



# The Two Cs at Work

By Monroe S. Miller

Alums of Professor Jim Love's turfgrass program could each write a small book filled with advice given by him to us while we were under his wing. One of his most sage admonishments was 'don't ever forget the two Cs — communicate and cooperate.' It was good advice.

On January 20th, Bob Erdahl, Wisconsin Turfgrass Association president, led a group to a meeting in Agriculture Hall on the UW-Madison campus. His charges included Tom Harrison (WTA), Paul Huggett (WTA and Wisconsin Sod Producers president), Terry Kurth (WTA, PLCAA president, GMAW), Scott Schaller (WGCSA president), Chris Wendorf (WTA) and me.

We had a morning meeting with Dr. Neal Jorgensen, CALS Dean, in

his office. Also present were Dr. Carl O'Connor, UW-Extension Dean, Dr. Doug Maxwell, Assistant Dean, and Dr. Tom German, chairman of the Department of Plant Pathology.

We were there to explain to Dr. Jorgensen and Dr. O'Connor, in person, how critical the turfgrass pathologist position is to those of us producing turf in Wisconsin. We communicated to him why plant pathology is critical to most of us, and reviewed our own contributions to CALS over the past 15 years.

Neal and Carl, in turn, detailed the enormity of the budget problems facing higher education in Wisconsin and elsewhere. Prisons and social programs (W-2) have outstripped education in state funding. We were made aware of deficits, downsizing,

upcoming retirements and a myriad of other problems faced by these two administrators. The communicated openly and freely with us and, like the others I suspect, I experienced a better understanding of their part of the equation. Good communications will do that.

Then the best part happened. We talked about how we could cooperate in resolving this dilemma. Our endowment at the UW Foundation is growing at an excellent pace; soon, in a few years, we will be able to help in a new and very significant way. But until that time arrives, we need consideration from CALS and UWEX. In the end, both deans were supportive of our request. Along with the Plant Pathology Department's cooperation, some reallocation of resources and the recognition of our industry's importance, the chances seem reasonably good that the turfgrass pathologist position will be filled in 1998.

Our meeting was a very cordial one, productive and positive in every way. And it was a good reminder of the wisdom of Jim Love's "Two Cs" advice. 🌱

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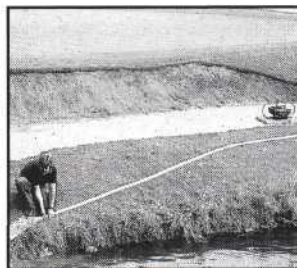
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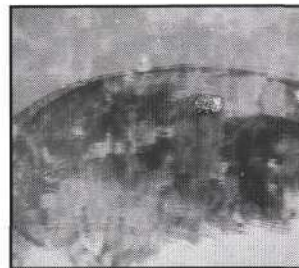
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