

MEET THE ASSOCIATIONS—

Backbone of the Green Industry

In recent months, we have realized more and more the need for unified voices in shaping the future of the Green Industry. Over-all professional standards and self-administration are realities that must be achieved before our industry groups can control their future business and accept fewer decisions made by outsiders. Accomplishments of these goals can best be achieved through active organizations and associations.

In September, WEEDS TREES and TURF polled leading organizations in the Green Industry. In addition to identifying information, we asked for objectives achieved in 1974 and proposed goals for 1975. Their replies are given below.

THE AMERICAN HORTICULTURAL SOCIETY

Mount Vernon, Virginia 22121
Tel. (703) 768-5700

O. Keister Evans, executive director

Officers: Dr. Henry M. Cathey, president; Dr. Gilbert S. Daniels, 1st vice president and treasurer; Mrs. Erastus Corning, II, 2nd vice president; Rachel Snyder, secretary.

Total membership: 30,000

Objectives met in 1974: The total membership reached 30,000 members recently. The Society's publication, *American Horticulturist* magazine, was changed this year from a quarterly to a bi-monthly issue. The Society also has a newsletter, *News & Views*, which is available to the membership on the months opposite the magazine.

Objectives proposed for 1975: Our objectives for the year 1975, and on a continuing basis, are a continuation of the rapid membership growth, improved publications, as well as additional publications, and a major fund raising campaign for the further development of the Society's services to its members, as well as for use in the development of the National Center for American Horticulture.

AMERICAN SOCIETY OF CONSULTING ARBORISTS

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

Spencer H. Davis, Jr., executive director

Officers: W. Roland Shannon, president; O. J. Andersen, president-elect; F. Earle Martin, vice president; William P. Lanphear, secretary-treasurer; Walter P. Morrow, past president. **Directors:** Charles H. Michler; Arnold H. Webster; Walter J. Barrows; Wilfrid Wheeler, Jr.

Total membership: 125

Objectives met in 1974: (1) Excellent contacts with Insurance Services Office and now anticipated increase in insurance payments to homeowners and businesses for losses of shade trees. (2) Excellent contacts with congressional representatives and leads to Internal Revenue Services for ultimate changes in policy on allowances for casualty losses involving shade trees. (3) Increased public relations and funding for increased use of advertising in various law, horticultural and trade magazines resulted in increased number of requests for Directories of ASCA members and leaflet describing type of services they perform.

Objectives proposed for 1975: (1) Bring closer to fruition our attempts to raise insurance company payments on tree losses and IRS allowances on casualty losses through more realistic shade tree evaluation procedures in cooperation with International Shade Tree Conference and American Association of Nurserymen. (2) In cooperation with legal and insurance advisors, consider the problem of "malpractice and poor judgment suits" against any type of horticultural consultant. (3) Obtain qualified members in those parts of the United States and Canada which are not presently served by ASCA members.

AMERICAN SOD PRODUCERS ASSOCIATION

Association Building
9th and Minnesota
Hastings, Nebraska 68901
Tel. (402) 463-5691

Bob Garey, executive director

Officers: Charles Davis, president; Paul Florence, vice president; Charles L. Lain, secretary; Wallace A. Huggett, treasurer; Jack Kidwell, past president. **Board of Trustees:** Gerry Brouwer, Parker Shirling, Norm LeGrande, Thomas A. Thornton.

Total membership: 268

Objectives met in 1974: Two outstanding national meetings were held with national and international representation. The annual midwinter conference in New Orleans in February featured practical, profit-making or cost-reducing experiences of producers from various parts of the country. The annual convention and field days in Maryland in July, attended by over 400, was the largest convention in the history of ASPA. Outstanding equipment displays, field demonstrations and social activities contributed to the success. Continued circulation of specifications in the utilization and installation of sod for the use of architects, contractors, governmental agencies, and others. Through this manual, available from ASPA members, the users as well as the sod industry have been able to do an outstanding job

in meeting the requirements of the consumer. Continued to make available the Uniform Accounting System for ASPA members and particularly for the use of new members entering the field, to secure standardization and effective fiscal controls and help analyzing costs. Improved communication with the members through special bulletins and printed publications to apprise the membership of ideas and activities of beneficial information.

