

## ASTA elects Peterson head

Jerry Peterson, president and chief executive officer of Peterson Seed Co. of Savage, Minn., was elected president of The American Seed Trade Association for 1989-90 at the 106th annual convention held in Washington, D.C.

Peterson, of Edina, Minn., has been with the Peterson Seed Co. for 32 years. He's a former president of the Turf and Forage Seed Division at Pioneer Hi-Bred International, a former regional vice president at ASTA, Farm Seed Division chairman and a past president of both the Western Seedsmen's and Minnesota Seed Trade associations.

George L. Jones, also of Edina, Minn., president and chief executive officer

of Northrup King Co., was elected first vice president. He is president of the American Seed Research Foundation, a director of the Western Seedsmen's Association and of the U.S. Feed Grains Council.

John A. Studebaker of Hudson, Ohio, president and chief executive officer of Agrigenetics Co. and a vice president of Lubrizol, was elected second vice president of ASTA.

Regional vice presidents for 1989-90 are James L. Girardin for the North Central Region; David L. Knutson, Western Region; James R. Billings, Northeastern Region; G. William Hill, Southeastern Region; John T. Moss, Southern Region; Kent R. Schulze, Central Region; and Lloyd Dyck, Canada.

## ASSOCIATION NEWS

### Tougher local laws spur drive for chapters

"Hyper regulation at the state and local level" has prompted the Professional Lawn Care Association of America (PLCAA) to launch a campaign to help start local chapters.

PLCAA Membership Committee Chairman Dave Murphy, president of Green Valley Co. in Shawnee Mission, Kansas, said the campaign is designed to make it easier to start a local association.

Chapters "are needed as part of our industry's struggle to control hyper regulation at the state and local level," said Murphy, who is president of the largest state chapter in the country.

Murphy cited the campaign as good for the whole "green industry," saying, "Organized local involvement is the only effective way our industry will gain greater control of the flash fires that are popping up all over the U.S. and Canada."

PLCAA's program includes help locating "like-minded" leaders in each state who might be interested in forming a chapter. "Once the local movers and shakers are ready, PLCAA can provide mail lists, and other paper goods to help announce the first organizational meeting," Murphy said. "Additional mailing lists and labels are available for the development of promotional newsletters and flyers. Some chapters may wish to use PLCAA's standard set of chapter by-laws verbatim, or in part."

He said the PLCAA can also provide speakers and help a chapter prepare its first newsletters.

"As the chapter's needs change so

does our help," he said. "PLCAA can instruct the chapters on how to become proactive with their state and local governments."

"We can help support their news media and public relations efforts with information, then show them how to conduct these efforts themselves when needed."

Murphy said one of the downfalls of many associations is that they fail to work at the critical job of signing up members, and since membership dues and member representation are as important as good leadership, PLCAA's held in membership acquisition can be crucial.

Other benefits to PLCAA chapters include samples of model legislation, a new computerized legislative tracking system, and access to information with other chapters.

"Undoubtedly, tomorrow's industry leaders will come from the cream of our chapter membership," Murphy said. "As these chapters grow, the lawn industry will be increasingly characterized by collegialism born of local cooperation, and success born of civic awareness."

"PLCAA has come a long way in its first 10 years. This is the next step in the evolution of our association and our industry."

### Ore. seed group names Meyer

Dr. William A. Meyer was elected president of the Oregon Seed Trade Association at its recent meeting in Sunriver.

Meyer, vice president of research for Turf Seed Inc., will direct the OSTA throughout the upcoming year.

The OSTA is an alliance of Oregon seed companies working together to improve standards and to promote Oregon's grass seed industry.

### ASPA to work with other groups

The American Sod Producers new president, Randy Tischer, says the organization ASPA will continue to support research and work with other "green industry" associations and publish information documenting the value of turf in reducing the greenhouse effect.

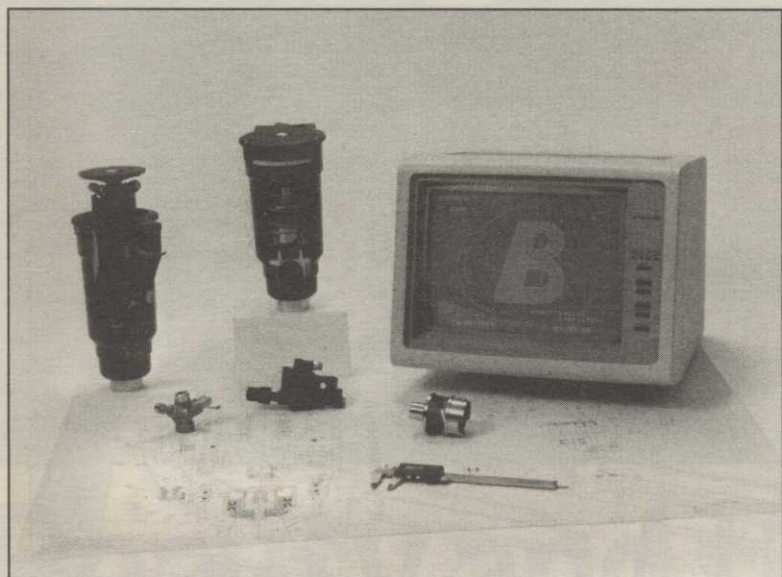
Tischer, who owns Green Velvet Sod Farms in Bellbrook, Ohio, was elected president at ASPA's annual convention in Columbus, Ohio.

Tischer said in his acceptance speech that improving the environment through the use of turfgrass is the most important issue facing the ASPA.

Also elected to the group's board of trustees were vice president, Cecil Collings, Green Valley Turf Farms, Inc., Canfield, Ohio; secretary-treasurer, Darwin McKay, Turfco, Meridian, Idaho; trustees: Bill Gil, The Grass Farm, Morgan Hill, Calif.

Also, John McPhail, Gold Star Sod Farms, Inc., Canterbury, N.H.; Richard Schiedel, Compact Sod Farms, Cambridge, Ont.; and Ron Nixon, Cowikee Turf, Ltd., Eufaula, Ala.

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