

Green Industry Associations

New Officers New Programs New Action Reports

AMERICAN ASSOCIATION OF NURSERYMEN, INC.

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Washington, D.C. 20005
Tel. (202) 737-4060

Robert F. Lederer, Executive Vice President

Officers & Directors For '73: Kenneth J. Altorfer, Pres., McKay Nursery Co., Waterloo, Wisc.; Harold S. Crawford, V.P., Willis Nursery Co., Ottawa, Kan.; Louis Hillenmeyer, Jr., Treas., Hillenmeyer Nurseries, Lexington, Ky.; Palmer W. Bigelow, Jr., Bigelow Nurseries, Inc., Northboro, Mass.; Ernest A. Tosovsky, Home Nursery Greenhouses, Inc., Edwardsville, Ill.; L. J. Hilscher, Hilscher Nursery & Garden Center, Ft. Worth, Tex.; Itsuo Uenaka, Cupertino Nursery, Inc., Cupertino, Calif.; and Joseph H. Klupenger, Klupenger's Nursery & Greenhouses, Inc., Aurora, Ore.

Annual Meeting: July 14-18, 1973, Radisson Hotel, Minneapolis, Minnesota.

Highlights of '72: Membership reached 1980 with the number of new member applications received reaching a new high.

In the area of legislation, AAN has presented testimony to both sides of the Hill on agricultural appropriations, Forest Service appropriations, wage-hour legislation, pesticide legislation, Washington Youth Gardens appropriations, highway legislation, and others. Among the outstanding victories for ANN were: obtained exemption from OSHA for growers; helped block efforts to amend wage-hour law to raise minimum wage and remove seasonal overtime exemptions for nursery employees; was instrumental in regaining exemption for nursery stock from wage-price controls under Phase II at retail and wholesale levels after the government reversed their initial de-

cision and declared nursery stock, along with many other agricultural products, covered under wage-price controls after the first sale. New face on the staff — Leo Donahue, retired Marine officer, who replaced Richard Turney as legislative liaison.

Other activities: AAN conducted highly successful and well attended Management Seminar at Syracuse University — first in 8 years. Among a long list of publications generated from the AAN offices in 1972 were: a comprehensive "Direct Mail Advertising Summary"; a new monthly news bulletin to supplement the AAN Newsletter; a consumer-oriented poster-pamphlet, "More Pleasure From Your Plantings;" a Washington Youth Gardens brochure; 1972 edition of annual "Guide to Effective Advertising;" and "The Case for the Guilty Garden," an industry statement counteracting the misconceptions and misrepresentations about the supposed danger from "poisonous plants" — an authoritative document sent to members and key opinion makers all over the country.

1972 Washington Convention highlights include the introduction of 1972 Yearbook of Agriculture, "Landscape for Living," by Secretary of Agriculture Earl L. Butz, and a reorganization of AAN Board of Governors, the governing body of the Association.

1972 saw phenomenal growth for all umbrella groups — National Landscape Association, Wholesale Nursery Growers of America, National Association of Plant Patent Owners, Horticultural Research Institute. HRI published the valuable "Uniform Chart of Accounts" and 1971 Operating Cost Study, and research has begun on, among other things, a project which will attempt to show that man is "genetically programmed" to require an environment of green, growing things. A new association was formed designed to meet the needs of the retail segment of the industry. Called Garden Centers of America, member services are scheduled to begin January 1, 1973.

Green Survival continues to grow with Canada, England, Germany, and Holland adopting similar programs. A Green Survival Theme Song has been created and plans are being made for a Green Survival film.

Perhaps the most exciting program developed this year is the Nursery Industry Cooperative Advertising Program, a national marketing program designed to provide growers and retailers with an opportunity to accomplish effective consumer advertising on a national scale at a realistic cost. An incisive NICAP advertising manual, "Partners in Profit," is being sent to all AAN members for their use.

Program Plans For '73 and Forecast: In brief, AAN will continue its major programming; NICAP will be perfected and new information distributed for the Manual; Landscape Awards Program will be stepped up; more Management Seminars planned; expansion of member services to AAN as well as to all umbrella groups; and aggressive activity by the Garden Centers of America. The AAN will intensify its legislative efforts because it must . . . in the face of increasing Federal intervention in business and the growing consumer movement. Also, a closer coordination is planned with the Forest Service and Agricultural Research Service in the area of agricultural research. All in all, the future and its potential look quite

good for the industry, the AAN and its related association groups.

