

situations in arboriculture, you are going to spend money and time and dedicate yourself to acquiring skills and knowledge that will not necessarily make you a dime more in your business. You won't even be able to use your list of coursework effectively on a resume. The courses are not prescribed curriculum for arborists or plant scientists.

My final point is in the form of a question. Given the large number of plant scientists, who through different societies, do not hesitate to ask for research donations, given the large number of corporate managers and their budgets, and

generally whoop-oo-de-doo people whose activities fill up the trade magazines and who speak from the podiums of various conferences, why leave it to me, a former tree climber no longer working in arboriculture, to conceptualize, assimilate and present this information to you, without any budget or grant?

**Acknowledgment.** The computer-generated graphics were prepared by Ms. Sabine Huhndorf of Urbana, Illinois.

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## Abstracts

STILES, B. 1988. **Evaluate your sales personnel.** The Landscape Contractor. Feb. p27-29.

The focus on sales volume as the sole measure of a salesperson's performance easily can prove misleading. Properly evaluating sales personnel requires a look at many factors that influence their value to a business. You need to establish some common criteria for evaluating all sales personnel. At the same time, ask some specific questions about each salesperson as you proceed through the evaluation process: Does s/he constantly seek new business? Does s/he continuously try to improve product knowledge and selling skills? Does the salesperson handle customer complaints competently? Does s/he assist other sales personnel when the need arises? Does the salesperson work cooperatively with inside people? Does s/he respond to constructive criticism in a positive manner? After using an effective evaluation system in your business for six to twelve months, you should start seeing the benefits on your firm's bottom line. Moreover, you will find better morale among your salespeople.

VIKNER, P. 1988. **The 12 commandments of preventive truck care.** Am. Nurseryman 167(6):61-64.

Most truck owners are experts in their businesses, not in truck care and maintenance. So they either rely on expert dealer technicians, or they try to save money by using non-professionals to perform maintenance work. That's why the owner's manual is so important; it's the bible of vehicle care and maintenance. Every Isuzu truck manual contains the following commandments of preventive truck maintenance. Follow them and any vehicle you own will have a longer, more economical life. Thou shalt realize that all mechanical devices—including trucks—wear out sometime. Thou shalt break in thy new truck with kid gloves. Thou shalt treat thy truck's engine like thine own heart. Thou shalt treat oil as gold. Thou shalt not put water in thy tank. Thou shalt drive with fuel economy in mind. Honor thy tires as thy footwear. Thou shalt regularly change and replenish thy truck's fluids and lubricants. Thou shalt not overburden thy truck. Thou shalt coddle thy brakes. Thou shalt travel lightly on thy clutch. If thou hast questions about repairs or service, thou shalt ask an expert.