

The People Who Really Get the Job Done

WHILE TRAVELING in recent months, we've become more aware of a group of people who don't get much public thanks for what they do. Yet their efforts weigh heavily on the success of a business. They're indispensable if we're to improve the environment.

Sure, they get paid for doing a job; and if they don't do it properly, they may not have a job.

Nevertheless, their skills and dependability rate an occasional pat on the back.

We're talking about . . . the mower operator who occasionally must ride at a precarious angle, but constantly be alert to avoid hitting and hurling objects that could injure someone . . . the man who operates howling tools to burnish the soldered seams of a chemical tank . . . the welder, whoever he is, under that hot hood . . . the operator of the sprayer whose accuracy is the difference between new contracts and lawsuits . . . the tree trimmer who maneuvers deftly around high voltage lines . . . the ground man who picks up the last small twig and stuffs it into the chipper . . . the mechanic who keeps cutting blades honed,

vehicles rolling, spray planes flying . . . the men and women who painstakingly compile data . . . the order-taker who gets it right and fills it right now . . . the worker who mixes the chemical *exactly* as recommended . . . the fellow who counts insects, or detects diseases . . . the sod cutter who works in the hot sun all day . . . the pruner who trims nursery stock as though each tree were his own . . .

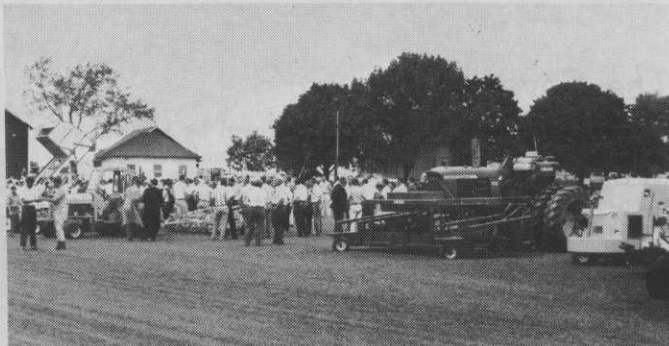
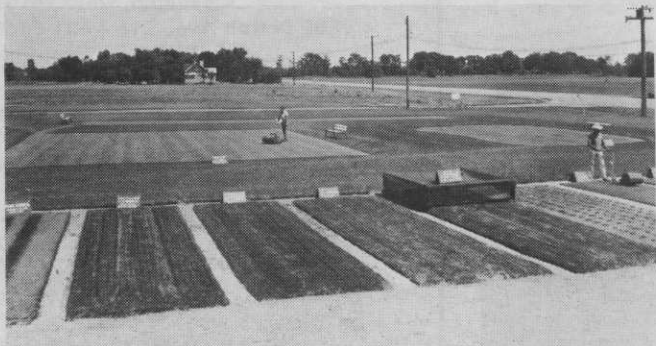
But you get the idea. You can name a hundred more.

Citizens can howl, bosses can order, corporations can finance, government can legislate on this matter of improving the environment. Finally, though, it is the people we've mentioned that get the job done.

So we just thought it would be nice to take a little time and space to say thanks. If some of them work for you, why not second the motion?

Gene Ingalsbe

SOD PRODUCERS



1970 Conference and Field Day, July 28-30

This is your meeting of the year. The place: Ramada Inn, Dolton, Ill. The program begins at 1 p.m. with tours to area sod farms. Next day you'll hear the best in the industry talk about the national sod business as it is today and what it can become in the future.

You'll hear survey results on the industry, generally, on production costs, specifically. Specialists will discuss turf varieties, turf production, turf promotion. You will see successful sod operations, turf research plots, and the latest turf production equipment.

You will see the research plots pictured at left during a tour of Warren's Turf Nursery. The tour, beginning at 1 p.m., July 28, from the Ramada Inn at Dolton, Ill., also visits the Evergreen Sod Farm at Peotone. Field day demonstrations go on all day July 30 at the H & E Sod Farm just off Rt. 114, Momence, Ill. A landing strip for light aircraft will be available at H & E. Contact Dale Habenicht (312-798-2210) if you plan to fly. The equipment lineup is from last year.

For details, call Henry Indyk, Executive Secretary, Area Code 201 247-1766, Extension 1453

American Sod Producers Association