AMERICAN SOCIETY OF CONSULTING ARBORISTS

12 Lakeview Avenue, Milltown, New Jersey 08850
Tel. (201) 821-8948

Dr. Spencer H. Davis, Jr., Executive Director.

Officers and Directors for '73: Dr. L. C. Chadwick, Columbus, Ohio, Pres.; Walter P. Morrow, Sewickley, Penna., Pres-Elect; W. Roland Shannon, Milford, Penna., V. Pres; Walter M. Ritchie, Freehold, N. J., Sec-Treas; and Directors: George W. Goodall, Sr., Portland, Maine; O. J. Andersen, Houston, Tex; A. Murray Swanson, Tucson, Ariz; Leslie S. Mayne, Burlingame, Cal; Frederick R. Micha, Rochester, N.Y.

Annual Meeting: Feb. 15-17, Mountain Shadows Resort, Scottsdale, Arizona.

Highlights of '72: The program emphasized a study of tree evaluations as related to home, building and land appraisals and to land evaluations and eminent domain as presented by members of the American Institute of Real Estate Appraisers at the annual meeting. The Case History Committee completed the Field Report Form which is now available to members, and also enlarged its case history report filings. Members received current technical information on the effect of natural gas on trees and vegetation — it does kill trees! Advertising in national journals and trade papers was increased.

Program for '73: (1) Annual meeting will entertain papers and discussions by members of the American Institute of Landscape Architects, the Associated Landscape Contractors of America, the Society of American Foresters, and the Association of Consulting Foresters. Discussions will attempt to correlate activities of the ASCA with these other associations. (2) Information via speakers at the annual meetings and mailings to members will attempt to enhance their abilities as court witnesses involving cases dealing with trees.

AMERICAN SOD PRODUCERS ASSOCIATION

College of Agriculture & Environmental Science
Box 231
New Brunswick, New Jersey 08903
Tel. (201) 247-1766 Extension 1453

Dr. Henry W. Indyk, Executive Secretary

Officers and Directors for 1972-73: Jack Kidwell, pres., J. L. Kidwell Landscape Corp., Culpeper, Va.; Dale Habenicht, vice-pres., H & E Sod Nursery, Inc., Tinley Park, Ill.; John Nunes, sec., Nunes Turfgrass Nurseries, Inc., Patterson, Calif.; Charles Davis, treas., Wharton Turf-Grass, Inc., Wharton, Texas; and the following directors, Tobias Grether, Cal-Turf, Inc., Camarillo, Calif.; George Stewart, Karandrew Turf Farms, Inc., Suffield, Conn.; William Latta, Princeton Turf of Kansas City, Kansas City, Mo.; Ted Bosgraaf,

Blue Grass Sod Farms, Inc., Hudsonville, Mich.; and Gerry Brouwer, Brouwer Sod Farms Ltd., Keswick, Ontario, Canada.

Annual Meeting: July 16-19, Holiday Inn, Denver, Colorado. Equipment Field Day at Rich'lawn Turf Farms — Host organization will be Rocky Mountain Sod Growers Association.

Highlights of '72: An outstanding summer meeting in Toronto, Canada hosted by the Nursery Sod Growers of Ontario. Exceptionally well organized and interesting tours of the sod industry in Ontario were conducted. Activities were concluded with a half-day field demonstration of sod harvesting equipment. National Guideline Specifications For Sodding were printed and received wide-scale distribution in response to requests from a wide range of turfgrass interests. An accounting system for sod producers was developed and will be made available.

Program for '73: Winter Meeting — February 18-24, incl. in Hawaii. Program will consist of a seminar on the topic of financial management to be presented by a recognized authority of finances. In addition, several organized tours are scheduled.

