

# Editorial

Attending a meeting, conference, show or whatever now costs money. For the business operator who includes his associates, the average out-of-state meeting represents a significant business expenditure.

For the exhibitor, the supplier or manufacturer who sets up his product line, mans his booth, and pays the fee for space and accessories, the cost is up even more.

Which produces a situation show sponsors — those associations, societies, universities and other industry groups — cannot ignore. Shows and conferences have to be good. The delegate to the show must get his time and money's worth in terms of information which will help him in his operation. The exhibitor has to see a big percentage of his potential customers.

The '74-'75 winter show and conference season is almost concluded and a critique seems in order.

Our concern is that the two groups requiring satisfaction — the delegates and the exhibitors — have not been as well served in all instances as would seem pos-

sible. Thus, both attendance and exhibitor participation suffer.

Basically, the problems revolve around the fact that the average association enjoys a membership amounting to only 10%-12% of the universe or the specific industry involved. This limits potential attendance. Costs being what they are, the exhibitor is forced to carefully appraise the economic feasibility of show participation.

Location of the annual meeting or show is another major factor. What is best: a location with a major tourist attraction to pull delegates and compete for show time, or a site where the product lines and the educational program are paramount?

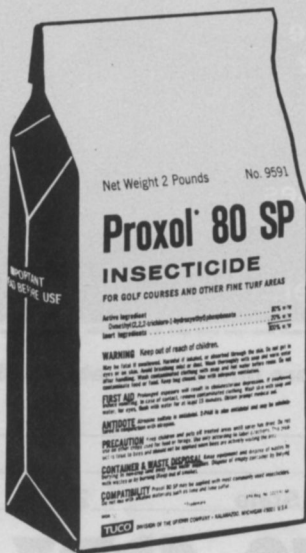
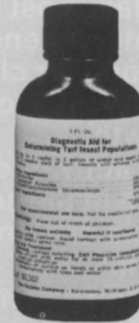
More questions can be raised regarding subject matter and quality, as well as variety of educational programs. Further, who is invited outside the association or society membership — and encouraged to attend.

We'd like to see shows and conferences with broader appeal — and with a clear invitation to non-members including all professionals interested in the business.

# Take the guesswork out of turf insect control

## Diagnostic Aid from **TUCO**

Many turf insect larvae are night feeders, so the first evidence of their activity frequently is damaged turf. Diagnostic Aid, applied to turf as directed, causes insects to emerge to the surface within 10 minutes. They can be identified and counted to determine the level of infestation and whether an insecticide should be applied. It also can be used after insecticide application to measure the control obtained.



## Proxol\* 80 SP Insecticide from **TUCO**

Proxol is the one insecticide developed especially for use on fine turf and ornamentals. Sod webworms and cutworms are two major groups of turf insects controlled by Proxol. It is estimated that each sod webworm larva can chew up 20 square inches of turf in its average life span of 20 to 40 days; the cutworm larva can devour up to 36 square inches. With 300 to 500 larvae generated from each adult in a period of 10 to 21 days, it becomes apparent why early detection and control are desirable. Using Diagnostic Aid and Proxol together lets you program insect control.

\*Trademark

One bottle of Diagnostic Aid FREE in each case of Proxol 80 SP.



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