Objectives proposed for 1975: Conducting an extensive survey (with the cooperation and assistance of the various states) covering the entire sod industry to determine the "profile of the industry"; to utilize the totals obtained in working with other groups to enable them to realize the advantages and success of using sod; to be able to exert greater influence in developing workable legislation and regulation involving the industry; and to develop the influence and effectiveness of ASPA through expanded programs of direct and practical assistance to its members. To develop continuing procedures for surveying so as to determine trends and industry-wide information. To develop and expand public information activities by providing special brochures regarding sod, its advantages and utilization to be made available to ASPA members for distribution to their customers. Continue monitoring legislation and regulations at both the state and national level which may affect sod producers and to attempt to minimize government control and regulation consistent with good citizenship. Continue to provide members with practical direction and information to assist them in complying with various laws and regulations. Develop publicity regarding the advantages of using sod in appropriate places. Study and, if advantageous to the members, implement a program of group insurance for members to include all types of coverage needed by sod producers. Expand and increase membership in all categories for effective programming. Utilize Key Men designated in each state as a focal point for: securing new members; reporting on sod producer activities within his state; monitoring legislation and regulatory activities within his state; and serving as a coordinator between state and regional sod producer groups.

ARBORICULTURAL RESEARCH AND EDUCATION ACADEMY*

*Affiliated with the International Shade Tree Conference.

Officers: Dr. Frank S. Santamour, Jr., president; Dr. Erik Jorgensen, president-elect; Dr. Hugh E. Thompson, vice president; Clark O. Eads, secretary-treasurer.

Total membership: 90

Objectives met in 1974: Organized and were accepted by the International Shade Tree Conference. First formal meeting was held.

Objectives proposed for 1975: Prepare a list of resource persons for various shade tree problems. Prepare a listing of state publications on shade trees. Run a workshop at the International Shade Tree Conference annual meeting.

ASSOCIATED LANDSCAPE CONTRACTORS OF AMERICA, INC.

1750 Old Meadow Road

McLean, Virginia 22101

Tel. (703) 893-5440

Thomas Hal Stewart, executive director

Officers: Ralph D. Stout, Jr., president; Lew Hammer, president-elect; Ronald A. Ahlman, vice president; Duane Nelson, vice president; Dick Brickman, secretary; William C. Byers III, treasurer.

Total membership: 400

Objectives met in 1974, proposed for 1975: The Associated Landscape Contractors of America, Inc. serves as a clearinghouse for information, and a means of working together for the mutual benefit of landscape contractors. Concern with environmental quality is exemplified in the Annual Environmental Improvements Awards Program. Concern for the continuing education of ALCA members is manifest in the annual meetings and trade shows, regional seminars and educational literature in the form of technical bulletins, information manuals and the *Action Letter* newsletter. ALCA focuses on the collective problems of its members and serves as the national spokesman for the landscape contracting industry.

GOLF COURSE BUILDERS OF AMERICA

806 15th Street N.W.

Washington, D.C. 20005

Tel. (202) 628-1833

Harry J. Lambeth, executive director

Officers: Frank A. Underwood, president; Lyle Thompson, president-elect; J. R. Costin, vice president; E. M. Witter, secretary; Gene M. Brown, treasurer.

Total membership: 43

Objectives met in 1974: We achieved a closer working relationship with Golf Course Architects; provided membership directories and correspondence with the Park & Recreation directors of the 200 largest cities; increased our advertising campaign and provided directories to Golf Course Architects and others.

Objectives proposed for 1975: To work closer with real estate developers regarding golf courses.

GOLF COURSE SUPERINTENDENTS ASSOCIATION OF AMERICA

1617 St. Andrews Drive

Lawrence, Kansas 66044

Tel. (913) 841-2240

Conrad L. Scheetz, executive director

Officers: Charles G. Baskin, CGCS, president; Palmer Maples, Jr., CGCS, vice president; George W. Cleaver, CGCS, secretary-treasurer; Clifford A. Wagoner, CGCS, past president. **Directors:** Melvin B. Lucas, Jr.; Richard W. Malpass, CGCS; Charles H. Tadge, CGCS; Gordon C. Witteveen, CGCS; Theodore W. Woehrl, CGCS.

Total membership: 3,806

Objectives met in 1974: In brief, the goals were to improve educational opportunities, increase visibility for the Association and the superintendent, and to assist in improving the superintendent's abilities to deal with critical shortages through improved management. Efforts in the area of education included: (1) Renewed emphasis of the GCSAA seminar program. Two new seminars were prepared — pesticide chemical usage and

employee management techniques — and the seminar on financial decision making was revitalized and offered again. (2) In conjunction with the pesticide seminar, a comprehensive reference manual was prepared for members' use. (3) GCSAA's Educational Advisory Council, consisting of nine university turfgrass experts, was formed.

