

Green Industry Associations Report Objectives And Goals

EDITOR'S NOTE: Accomplishments by an industry as new and dynamic as the Green Industry can best be achieved through organizations and associations. Bodies of people united for a common cause, sharing in the mistakes, rejoicing in the rewards, active as a unit, and aggressive as a team—these are the qualities which build industry-wide recognition. These are the attributes which distinguish dynamic from static. These are the parameters of success.

In November, WEEDS TREES AND TURF polled leading organizations of the Green Industry. We asked, in addition to identifying information, for three organization objectives which were met in 1973. Further, we requested the organizations to state three goals they planned to achieve in 1974. Their answers are given below.

ASSOCIATED LANDSCAPE CONTRACTORS OF AMERICA, INC.

1750 Old Meadow Road, McLean, Virginia 22101.
Tel. (703) 893-5440

Thomas Hal Stewart, Executive Director

Officers and Directors: Jerry J. Lankenau, president; Ralph Stout, Jr., president-elect; Lew Hammer, vice president; Ronald A. Ahlman, vice president; Duane Nelson, Secretary; William C. Byers, Treasurer; Norman Gray, past president. Regional Directors: Jack Brem; Philip Thorson; Wally SaBell; Vern Smith; Larry Bisel; Jake Branyon; Roy Zehren; Dick Brickman; John D/Ginto; Ritch Skelton; Robert Hutt; Ed Helmke; Jerry Murdock; Isaiah Crosby. Directors At Large: Joe Korematsu; David Johnson; Bill Thornton; George Hederhorst; Ray Gustin, III. Associate Directors: Tom Edgren; Parker Shirling; Tom Clark; Wil Schulze; James Chester; Sandy Lee.

Total membership: 400.

OBJECTIVES MET IN 1973: 1. Publication of *Planting Specifications*, jointly produced by ACLA and the American Society of Landscape Architects; 2. Publication of *Handbook of Landscape Architectural Construction*, jointly produced by ALCA and the American Society of Landscape Architects; 3. Publication of *Handbook of Business Forms For The Landscape Contractor*.

GOALS TO ACHIEVE IN 1974: 1. Series of local meetings of landscape contractors under the sponsorship of ALCA to bring problems and solutions to the grassroots level. 2. Task Force meeting on single problems between landscape contractors and landscape architects at several points across the country; 3. Publication of Contracts and General Conditions which will have been accepted jointly by ALCA and ASLA.

AMERICAN SOCIETY OF CONSULTING ARBORISTS

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

Spencer H. Davis, Jr., Executive Director

Officers and Directors: Walter P. Morrow, Sewickley, Pa., president; W. Roland Shannon, Milford, Pa., president-elect; O. J. Andersen, Houston, Tex., vice president; F. Earle Martin, Toronto, Ont., Canada, secretary-treasurer; L. C. Chadwick, Columbus, Ohio, past president. Directors: Leslie S. Mayne, Burlingame, Cal.; Frederick R. Micha, Rochester, N.Y.; William P. Lanphear, Cleveland, Ohio; Charles H. Michler, Lexington, Ky.

Total membership: 100.

OBJECTIVES MET IN 1973: 1. Increased materials in case history files for member use; 2. Increased publicity which resulted in increased requests for ASCA Membership Directory; 3. Increased background materials on legal aspects of tree evaluations.

GOALS TO ACHIEVE IN 1974: 1. More realistic methods for evaluations of shade trees and acceptance by Internal Revenue Service; 2. Closer association with insurance adjustors and their viewpoints on tree evaluations; 3. Continued increase in publicity for ASCA.

AMERICAN SOD PRODUCERS ASSOCIATION

Association Building, 9th and Minnesota, Hastings, Nebraska 68901.
Tel. (402) 462-5515

Bob Garey, Executive Director

Officers and Directors: Jack Kidwell, Kidwell Turf Farms, Culpeper, Va., president; Charles Davis, Wharton Turf Grass, Inc., Wharton, Tex., vice president; Gerry Brouwer, Brouwer Sod Farm, Ltd., Keswick, Ont., Canada, secretary; J. F. Nunes, Jr., Nunes Turfgrass Industries, Patterson, Calif., treasurer; Tobias Grether, Cal-Turf, Inc., Camarillo, Calif., past president. Directors: Paul Florence, Paul Florence Turfgrass, Marysville, Ohio; Wallace A. Huggett, Sod Farm, Inc., Marlette, Mich.; Parker Shirling, Princeton Turf Farms of Md., Centerville, Md.; William Latta, Princeton Turf of Kansas City, Kansas City, Mo.

Total membership: 234.

