

WEEDS TREES and TURF®

December 1974, Vol. 13, No. 12

THE COVER—These two diesel rigs belong to Instant Shade Trees, Inc., a Texas corporation owned by Albert H. Korenek which provides large tree moving service across the continental United States. In addition to his trucks and ten hydraulic tree diggers, Korenek also cultivates 75 acres of oaks. See story on page 10.

INSTANT SHADE TREES . . . TEXAS STYLE—Geneology of tree spades is traced back to Al Korenek's attic where he invented the granddaddy of all mechanical tree diggers, the Texas Tree Shovel. Korenek tells his story from conception of the idea to completion of the popular diggers **10**

THE ARBORIST'S INSURANCE MARKET—National Arborist Association-approved Fred S. James and Company's Stanley Loar takes a look at the insurance options open to the arborist. Loar outlines alternatives to high cost, low dependability insurance **14**

MOTIVATING THE TURNED-OFF EMPLOYEE—Part 1: The Needs of Man—Few managers deliberately demotivate employees. But there are also very few who understand just what makes an employee tick, what his goals are within the work environment, what makes him dedicated and hard working. In this first of a series, John L. McKeever discusses the employee's goals, manager's role and employee's expectations from management **18**

MEET THE ASSOCIATIONS—Backbone of the Green Industry—Thirteen green industry organizations review their 1974 accomplishments and look ahead to their goals for 1975 **31**

WTT 1974 ARTICLE AND AUTHOR INDEX **37**

Editorial	6	People on the Move	30
Government News/Business	8	New Products	47
Industry News and Newsmakers	23	Letters to the Editor	48
Commercial Sod Industry	24	Classifieds/Advertisers	49
Meeting Dates	26	Trimnings	50

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