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SO₂ during a single growing season. In addition, these results illustrate that certain changes in the pattern of growth may accompany seedling material exposed to high levels of SO₂ for extended periods of time compared to similar plants grown in the absence of high SO₂. This information should be of interest to the nursery industry in terms of gaining a better understanding of the response of landscape plants to air pollution stress.

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Let's Talk About an Inventory System¹

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It's indeed a pleasure to be here in Montreal with you. I hope that you are enjoying yourself as much as I am. For the next few minutes our topic will be that of plant inventory and its control.

With the increasing competition and the rising cost of doing business it has become of vital importance to know the true cost of producing a plant. During the past five years I have been privileged to work with many nurseries and greenhouses. At each nursery, different marketing strategies, management philosophies and growing techniques were presented. And each nursery was successful; therefore, their techniques were good—for them. Each one, however, had a common question left without an answer. That common problem without a solution was plant inventory.

If we look at plant inventory as an overall problem then it becomes too complex to analyze. For an efficient, accurate and flexible solution we therefore must address a modular system that allows different configurations for each grower, landscape, or retail garden

center while at the same time providing the necessary information to all. For overall effectiveness the system must be simple to operate and be adaptable to many different computer systems be they large or small. From Apple to HP, to IBM, to TI, to Zenith. From a two-thousand dollar to two-million dollar system. From a few varieties and sizes to thousands of varieties and sizes.

In the May 15 issue of AAN's *ALI* Magazine, we presented some of the common requests that we used for design of this system. They are:

1. I would like to meet my competition in a certain area for a particular variety and/or size.
2. I would like to give special prices to certain customers for certain plants.
3. I would like to put items on sale easily overall or for a specific area. I want to limit the quantity that I sell. I would also like the sale to last for a certain time period or until I run out of inventory. I would like the ability to extend this sale but have it removed without me having to do so, but I want to be told when it goes off.
4. I want to give my chain store customers overall quotes, area quotes, and individual quotes. I would like to limit quantities, set a certain time period that this will

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²AAN's Information Management/Computer Consultant.

tomers. It assists us in determining how effective our salespeople are, how profitable our customers are, what customers are buying and when they are buying. It provides us with plant cost by size, by variety and by square foot.

These are our tools. With proper utilization by management this system can assist you in procuring a bright future. I've enjoyed presenting this topic to you and will attempt to answer any questions that you have.