

All Yours



FYLKING KENTUCKY BLUEGRASS

U.S. Plant Patent 2887

The ultimate in beautiful lawn turf when you insist on Fylking, the low-growing, ground-hugging, fine-textured grass. It produces an abundance of side shoots, and has a dense root system that strangles weeds and creates rich, green cushiony turf of unrivalled loveliness. More disease and drought resistant, Fylking has proven superior in years of international tests and actual use. It thrives cut at $\frac{3}{4}$ inch (even low as $\frac{1}{2}$ inch) making backyard putting greens practical. Ask for 0217® Brand Fylking Kentucky bluegrass lawn seed or sod at your local wholesale seed or sod distributor.

Another fine product of Jacklin
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Editorial

A Voice United

Organizations provide the life blood to individuals and businesses engaged in the same occupation. They have been popular since man began to diversify in his interest and goals.

Within the past decade or so, however, the trend among organizations has been to establish **interior** goals. Conventions and meetings have been held to perpetuate these interior goals in the form of reports on new discoveries of equipment, chemicals and the like, speeches by experts outside the industry to motivate the organization to accomplish a better job, and practical demonstrations by industry leaders to strengthen the industry's image among its members.

These interior goals have served a purpose and we believe they should be encouraged. But the climate of today's world is changing. Increased attention has been placed on environmental issues, the ecology, the examination of practices and procedures by congressional investigative subcommittees and the enactment of laws not always in the best interest of the organization. Thus, these outside influences can and do shape the interior goals of an organization.

What can be done? "Green Industry" organizations must consider with increasing attention **exterior** goals that promote and educate Americans outside the realm of the organization's members. Think for a moment about an organization to which you belong. Does it in its constitution, charter, by-laws or elsewhere contain an operational policy statement that fully describes the job functions of the various members? If it does, could this statement represent this segment of the industry and be used as testimony in the rigid questioning of a Senate hearing.

Furthermore, who outside of our immediate industry has heard of your particular organization? Our editorial for August charged that even the ubiquitous USDA neither sought the counsel nor the advice of most of the important organizations of our "Green Industry" in preparing the 1972 Yearbook of Agriculture.

Exterior goals needed by every organization include policy statements that define the activities of members by job description and function, and a broad public relations program to familiarize others with what is being done. Our organizations could take a tip from organized industry and labor who make it a practice to routinely keep outsiders in tune with practices, programs or union demands.

"Green Industry" organizations have the potential solutions to many of the problems confronting the U.S. today. All we need to do is organize our **exterior** goals.