

Society of Municipal Arborists

Which Way to Turn?

The History of Forecasting!

Heavier than air flying machines are impossible.

Lord Kelvin, 1895

20 Years



There's no reason for any individual to have a computer in their home.

President of Digital Equipment, 1977

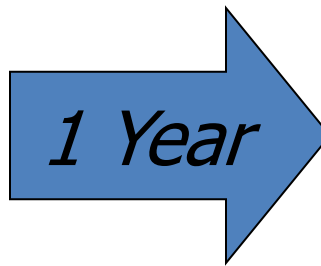
7 Years



The History of Forecasting!

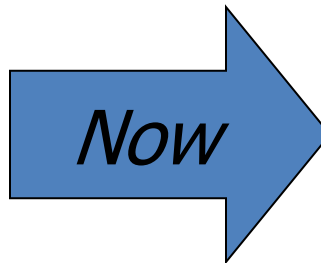
We don't like their sound.
Guitar groups are out.

*A & R Director
Decca Records, 1962*



"The concept is interesting
and well-formed, but in
order to earn better than a
'C,' the idea must be
feasible."

*Yale management professor grading
Fred Smith's thesis*



THE FUTURE WILL BE
DIFFERENT FROM THE
PRESENT TO SOME
DEGREE AT SOME
POINT, AND I HAVE
ANECDOTES AND
HEARSAY TO
PROVE IT.

