

-appointed a committee to revise the by-laws to make them more applicable to the membership.

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## EDITORIAL

Weeds, Trees & Turf, December 1985

A frustration exists in the Green Industry. It is caused by the excessive attention poured over lawn care operators and golf course superintendents by suppliers and the news media while other Green Industry professions go unrecognized.

Refusing to accept a lesser position in the industry, smaller industry associations are regrouping to restore their rightful share of recognition amongst all Green Industries.

The list of examples is long. The American Sod Producers Association hired a full-time, experienced executive director, Doug Fender, and immediately started an image-building campaign. The Professional Grounds Management Society has made Allan Shulder's part-time position a full-time one and the PGMA board's primary goal is more attention for their programs and show. The Sports Turf Managers' Association has just separated from its former management firm and its board selected image-building and show as key objectives. The Associated Landscape Contractors of America has stepped up its maintenance programs to show the landscape world there was landscape maintenance before the term lawn care was ever coined.

There is a solution for the image problem of smaller associations, one where the individual association can preserve their identity but still take advantage of a larger show, more attention from manufacturers, and perhaps bigger budget educational programs.

It is a joint conference. Instead of 200 people attending separate shows, 3,000 will attend a joint conference. Instead of 33 small booths, there will be 200 exhibitors with their big booths. Instead of speakers from a

limited area, there will be experts from across the country.

This can be done without small associations losing their identity in a big crowd. In fact, small associations can still have small meetings during the year if they want, but once a year join together and put their muscle together with other allied associations for a major event.

Such an event will become reality within the next 18 months. Mark my word.

Bruce Shank  
Weeds Trees & Turf  
Reprinted Editorial

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## WIGHTMAN WINS LAWN RANGER AWARD



*Harry Gill (right) presented the Lawn Ranger Award for the Sports Turf Manager of the year to Steve Wightman.*

The "Lawn Ranger" Award, founded in 1981 by Harry Gill, Director of Grounds of Milwaukee County Stadium, is designed to recognize individuals who have made outstanding contributions to the advancement of the sports turfgrass industry.

The 1984 winner was Steve Wightman. Wightman, Mile High Stadium, Denver, maintains the field in top condition for use by professional baseball teams, USFL football teams and as the home field for the NFL Broncos. In addition he is responsible for keeping the field in playable condition while still allowing the stadium to be used for special events such as the recent Michael Jackson Victory Tour.