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groundwork for the future and builds credibility and image," Hiller says. If you want high visibility, join a local chamber of commerce or get involved in sponsorships.

And when you sell, don't sell jargon. According to Hiller, services rendered are often below customer expectations, causing customers to look elsewhere for service, "which is why some companies continue to find new customers in a saturated market." □

TREES

How many trees are in Texas?

COLLEGE STATION, Texas — How many native Texas trees have been identified and documented?

If your answer is 222, you guessed correctly, according to research scientist Benjamin Jackson Simpson, of Dallas, who has spent many years studying and writing about native trees found across the Texas landscape.

Simpson, who is with the Texas Agricultural Experiment Station, said the number could be 305 if one added current species, an additional 24 possible species, 51 natives that are considered shrubs and extinct or lost native trees.

Simpson, author of *A Field Guide to Texas Trees*, notes that Texas has from 33 to 45 percent of the native tree species in the United States, but little is known about the native species except among professional botanists and taxonomists. □

SEED

Noxious weed found in seed

WASHINGTON — Noxious weed seed has been found in tall fescue recently imported from Argentina, spurring a quarantine order from the government for all such

seed in Oregon. Also, importers of the seed have been told to reclean, return or destroy the seed on hand.

The government reports finding 100 to 150 serrated tussock seeds per pound in Argentinian tall fescue. One importer, Pennington Seed Company of Madison, Georgia, reported distributing the seed to about 1,700 retail outlets all over the country. The lot numbers of Pennington seed being recalled are 83GSO3G and 83GSO1G. Other importers of the seed include Normarc and Olsen-Fennel, of Oregon, Seaboard Seed Co., of Chicago, Gateway Seed Co., of Missouri and Allied Seed Co., of Idaho.

Anybody in possession of tall fescue seed with Argentinean listed as its place of origin, including seed mixed with Oregon ryegrass or Bermudagrass and coated with fungicide, should have the seed sampled immediately, says Roy Cole, senior operations officer with the U.S. Department of Agriculture's Animal Plant Health Inspection Service.

Tall fescue is in short supply this year as a result of last summer's drought, says Cole, which is why the seed was imported from a country the U.S. traditionally exports to.

"This has stirred up a lot of interest among state seed officials," says Cole. The seed sold was probably intended for highway rights-of-way, he adds, yet it poses its biggest threat in forage-type areas. "The weed has no nutritional value whatsoever. Animals consume it but can't digest it and eventually they die of malnutrition," says Cole.

Serrated tussock is a very aggressive, perennial, tussock-forming grass with a deep, fibrous root system. Called "the worst of noxious weeds" in the book *Economically Important Foreign Weeds*, the weed delivers an estimated 227 million seeds per acre and is nearly impossible to eradicate. □

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