Forecast for '73: A strong demand for sod should continue throughout '73 if the encouraging economic forecasts come true. Increasing supplies of sod will adequately satisfy the strong demand. Price should remain about the same and possibly tend to be depressed with the development of surpluses. This will be a definite unhealthy development in the industry. With rising costs of production which are not being reflected in the sale price, the net return margin becomes dangerously low. It will become increasingly important to become more efficient in production. Furthermore, it is imperative for an individual sod operation to survive to adopt a record keeping and accounting system that will provide a financial analysis of the operation. Better business management presently is a major need in the sod industry. The development of an accounting system for sod producers by the ASPA should prove to be an invaluable contribution of the Association to the future of the sod industry.

GOLF COURSE SUPERINTENDENTS ASSOCIATION OF AMERICA

3158 Des Plaines Ave., Des Plaines, Ill. 60018
Tel. (312) 824-6147

Conrad L. Scheetz, Executive Director

Officers and Directors for '72: Robert V. Mitchell, pres.; Portage CC, Akron, Ohio Clifford A. Wagoner, vice-pres., Del Rio G & CC, Modesto, Calif.; Charles G. Baskin, sec-treas, CC of Waterbury, Waterbury, Conn.; Richard C. Blake, pres-emeritus, Mt. Pleasant CC, Boylston, Mass.; Palmer Maples, director, The Standard Club, Atlanta, Ga.; Richard W. Malpass, director, Riverside G & CC, Portland, Ore.; Paul E. Mechling, director, Sylvania CC, Sylvania, Ohio; Theodore W. Woehrle, director, Oakland Hill CC, Birmingham, Mich.; Carleton E. Gipson, director, Elkins Lake GC, Conroe, Tex. Officers and directors will change in January 1973.

Annual Meeting: Jan. 7-12, 1973, John B. Hynes

Civic Auditorium and Sheraton-Boston Hotel, Boston, Mass.

Highlights of '72: Four seminars were conducted. In addition, attendance at the annual International Turfgrass Conference and Show broke previous records. A new executive director was named to fill the vacancy left by Ben J. Chlevin. A decision was made to move the executive headquarters of the association to Lawrence, Kansas in the summer of 1973.

Program for '73: The second series of seminars will be instituted in the spring. This series will be on pesticides. The third series of seminars will involve the Operational Safety and Health Act of 1970.

Forecast for '73: The immediate goal is to integrate the forces at hand and organize the association under the management of the new executive director. Once a solid foundation is formed, the association will initiate new programs which include a membership drive, insurance program and a continuing educational program.

HYACINTH CONTROL SOCIETY, INC.

P. O. Box 508, Floral City, Fla. 32636

T. Wayne Miller, Jr., Secretary

Officers and Directors for '73: Brandt G. Watson, pres., Naples Mosquito Control District, Naples, Fla.; Dr. Alva P. Burkhalter, first vice-pres., Dept. of Natural Resources, Tallahassee, Fla.; Ray A. Spirnock, second vice-pres., Central & Southern Fla. Flood Control District, Miami, Fla.; Robert J. Gates, immediate past pres., SW Florida Water Management District, New Port Richey, Fla.; Dr. Robert W. Geiger, treas., The 2M Company, Pompano Beach, Fla.; Dr. David L. Sutton, editor, USDA, Fort Lauderdale, Fla.; T. Wayne Miller, sec., Lee County Hyacinth Control District, Fort Myers, Fla. C. Brate Bryant, Aquamarine Corp., Waukesha, Wisc.; Fred E. Downings, Citrus County Weed Control, Lecanto, Fla.; Herbert J. Friedman Southern Mill Creek Products Co., Tampa Fla.; L. V. Guerra, Texas Parks & Wildlife Department, San Antonio, Tex.; W. L. McClintock, City of Winter Park, Winter Park, Fla.; William E. Thompson, U.S. Army Corps of Engineers, Metairie, La.

Annual Meeting: July 15-18, Monteleon, Hotel, New Orleans, La.

Highlights of '72: The name of the society did not change. The membership voted for a possible name change by mail ballot, but it was defeated at the annual business meeting. Release of a water hyacinth weevil in August was the first attempt to control this noxious aquatic plant with insects. The weevil is native to South America and is host specific. The White Amur has also been released in six isolated and tightly guarded ponds in various parts of Florida. Work is continuing in physiological and microbiological investigations to bring the aquatic weeds under control. Dr. Robert D. Blackburn, USDA, Ft. Lauderdale, Fla. has identified hydrilla in a pond in Iowa, near the Mississippi River. The growth of this weed

will be monitored throughout the coming year.

