

FOR THE FIRST TWENTY YEARS after its founding in 1949, the Sprinkler Irrigation Association became recognized for its leadership in the agricultural markets of the vast irrigation industry. Now, however, with a concerted change of programming and direction, the SIA is moving into an equally strong position in representing turf interests within the industry.

Similarly, the organization, which was founded as a manufacturers group, is increasingly placing major emphasis in the areas of irrigation distribution and contracting, those industry segments which the Association feels can most benefit from the services provided by a national trade group.

The combination of these two policies established by its board of directors is producing dramatic results within the organization that are working towards the direct benefit of all those in the turf irrigation industry.

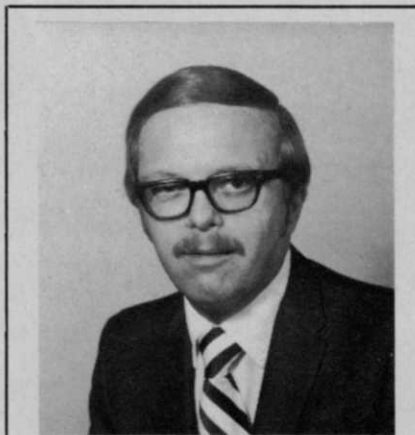
TURF INTERESTS COMMITTEE BEGUN

Changes began to take shape with the establishment in 1970 of a national Turf Interests Committee to develop turf-oriented programs and to design the part that turf irrigation would play in the SIA. Under the chairmanship of A. C. (Chet) Sarsfield, owner of Irrigation Technical Services, Lafayette, California, and with a membership representing all turf interests from throughout the country, the committee has moved quickly to become one of the best-functioning committees within the SIA.

Since its inception, the committee has worked on many major projects of significant value to the turf industry. These include: (1) publication in 1972 of a complete listing of turf courses and sources of information in schools at all levels throughout the country; (2) working in cooperation with the Golf Course Superintendents Association of America, the SIA has designed a multi-year irrigation seminar which will be held as part of the program each year at the International Turfgrass Conference and Exposition to bring golf course superintendents up to date on the latest technical developments, trends and needs of the industry; and (3) preparation of material for a large section on turf irrigation to be published in 1973 as part of the first supplement to the Association's text, "Sprinkler Irrigation" which is now in its Third Edition and is recognized throughout

the world as the authoritative source of information in the field.

In addition to these specific projects carried out by the Committee, all programming at the SIA's National Sprinkler Irrigation Technical Conference (Feb. 19-20, Fairmont Hotel, Dallas, Tex.) has been redesigned to present equal time for both agricultural and turf interests. Conference themes over the past



SPRINKLER IRRIGATION ASSOCIATION

PAST PRESENT FUTURE

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three years, such as "Building Professionalism Through the SIA," "Automation: Whether or Not?" and the 1973 theme of "Our Industry in the Next 20 Years" have served as the focal point for important presentations on turf irrigation.

Similarly, Association publications have taken on a new tone with the regular publication of articles of a technical nature in the turf field.

Equally important changes have taken place at the Association's annual convention, held each Fall. Serving as an integral part of the Convention's program is the "Busi-

ness Management Seminar" which is designed specifically with the irrigation distributor and contractor in mind. With a primary purpose of assisting the small and medium-sized businessman in the day-to-day operation of his business, the seminar regularly deals with a variety of subjects ranging from data processing for the small business, personnel management philosophy and policies, product liability, union and open shop matters to problems of warranties, sales financing, credit collection and inventory control.

LOOKING AHEAD

While the SIA's turf interests committee has already completed some of its initial projects, its major efforts are still under way and many of them will see completion during 1973. These projects, affecting every aspect of the turf irrigation industry, reflect both the role that the SIA feels it can play in the industry in the years ahead and recognition of a variety of needs existing in the industry. The projects include:

(1) Development of a licensing and contractor qualification system which would establish standards of activities within the landscape/irrigation field. It would be based primarily upon the health, safety and general welfare of the public and could conceivably draw up model licensing legislation for adoption in all jurisdictional levels in the United States. A rating system, administered within the SIA, to rate contractors on the basis of performance, knowledge operation and other important factors could be developed.

(2) Establishment of turf educational programs, in addition to that developed with the GCSAA, to include publication of a turf irrigation bibliography listing all available publications on the subject and to study the feasibility of establishing an SIA Turf Irrigation Speakers and Teachers Bureau;

(3) Publication of a new and updated "Minimum Recommended Specifications for Turf Irrigation" detailing standards for equipment, materials and techniques in the field.

These are but the major highlights in the development of the SIA's turf-oriented programming that has been initiated in the last two years. With this change of direction for the twenty-four year old organization, membership from within the turf field has increased rapidly, a significant recognition of the commitment made by the board of directors to this growing and changing segment of the multi-million dollar sprinkler irrigation industry. □