

William E. Nass

The Florida Turf-Grass Association is pleased to announce the appointment of William E. Nass to the newly created position of Director - Member Services.

As explained by William Wagner, FT-GA President, "We feel we can do more for our members, and we need to do more. Turf-grass managers, like everyone in agriculture, need better information, and they need it sooner. Mr. Nass will play a key role in filling this gap."

Wagner continued, "Today's turfgrass manager is faced with an information explosion. He must stay current with developments in such fields as pesticides, turf breeding, equipment, labor law, water conservation and regulatory affairs. We feel FT-GA can help, especially in the technical aspects of warm-season turfgrasses, by consolidating research information and extracting that which is relevant to the manager's day-to-day operations."

Nass, 32, was formerly Agronomist for Lawn Doctor, Inc. (Matawan, N.J.), a chain of 280 franchised professional lawn care companies. Earlier had been associated with Chemlawn Corporation and Cornell University in turf related positions. He holds a Bachelor of Science in Agriculture degree from Kansas State University, where he majored in Horticulture.

The Florida Turf-Grass Association serves turf-grass managers in the fields of golf turf, professional lawn care, parks and recreational turf, sod farms, cemeteries and other turf sites.

Through individual and corporate contributions, FT-GA actively supports research on warm-season turfgrasses. It also awards five named scholarships annually in support of students in turf-related subjects at the University of Florida and Lake City Community College.

For additional information, contact Mrs. Ruth Sheperd, Administrative Assistant, Florida Turf-Grass Association, 302 S. Graham Avenue, Orlando, Florida, 32803, (305) 898-6721. ■

32nd FTGA Show To Be In Tampa

"Turfgrass Bowl I" will be the theme of the 32nd annual Turfgrass Conference and Show to be held October 1-3, 1984 in Tampa, Florida.

The Turfgrass Conference and Show is sponsored by the Florida Turf-Grass Association in cooperation with the University of Florida-IFAS, and the Florida Cooperative Extension Service. The Conference provides the latest up-to-date information in turfgrass management in addition to its trade show where exhibitors display the newest in turfgrass equipment and supplies.

Last year, the Conference and Show had 1165 attendees with over 70 exhibitors. "This year, we're projecting 2,000 attendees with more than 110 exhibitors," says Bill Nass, Director of Member Services for the Florida Turf-Grass Association.

The Conference and Show will be held at the Curtis Hixon Convention Center and the Hyatt Regency Hotel in Tampa. The Conference will begin as a general turf session with research reports sponsored by the Florida Turf-Grass Association. The keynote speaker will be Bobbie Gee, a consultant who has achieved national prominence as a specialist in the fields of corporate image and personal awareness.

The Conference and Show will have 3 concurrent sessions: golf, lawn care, and parks and recreation. Featuring speakers from the University of Florida and nationally, the topics will include discussions on both a technical and business nature with the goal of providing a wide diversification to meet the individual needs of the turfgrass professional. Registration for the Conference and Show can be

for all 3 days or on an individual day basis. For more information, contact Bill Nass, Florida Turf-Grass Association, 302 S. Graham Avenue, Orlando, Florida 32803-6332. The telephone number is 305/898-6721. ■



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