Program for '73: To license all persons, firms or corporations conducting aquatic plant control in public waters in the State of Florida under the new law that became effective Oct. 20, 1972.

Forecast for '73: The annual meeting will be held outside the State of Florida. This should be an excellent opportunity to witness the aquatic vegetation problems in another state. Program committee chairman, Dr. Alva Burkhalter, is planning a program for the meeting that includes progress reports in research projects and applied weed control work.

INTERNATIONAL PESTICIDE APPLICATORS ASSOCIATION, INC.

5600 SW Rosewood St., Lake Oswego, Oregon 97034

L. F. (Lew) Sefton, Executive Secretary

Officers and Directors for '73: Don Mock, pres., Shamrock Spray Service, Seattle, Wash.; Bob Huntwork, vice-pres., J Spray Corp., Concord, Calif.; Ken Thorpe, recording sec., General Spray Service, West Linn, Ore.; Lew Sefton, Treas., Sefton Spray Service, Lake Oswego, Ore.; Directors: Bob Skanes, Crothers Spray Service, Tacoma, Wash.; George Harrison, Washington Tree Service, Seattle, Wash.; Jack Daniels, Greenup Spray Service, Seattle, Wash.; Lew Crothers, Crothers Spray Service, Tacoma, Wash.; Stan Raplee, Washington Tree Service, Seattle, Wash.; Rod Fairbanks, Fairbanks Spray Service, Seattle, Wash.; Mac Osborn, Osborn Spraying Service, Danville, Calif.; Alvin Wallman, Sonoma Val. Weed Control, Sonoma, Calif. Jim Stevenson, Steve's Pest Control, Oakland, Calif.; Stan Taylor, Unedus Pest Control, Los Gatos, Calif.; W. R. Nøhmens Enterprises, Menlo Park, Calif.; Charles Seibold, Major Spray Service, Portland, Ore.; Bill Owen, General Spray Service, Clackamas, Ore.; Steve Fisher, Paramount Pest Control, Portland, Ore.; Gary Mulkey, Mulkey's Spray & Tree Service, Junction City, Ore.; Ray Collier, Collier Spray Service, Portland, Ore.; Don Caldwell, Utah Spraying Service, Salt Lake City, Utah.

Annual Meeting: August 15-18, 1973, Marriott Inn, Berkeley Marina, Berkeley, California 94710, Tel. (415) 548-7920

Highlights of '72: The transition from the only Regional Pesticide Applicator Association to the only representative National Organization is the prime accomplishment. As of this writing there are three chapters, located in Washington, Oregon and California. Organization is in progress for chapters in southern California and New York. Besides Chapter Members, there are currently Members at Large in Colorado, Florida, Idaho, Iowa, Kentucky, New Jersey, New York and Utah. Inquiries from other states, Canada and India are in the mill. This is a going concern.

In April 1972, IPAA started publishing a monthly paper, **The Professional Applicator**. This has been well received and seems a worthy vehicle for

gluing together the scattered applicators interested in themselves and their industry. A part time arrangement was made for an executive secretary. This, with the certain growth nationally, will lead to the hiring of a full time person soon. Because of the original application by IPAA for a review of the DDT issue by an advisory committee and a request for a public hearing, the end of 1972 may see the only live DDT label in the U.S. in the possession of an IPAA Associate Member, Crop King Chemical of Yakima, Wash. The original association request was filed through Crop King Crop King this past year assumed all remaining financial responsibility, a burden off our organization. This is a separate action from that of the infamous Ruckelshaus decision. The Washington Chapter has still not lost the DDT fight in its State and is seeking registration for root weevil use.

IPAA adopted an emergency action resolution in 1972. As a condition of membership, each chapter pledges mutual aid to and by its members in cases of distress due to sickness or injury. Other benefits are in the mill.

Program for '73: (1) The Convention is moved up to August to allow for a family vacation while attending. (2) It will be hosted by the new California Chapter. This shows how rapidly applicators, hungry for association, can effectively organize. (3) Continued education, and the improvement of our industry through organized effort. (4) Education of the public that the truly safe and efficient way is with the licensed professional applicator.

