You prepare a couple of ten or fifteen minute talks on "Preserving Your Trees," "Trees and Ecology," or any other current tree topic and make it known to local clubs and organizations that you are available for free any evening to deliver the talks.

An effort? Yes, it is.

But it pays off handsomely in new jobs and you will be getting the kind of customers you want.

Besides you will most likely have little or no competition on the lecture circuit.

Another way to effect the same thing is to offer a Tree Expert Column to local newspapers for free with



ARBORIST SHOP TALK

By Hank Harvey Jr.

Liberty, South Carolina

the condition that you can use the closing line, "For more information about your trees you may call the Tree Expert at (your phone)."

This is an easy deal because all you do is write about 100 words each week about anything concerning trees . . . what is a girdling root, why trees need feeding, what is Dutch Elm Disease etc. Once again you establish yourself as the local tree expert in the eyes of hundreds, perhaps thousands, of potential customers.

One more way you can gain good will and status for your business in the eyes of the public is to take advantage of any and every newsworthy situation.

Rescuing a cat from a tree with your bucket truck? Call the newspaper and tell them what's going on and they'll probably send a photographer, because that's news!

Take pictures of anything interesting (black and white is best and even a good color picture will make it in most local newspapers) and make sure they show your equipment in use preferably with your company name showing somewhere.

Make them available to the local media immediately.

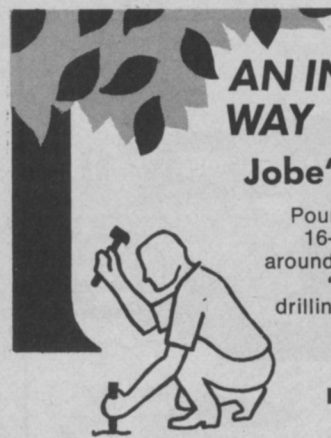
Whenever a new tree disease is rampant or even a to approach let the newspaper seasonal insect attack about pers and radio stations know about it. Be sure to tell them what they can do for prevention or treatment, es-

pecially if it is something you can do for them, professionally.

One clever tree man in a large Eastern city did his bit for ecology by "recycling" hundreds of Christmas Trees with his brush chipper and giving the mulch away free. Estimated cost to him (on a slow winter day) about \$40-\$50.00 at the most. But he got a big one-half page write-up in a two million circulation newspaper plus great good-will with all the local municipalities and no telling how many new private customers. All in the name of Good-Will.

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vide controversy throughout the winter. EPA will certainly take considerable time to analyze data collected this year. The best course of action is continued pressure by the political heavies and strong support through organizations such as the International Pesticide Applicators Association. It could well be that the pine tussock moth may be the Achilles heel of EPA.



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Dr. Richard C. Back (r) of Union Carbide Corporation is the recipient of the 10th annual L.S. Hitchner Service Award. Charles O. O'Brien (l) of the National Agricultural Chemicals Association (NACA) makes the award. Dr. Back is Washington representative on agricultural chemicals for Union Carbide. He is also chairman of the regulatory committee within NACA.