OBJECTIVES MET IN 1973: 1. Extensive circulation of specifications in the utilization and installation of sod for the use of architects, contractors, governmental agencies and other individuals and entities. Through this standardization manual, the user as well as the sod industry have been able to do the finest job in meeting requirements of the consumer; 2. The staging of two successful nationwide meetings, the annual mid-winter conference held in Hawaii wherein financial management, tax planning, tours of agriculture projects, and fun were on the program. The annual summer meeting and field day in Denver found equipment manufacturers demonstrating the latest in sod harvesting machines, power equipment and all the related products which are

desirable and necessary in the production and installation of sod. In addition, the formal program included accounting for sod producers, utilizing the ASPA Standardized Accounting System, labor relations determining seed quality, nematodes and the annual business session; 3. continued advancement of the association in the securing of a professional association management organization to continue the growth and development of the association, expanded programs and to meet the additional need of the association as it expands.

GOALS TO ACHIEVE IN 1974: 1. Greatly expanded membership and participation in all three categories of producers, suppliers and educational extension; 2. greater involvement with Federal regulatory agencies so as to minimize governmental control and regulation consistent with good citizenship. To secure favorable interpretations as to the nature of sod production and installation so as to enable the industry to operate efficiently; 3. Expanded educational activities, with both winter educational conference and summer convention equipment demonstrations designed to provide the maximum in practical information which can be applied to the operation of each member. The development of improved association communications through regular printed and periodic publications and bulletins is consistent with education and thus is of direct benefit to the members.

GOLF COURSE SUPERINTENDENTS ASSOCIATION OF AMERICA

1617 St. Andrews Drive, Lawrence, Kansas 66044
Tel. (913) 841-2240

Conrad L. Scheetz, Executive Director

Officers and Directors: Clifford A. Wagoner, CGCS, president; Charles G. Baskin, CGCS, vice president; Palmer Maples, Jr., CGCS secretary-treasurer; Robert V. Mitchell, president emeritus. Directors: George W. Cleaver, CGCS; Richard W. Malpass, CGCS; Carlton E. Gipson; Gordon C. Witteveen, CGCS; Ted W. Woehrl, CGCS.

Total membership: 3550.

OBJECTIVES MET IN 1973: 1. November 19, 1973 marked the conclusion of the Association's headquarters relocation, with the occupancy of its newly completed office, the first constructed and owned by the organization in its 47 year history; 2. A public relations-communications staff member was added to the headquarters staff in July. As a result of this hiring, a number of Association brochures are being up-dated, with new materials and additional services being planned; 3. Closer working relationships were established between GCSAA and its allied associations, the PGA and CMAA, through increased cooperation and joint planning meetings.

GOALS TO ACHIEVE IN 1974: 1. The Association's educational programs will be increased and improved to better meet the individual member's personal needs. This will be accomplished through the offering of multi-level educational programs, including regional seminars, and by upgrading the available audio-visual teaching aids through the addition of slide and film presentations; 2. In the coming year, through a variety of publications and talks, golf course superintendents,

golf course officials and the golfing public in general will be provided new information relevant to the superintendent's role and his importance to golf. In addition, emphasis will be placed on making people aware of the advantages and values of membership in GCSAA, not only to the superintendent, but also to the golf course and to the game of golf; 3. GCSAA plans to continue assisting the golf course superintendent improve his managerial capabilities through the utilization of a multi-media program which will include THE GOLF SUPERINTENDENT, informational brochures, films, etc. Of prime importance this coming year will be the existing and impending shortages of many basic golf course maintenance necessities such as manpower, fuel, fertilizer, parts, seed, etc., and the increase of government regulations which pertain to golf courses.

INTERNATIONAL PESTICIDE APPLICATORS ASSOCIATION, INC.

221 First West, Seattle, Washington 98119
Tel. (206) 284-4774

Ralph V. Backstrom, Executive Director

Officers and Directors: Donald R. Mock, Seattle, Wash., president; Robert Huntwork, Concord, Calif., vice president; Lew Sefton, Lake Oswego, Oregon, corporate secretary. Directors: Bob Skanes, Tacoma, Wash.; Jack Daniels, Seattle, Wash.; George Harrison, Seattle, Wash.; Rod Fairbanks, Seattle, Wash.; Stan Raplee, Seattle, Wash.; Bill Gildroy, Lake Stevens, Wash.; Gary W. Mulkey, Junction City, Ore.; Bill Owen, Clackamas, Ore.; Charles E. Seibold, Portland, Ore.; Milt Ellis, Portland, Ore.; Ray Collier, Portland, Ore.; Jim Stevenson, Oakland, Calif.; Paul G. Walker, San Diego, Calif.; Jim Osborn, Danville, Calif.; Alvin J. Wallman, Sonoma, Calif.; Don Caldwell, Salt Lake City, Utah.

Total membership: 106.

OBJECTIVES MET IN 1973: 1. Establishment of a permanent and adequately paid executive secretary with clearly defined duties and responsibilities; 2. Steady improvement through increasingly effective submissions for publication in The Professional Applicator; 3. Established liaison with other Green Industry organizations for greater collective effectiveness in telling our story and reaching our individual and joint objectives.

GOALS TO ACHIEVE IN 1974: 1. Attempt to so organize Board of Directors activities that annual conference meeting could become the only full board meeting needed within the year, with strong committee activity carrying the load during the year; 2. Develop more local talent for eventual improvement in board activities of IPAA; 3. Emphasize strongly greater inter- and intra-chapter influence on legislation, local and national which affects professional application of pesticides.