Goal: Our enlargement into an international association capable of promoting our programs on an ever increasing front. We must make it our business that the public is never so mistakenly brainwashed again.

Forecast for '73: The pendulum has started its return stroke. Little by little the public will learn that it is the pesticide applicator who preserves the environment for them and makes a better habitat for wildlife. International Pesticide Applicators Association, Inc. will lead the way.

INTERNATIONAL SHADE TREE CONFERENCE, INC.

3 Lincoln Square
P. O. Box 71, Urbana, Illinois 61801
Tel. (217) 328-2032

E. C. (Cal) Bundy, Executive Secretary

Officers and Directors for '73: Dr. John A. Weidhaas, Jr., pres., Va. Poly Tech. Institute, Blacksburg, Va.; F. Lewis Dinsmore, pres. elect, Dinsmore Tree Service, St. Louis, Mo.; John Z. Duling, vice-pres., Duling Tree Expert Co., Muncie, Ind.; Dr. E. B. Himelick, exec. director, Ill. Natural History Survey, Urbana, Ill.; Dr. Dan Neely, editor, Ill. Natural History Surver, Urbana, Ill.

Annual Meeting: August 12-16, 1973, Sheraton Boston Hotel, Boston, Mass. Regional Chapter annual meetings: Ohio Chapter, January 21-25, Sheraton-Columbus Hotel, Columbus, Ohio; Penn-Del Chapter, January 25-26, Marriott Motel, Philadelphia, Pa.; Midwestern Chapter, February

6-8, Holiday Inn, 1926 W. Wisconsin Ave., Milwaukee, Wisc.; Southern Chapter, February 25-28, Sheraton Motor Inn, Fredericksburg, Va.; Western Chapter, June 17-20, Hotel Utah, Salt Lake City, Utah; Canada, April 5-6, Place Bonaventure, Montreal,

Highlights of 1972: Membership increase is continuing. I.S.T.C. processed more new individual members during 1972 than any previous year. Sustaining memberships of commercial firms and related associations is on the upswing. Southern California members staged a highly successful 1972 annual convention last August at Newport Beach, Calif. The attendance of 764 delegates consisted of members from all parts of the United States and Canada. The unique outdoor exhibitor area contained a record number of fifty commercial exhibits. Submitted the fourth and final research grant payment of \$4000 to the University of Wisconsin in support of the project titled "Effects of Transplanting on Physiological Responses and Growth of Shade Trees," under the direction of Dr. T. T. Kozlowski. The revised publication "A Standard Municipal Tree Ordinance" was printed and released. Requests have almost depleted the initial printing.

Program for '73: Will continue to encourage the establishment of an annual observance of National Arbor Day by the Federal government. Will select a future research project at an educational institution. Recipient will receive the I.S.T.C. Research Assistantship Grant. Will complete the revised edition of our publication entitled "Transplanting of Trees and Shrubs." Will begin making plans to observe the 50th anniversary of the I.S.T.C. at the 1974 annual convention in Atlanta, Ga. Will continue the dissemination of knowledge in the science and art of growing and maintaining shade and ornamental trees via our monthly and annual publications, and our regional and international meetings.

Forecast for '73: Few laws have produced as many aftershocks as the Occupational Safety and Health Act of 1970. Some think that it places too much responsibility on the employer and does not take into consideration the employee attitude. This Act will continue to have a great effect on the industry during 1973. The Urban Forestry Program of the U.S. Forest Service, when fully implemented and directed towards shade and ornamental tree problems of the cities, towns, villages and countries, will initiate more work for the qualified arborists. The professional arborist will benefit from increased research work and educational activity at the Federal and state levels.

