Editorial

A recent survey of six major classifications of readers of WEEDS TREES and TURF confirms what advertisers and industry market people have thought for some time. Our readers perform many occupational jobs.

While this in itself offers convincing proof that the Green Industry is comprised of people who are "jack of all trades" we also find that these same people are professional masters of these trades, too. Survey data representing 21.4 percent of 3500 questionnaires mailed indicates that of 14 occupations listed WTT readers are involved in part or all in the performance of their jobs.

Consider the *golf superintendent*. The data shows that his primary job is turf care and management. Nothing surprising. Yet he is also concerned with aquatic weed control, brush control, tree care and planting, soil preparation and to a lesser degree pool care and tennis court maintenance. Likewise, *tree care companies* are mostly involved with tree care and planting, but also wear hats which include brush control, sod installation, turf care and management, irrigation and weed control.

It is interesting to note who is the biggest group of hat jugglers. *Parks and Grounds maintenance supervisors* are mostly involved with tree care and planting, but also wear hats which include brush control, sod installation, turf care and management, irrigation and weed control.

### The Hat Trick

Superintendents rank first with over 70 percent wearing six occupational hats to accomplish their job. WEEDS TREES and TURF ground managers consisting of supervisors and managers in areas of vegetation care at armed forces installations, airports, colleges, shopping centers, cemeteries, athletic fields, etc., appeared next with over 50 percent having 10 occupational chapeaus in their lockers.

Contract applicators and *rights-of-way maintenance personnel* are also multi-occupational, but to a lesser degree. Their strong areas are in chemical application and brush control.

What else can be learned from this survey? Nearly all occupational hats cover vocations that are service oriented. Indeed, professionalism within the Green Industry must be measured by services rendered. The opportunity to diversify and wear more occupational hats also carries the responsibility to perform each job in a professional way. Poor service or repeated call backs only creases the hat of the occupation represented. The well-informed individual who regularly increases his knowledge of chemicals, equipment and techniques will be better able to diversify his operation and maximize profits throughout the year.