

OUTLOOK

By Bruce F. Shank, Editor

The importance of industry conferences to the landscape businessman should be clear this winter. Dealing with inflation is no simple matter. Conferences and industry publications have become as necessary as a good accountant in today's challenging business climate.

Prices, inventories, salaries, insurance rates, marketing, depreciation, and many other business facts of life must be watched daily, not just at budget review time. The importance of these items is obvious. What may not be obvious is the waste caused by improper use of materials and methods. Conferences, although sometimes repetitious in subject matter, refresh our memories in both areas of savings.

It might be a good idea for those lucky enough to attend conferences to pass on what they have learned to all others in their company. It is the person who performs these functions that needs the refresher most, and they

probably aren't the ones you took with you to the show. Going to conferences is not cheap and the real economy comes from spreading the information from the one who attended to those who did not.

In case you miss a good session at any particular conference that you feel would help your company, write me

and we'll contact the author for publication. We can also get other experts on the same subject to contribute to a comprehensive article. Conferences bring out the best. It's up to magazines to capture the best for more permanent reference. Write me with your request at Weeds Trees & Turf, 757 Third Ave., New York, NY 10017.

Now You Can Grade Weeds Trees & Turf

Beginning in March, some of you will have the chance to critique an issue of Weeds Trees & Turf for its interest to you. Called Readex, this research is designed to gauge the reader interest of both advertising and editorial. All departments and features will be graded by readers for their interest, attention holding, and usefulness. Twice a year we will perform this research to check the value of Weeds Trees & Turf to

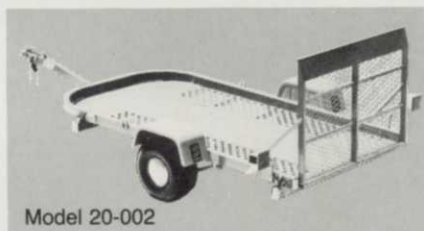
you.

Also, twice a year advertisers get the opportunity to see how effective their advertising is. This lets them know what you think of their product and their advertising. It is feedback needed for magazines, advertisers, and readers to communicate and react to changes in the market.

We welcome your participation in the Readex program. **WTT**

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