

lecturers, landscape design workshops, clinics, tours, and demonstrations.

Public service activities. Work in conjunction with local newspapers, radio and television stations. The media are committed to a designated number of hours of community service and welcome your assistance in planning demonstrations on how to prepare the home-owner for a hurricane, injecting palm trees for lethal yellowing, arranging workshops for senior citizens and other organized informational projects.

Over and above the call programs. Offer services such as speakers' bureaus, plant loans and donating material for worthy causes.

Citizens advisory board. Establish sounding board groups in the community to help solve company decorum and other problems and establish rapport.

S.C.O.R.E. Involve this fine organization of retired persons for mutual public relations.

Use your own label. Seek out commodities that are compatible to use your own firm's label on for residual prestige benefits, i.e. fertilizer, bagged soil, and gravel.

Be a joiner. Play a major role in trade organizations, civic groups and local government.

Ecology and charities. Involve the company in paper drives, recycling, energy conservation and worthy charities.

Authority builders. Establish yourself and your firm as an expert in the community.

Court and appraisal services. Qualify as an expert witness within the court system.

Judging competition. Offer staff for judging flower shows, orchid and rose exhibitions, design competitions, and others.

Certification of staff. Educational certification programs are available through the Florida Nurserymen and Growers Association, the Agricultural Extension Service and other agencies. Encourage employees to gain accreditation for self confidence and more authoritative job execution.

Architectural and design services. Employ trained, knowledgeable staff to help not only the homeowners, but civic and charitable groups with planning and design.

Conclusion

We have only scratched the surface of all the promotional possibilities that are there for the taking. Volumes have and will be written on the subject of creating a positive image and establishing a reputation of authority. This report cannot be concluded without mention of the importance of the role employers play in attaining these goals for the firm.

Image and authority within an organization are tremendously important, for the employee mirrors the company he works for. In addition to fair labor practices and intelligent administrative guidance, sound staff can be molded through employee tutoring seminars, incentive programs, in-house competition and other morale builders.

"Selling your business" through image and authority must be done within, then without.

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CARE OF PLATYCERIUM SPORELINGS

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Abstract. My own experience in raising *Platynerium* sporelings with a guideline for fertilization and pest control. Mounting materials and procedures are discussed.

When one desires to own a very special *Platynerium* (staghorn) that does not pup and can only be reproduced from spores, other than to purchase a fairly mature expensive plant, one has the option to buy a collected *Platynerium* from the wilds, which is usually an older and a far more hardy plant or buy a tender young sporeling.

It is most unfortunate that so many people who so excitedly purchase a small *Platynerium* sporeling soon become disappointed in losing the plant simply because they did not follow a few common practices.

The infant sporeling usually comes in a pot and growing in a medium that is heavy and holds too much moisture. This growing medium in which the sporeling has been placed into directly from the spore box is fine but only up to this stage. With the very hot and humid weather that we have in Miami, certain precautions must be taken in order to avoid the possibility of the plant developing a fungus that will polka dot brown spots on the fronds and many times, if neglected, reach the bud, which is the

heart of the plant and destroy it. Therefore, we must carefully remove this growing medium.

The sporeling has very little root system, so that when removing the plant from the pot, which should be done once it has attained at least two to three inches in width, wash the complete sporeling in a small bucket of water to remove the growing medium. Gently handle the roots in the water so that most of the medium falls loose.

Once the sporeling has been removed from the pot and washed, it is ready for mounting. Soak sphagnum moss in a pail of water, press the excess water from the moss and pack it firmly on the mounting board. In the center of the moss, press in an indentation for the sporeling. Place the sporeling with roots directly and securely into this spot. Now you are ready to wire the sporeling on to the mounting board.

Using a wood staple gun instead of nails and either thin coated plastic wire or thick nylon fishing tackle, start at the top, crisscross the wires until you reach the sporeling in a "lacing shoe" manner. When possible, wire always under the base shield and never on top of a fresh new growth. NEVER wire over the bud and NEVER use copper wire on a *Platynerium* because copper is toxic to all plants.

The staple gun allows for greater control of pressure so that you can firmly mount the sporeling or any size *Platynerium* securely to the mounting board.

Hang the sporeling high up where the plant can get good air circulation and good filtered sun light. Remember, all *Platyneriums* are epiphytes. Think of how they are grown in the wilds. Water thoroughly and then permit the moss to dry out. Water again only after you have made a test

by placing your finger one inch into the moss to see if it has completely dried out. We are often fooled by touching the outer sphagnum moss to find it bone dry, but a poke here and there can prove otherwise.

As soon as you see any brown polka dot spotting, dip the complete plant in a solution of: one (1) teaspoon of Benlate, plus one (1) teaspoon of Dithane M45 to a gallon of water, alternating monthly with a teaspoon of Truban along with Benlate. Only do this when you have a fungus problem.

For hard brown scale, snow scale, or worms, use a 50% wetttable powdered Sevin at one (1) teaspoon to a gallon of water. Caution, do not use liquid insecticides as they contain an oil base that can cause burning on the tender

young growth. Never use insecticides as a preventative. We have so many good friends that are part of the insect world that truly are helpmates. So we try to spray with insecticides only when it is necessary.

Fertilize once a month with Peters 20-20-20; one (1) teaspoon to the gallon, alternating with fish emulsion every other month.

Once the sporeling has passed the tender stage, it becomes a hardy plant. Shelter it from cold winds during winter.

Having been mounted with all needs taken care of, the little sporeling now smiles back at you comfortably, knowing full well of the joy and pleasure she can give.