NATIONAL ARBORIST ASSOCIATION

1750 Old Meadow Road
McLean, Virginia 22101
Tel. (703) 893-7347
Robert C. LaGasse, Executive Secretary

Officers and Directors for 1972: Robert Felix, President, Harder Services, Inc., Hempstead, New York; John A. Shullenbarger, 1st Vice-President, Gustin Gardens Tree Service, Inc., Gaithersburg, Maryland; W. Roland Shannon, 2nd Vice-President, Shannon Tree Company, Milford, Pennsylvania; Paul Ramsey, Secretary, N. G. Gilbert
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GREEN INDUSTRY ASSOCIATIONS

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Corporation, Muncie, Indiana; Thomas A. Morrison, Treasurer, H. A. Morrison—Arborist, Wilmette, Illinois; William P. Lanphear, Immediate Past-President, Forest City Tree Protection Company, Cleveland, Ohio; Gerald E. Farrens, Director, Farrens Tree Surgeons, Jacksonville, Florida; Boyd Haney, Director, B. Haney and Sons, Inc., Franklin Park, Illinois; Kenneth B. Kirk, Director, Shield Shade Tree Specialists, Clayton, Missouri; George P. Tyler, Director, Consolidated Utility Equipment Service, Inc., Amherst, New Hampshire

Annual Meeting: February 18-22, 1973, Mountain Shadows, Scottsdale, Arizona.

Highlights of 1972: During 1972 the National Arborist Association saw the completion of the Professional Home Study Program in Arboriculture which is a major attempt by professional arborists to improve the practice of arboriculture through an industry-produced education program. Over 400 arborists are enrolled in the Home Study Program putting this magnificent industry education program well on its way to success.

The National Arborist Association also had the honor of commemorating the 100th anniversary of Arbor Day climaxed by a ceremony conducted on the White House lawn in which the First Lady, Mrs. Richard M. Nixon, planted a tree presented by the NAA.

A major program which saw its inception in

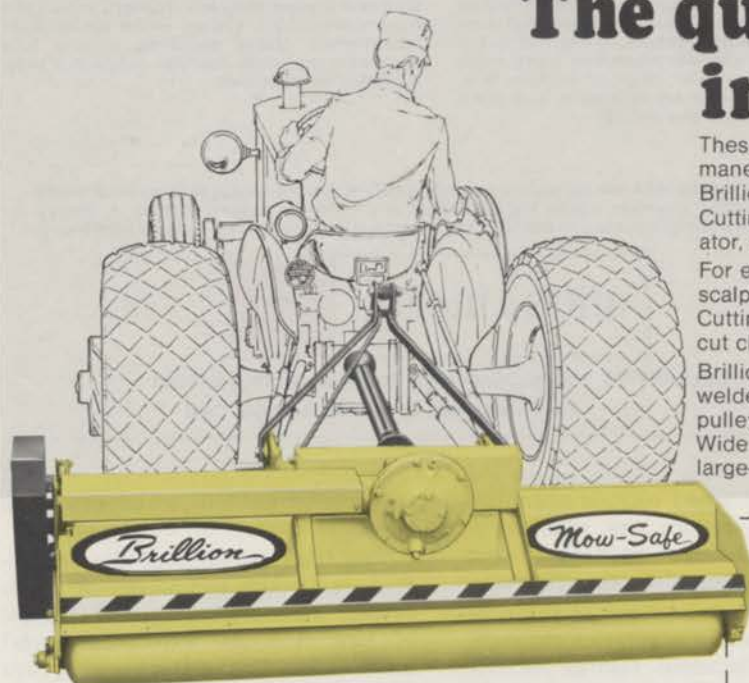
the latter portion of 1972 was the NAA Occupational Safety and Health Manual which was developed as a continuous information service for NAA members. The OSHA Manual was produced in November, and a specific OSHA topic is distributed to members each month for inclusion in the book.

Program for 1973: A continued effort will be made to keep arborists informed on the many aspects of the Occupational Safety and Health Act of 1970 through regular additions to the NAA OSHA Manual. Along with the OSHA program, a determined effort will be made to improve the tree care industry through the Professional Home Study Program. Industry education and training will be the targets of an all-out effort by the National Arborist Association to improve the professional practice of arboriculture throughout the nation.

Forecast for 1973: Occupational safety and health will be an important continuing program for the federal and state governments, and the tree care industry should make a maximum effort to comply with all reasonable regulations set forth by law. OSHA inspections will be more numerous in '73 than '72 because of the increasing numbers of inspectors. Another factor in the occupational safety and health area is the pending issuance of the Z133 Committee Report establishing standards for the tree care industry. Next year may well see the adoption of the report by the American National Standards Institute and its incorporation in the federal OSHA standards.

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