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: F. Lewis Dinsmore, Dinsmore Tree Service, St. Louis, Mo., president; John Z. Duling, Duling Tree Expert Co., Muncie, Ind., president-elect; Jack R. Rogers, Superintendent of Street Trees, Los Angeles, Calif., vice president; E. B. Himelick, Illinois Natural History Survey, Urbana, Ill., executive director; Dan Neely, Illinois Natural History Survey, Urbana, Ill., editor.

Total membership: 2251.

OBJECTIVES MET IN 1973: 1. Finalized the revised Constitution and Bylaws as adopted by the membership at the 1973 Convention in Boston; 2. Realized the approval and distribution by the American National Standards Institute of the much needed publication "National Standards for Tree Pruning and Trimming" as formulated by a national committee sponsored by the I.S.T.C.; 3. Provided a group insurance program for the association members with the assistance of the Fred S. James Company, San Francisco, Calif.

GOALS TO ACHIEVE IN 1974: 1. Will complete the revision work of two out-of-print publication entitled "Transplanting of Trees and Shrubs" and "Opportunities in Arboriculture;" 2. Will have all back issues and indexes of our monthly magazine "Arborist News" microfilmed for sale and distribution to libraries, institutions, and individuals; 3. Will observe and celebrate 50 years of existence in 1974 by planning the best possible educational program at our annual convention in Atlanta, Ga. In addition, I.S.T.C. will realize the formation of a new chapter in the State of New Jersey.

NATIONAL ARBORIST ASSOCIATION

1750 Old Meadow Road, McLean, Va. 22101
Tel. (703) 893-7374

Robert C. LaGasse, Executive Secretary

Officers and Directors: John A. Shullenbarger, president; W. Roland Shannon, vice president; Thomas A. Morrison, secretary; Boyd Haney, treasurer; Gerald E. Farrens, director; Larry Holkenborg, director; Kenneth Kirk, director; Robert Felix, past president.

Total membership: 213

OBJECTIVES MET IN 1973: 1. The NAA Professional Home Study Program was revised and reprinted as a continuing service to its members and the industry; 2. Published the "Handbook on Forma" which lists over 200 business forms currently being used through the tree care industry. The purpose of the Handbook is to offer members an unparalleled resource by which they can compare the individual needs of commercial tree care companies; 3. Planted the first live national Christmas tree in over 20 years. Working in cooperation with the National Park Service and the Department of Interior, the NAA located, secured, transported and planted a 40 foot Colorado Blue Spruce which will serve as the official Christmas tree for the next 100 years. It is located just behind the White House.

GOALS TO ACHIEVE IN 1974: 1. Emphasize the updating of business education among the members of NAA for the better operation of tree care companies; 2. Research and distribute publications on specific technical problems experienced by the tree care industry, such as

disposal problems, company policies and procedures, the "energy crisis," industry spray practices and other topics vital to the operation of commercial tree care companies.

SPRINKLER IRRIGATION ASSOCIATION

13975 Connecticut Avenue, Suite 310
Silver Spring, Maryland 20906
Tel. (301) 871-8188

Walter D. Anderson, Executive Secretary

Officers and Directors: John H. Stevens, Eugene, Ore., president; James D. Pichon, Zephyr Cove, Nev., president-elect; W. J. Ogle, Lubbock, Tex. treasurer. Directors: Paul B. Bohley, Mansfield, Ohio; Joseph Harris, Lubbock, Tex.; W. H. Lane, Bellaire, Tex.; Thomas W. Crockett, Williamston, N.C.; Earl Morrison, Billings, Mont.; Taylor Ramsey, Eugene, Ore.; Gary Underhill, Glendora, Calif.; Kenneth B. White, Jr., Winchendon, Mass.

Total membership: 375.

OBJECTIVES MET IN 1973: 1. Publication of the first "Supplement to Sprinkler Irrigation" containing the SIA's first presentation of a section of its textbook devoted to turf irrigation; 2. Establishment of the Waste Water Resources Committee to act as an industry voice and clearing house in the area of land treatment of waste water through sprinkler irrigation in both turf and agriculture; 3. The holding of the first Sprinkler Irrigation Short Course in Fresno, Calif., in December with more than 80 enrollees and a three day program devoted to turf and agricultural principles and practices of sprinkler irrigation.

GOALS TO ACHIEVE IN 1974: 1. Publication of the completely revised and rewritten "Minimum Installation Specifications for Turf Sprinkler Irrigation Systems" expected in mid-winter; 2. Completion of a nation-wide study on licensing laws pertaining to irrigation contractors and complete analysis of existing laws to form a basis for local groups to make recommendations to state legislatures in their areas when licensing of contractors it shows to be desirable and feasible to insure quality and experienced workmanship; 3. Completion of preliminary plans for the establishment of a turf and agriculture correspondence course on sprinkler irrigation to be operated through and administered by the SIA.



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