

meetings in a somewhat different fashion. All of our educational sessions are scheduled for the morning. The afternoons are left free purposely, at the request of the members, to enable them to talk to one another freely and conveniently about problems of mutual interest.

With a Trade Show you have the opportunity to talk directly to suppliers whose wares you have read about in trade publications. You have the opportunity to witness demonstrations of new equipment.

Looking at everything I have just presented from another angle, consider these points:

1. You have access to a tremendous storehouse of information.
2. You are part of a voluntary and cooperative organization which represents your industry.
3. You are represented before legislative or regulatory agencies.
4. You will advance your own industry.
5. You can improve your business by taking advantage of the information furnished to you.
6. You will profit through participation.

There are still other considerations. All expenses involved in attending a meeting are tax deductible. As many in this room can attest,

you will develop life long friendships that you can't duplicate anywhere. Most important our collective efforts will help raise the image of the tree care industry to a level that will permit us to change the prices that we deserve to provide the services that we do.

It is true, there are people who join trade associations for prestige and detract from the image of the profession rather than improve it. It is also true that there is duplication of effort on the part of trade associations and it is also true that the cost of belonging is expensive. However, you get what you pay for. When I was active in the tree care industry as a practicing arborist I always had the philosophy that if I wasn't able to glean information from any of the trade associations that I belonged to that wasn't worth at least twice what my cost of membership was, then I was not taking full advantage of my membership. Trade associations are a business tool to be taken advantage of, capitalized on, not considered an expense that you must incur. Your trade association is an investment which can pay you dividends if you let it.

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ABSTRACT

Andresen, J. W. 1974. **Survey of growth and survival of trees in 19 American cities indicated no detrimental effects caused by high-pressure sodium street lighting.** Chicago Department of Streets and Sanitation Report. 35 p. (Available free of charge from Street and Highway Lighting Bureau, 131 East 38th Street, New York, N.Y. 10016)

This study was undertaken to provide comparative data on the role of high-pressure sodium vapor lighting in the growth and survival patterns of trees contiguous to the lights along city streets. Data were personally collected in Chicago, Cleveland, and Milwaukee with observations made on 200 trees. Additional information was gathered via telephone interviews with officials of 16 cities where high-pressure sodium (HPS) lamps have illuminated trees for the past several years. Not one personal observation nor any telephone conversation comment indicated any harmful effect to trees by the light created by HPS. All indicators, to date, suggest that HPS has no detrimental influence on trees grown in cities of the eastern half of the United States in general and our Midwest in particular. Based on the compiled data it would be safe to install HPS lamps of 150, 250, 400, or even 1000-watt output in the presence of transplant or mature trees.