NETTING FOR SOD
(from page 54)

the most practical way to assure soil stabilization.

"Long lead times are the exception in our business," says Steve. "We deliver palletized sod to job sites within 24 hours of order placement, and we spot the sod where the contractors want it. Customer acceptance of the netted sod has been excellent."

The ability to double sod production without adding land is a long-range economy appreciated by Cal-Turf. "We're working Vexar into our fields as crops are harvested at our California farms in Camarillo, San Juan Bautista, and El Toro," he says. "Of course, our overall sales will dictate how quickly we incorporate the net method in all our fields, but now we know we can double our business before we will need more land."

ASPA Summer Meeting
Slated For Maryland

The Sheraton Inn — Northeast in Washington, D.C. (New Carrollton, Maryland) will be the site of the ASPA annual convention and field days in 1974. The Maryland Turf Grass Association is serving as the host organization and a program is being put together for both business and social pleasure.

For the first time, an inside display of equipment products and supplies will be held the night prior to the meeting; the area will be open as well on opening morning.

Field trips will be made by chartered buses to various sites in the area where demonstrations of the newest in sod production equipment will take place. "This is a real opportunity for personal inspection of various units that are available and an opportunity to update equipment and to see things in action," says Jack Kidwell, ASPA president.

Winter Sod Conference
Attracts 160 Producers

An action-packed meeting about the business end of sod production was the drawing card for about 160 members of the American Sod Producers Association in early February.

Meeting in New Orleans in the heart of Bourbon Street's heavily sodded nightclub and fun district, members concentrated on the midwinter conference theme: "How to make and keep a buck!" The two day cram session was essentially divided into two parts. Bill Harding, ASPA legal counsel, headed part one: dealing with government and how to survive.

Harding's legal expertise was manifested in his ability to explain the details of Federal laws affecting the sod producer. He has the subtle persuasiveness of a trial lawyer and the pounding authority of a distinguished college professor. His best quality; however, is in communicating the little known to the uninformed. He talks the sod producer's language in their terms.

Thus, when it came to the nitty-gritty of OSHA, unions, energy regulations, wage and hour regulations, Phase IV, and Interstate Commerce Commission matters, Harding competed most favorably with the attractions on Bourbon Street. The February meeting covered in more detail many of the aspects discussed by Harding during the ASPA summer meeting. Only this time, it was more real. Some sod producers (continued on page 58)