To improve the visibility of the Association and the profession of golf course superintendency, a multimedia program was designed and implemented, including the following facets: (1) GCSAA 'Citation of Performance' awards presented to five superintendents hosting major golf tournaments. (2) A new booklet, *You and GCSAA, A Meaningful Combination*, describes the purposes of the Association and advantages of membership; (3) *The Golf Superintendent, His Qualifications, His Responsibilities, His Requirements*, another new publication, tells the story behind the professional golf course superintendent. (4) The Association took an active role in the area of governmental relations, particularly with EPA and OSHA officials. (5) The Association continued to participate in allied association meetings.

Shortages of materials vital to golf course operation caused many problems for golf course superintendents, but most golfers did not notice any significant changes because of the following actions: (1) The Association's magazine, *The Golf Superintendent*, contained articles on shortages, suggested ways the superintendent might overcome potential problems, and forewarned of possible shortages. (2) A guide to OSHA requirements was prepared and distributed to all members.

Objectives proposed for 1975: (1) Working toward establishment of a pension plan for the membership. (2) Assist the superintendent in dealing with inflation problems. While information will be published in *The Golf Superintendent*, there will also be publications, talks, and so on, which will be helpful to members. (3) The Association plans to prepare its members to deal with governmental regulations and at the same time continue to insure that the superintendent's interests are fairly represented and protected. (4) Attention will be focused on the superintendent as an individual with responsibility to his course and community. Guides and instructions to help the superintendent become a more professional man will be given through talks, articles and personal contact in seminars and local chapter meetings. The certification program will continue to improve and gain in its value to the Certified Golf Course Superintendent.

Generally speaking, the Association will continue to strive toward its goal of upgrading and improving the image of the golf course superintendent and to disseminate information which will make possible a more efficient and economical management of golf courses throughout the world.

INTERNATIONAL SHADE TREE CONFERENCE

3 Lincoln Square
P.O. Box 71

Urbana, Illinois
Tel. (217) 328-2032

E. C. (Cal) Bundy, executive secretary

Officers: John Z. Duling, president; Jack R. Rogers, president-elect; Hyland R. Johns, vice president; E. B. Himelick, executive director; Dan Neely, editor.

Total membership: 2,394

Objectives met in 1974: Realized the establishment of three new state affiliated chapters: New Jersey Chapter, Kentucky Shade Tree Association and Indiana Arborists Association. Completed the work of microfilming the back issues and indexes of our monthly magazine, *Arborist's News*. The microfilm sets are now available for purchase by members, libraries and individuals. Received a substantial amount of Memorial Research Contributions from members and chapters in response to a special 50th Anniversary appeal by Immediate Past President F. Lewis Dinsmore. Enjoyed an informative 50th Anniversary Convention in the Marriott Motel, Atlanta, Ga., in August. Attending were 866

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members, guests and their families. Over 30 scientists and practitioners from many disciplines and experiences presented educational papers to keep arborists informed of technical and professional developments.

Objectives proposed for 1975: Will proceed to broaden membership services by changing the name of our monthly magazine, *Arborist's News*, to *Journal of Arboriculture* and develop the publication into a full-fledged journal, including referred papers along with other articles and current developments in arboriculture. Will plan to increase our sponsorship of arboriculture research projects by establishing a Memorial Research Trust Fund having tax-exempt status for donors and recipients. Will cooperate with other associations in revising our publication, *Shade Tree Evaluation*. Will continue to develop guidelines to assist the government in implementing federal pesticide legislation.

NATIONAL AGRICULTURAL AVIATION ASSOCIATION

Suite 808
1101 17th Street N.W.
Washington, D.C. 20036
Tel. (202) 223-2822

F. Farrell Higbee, executive director

Officers: Al F. Johnson, president; James L. Maxwell, vice president; Robert Copeland, secretary; Robert Aukes, treasurer.

Total membership: 908

Objectives met in 1974: During 1974, we were very fortunate as an Association to obtain 100 percent of the fuel requirements for agricultural aviation. **Objectives proposed for 1975:** In 1975, we hope to expand our new monthly publication, *The World of Agricultural Aviation*.

NATIONAL ARBORIST ASSOCIATION, INC.

3537 Stratford Road
Wantagh, New York 11793
Tel. (516) 221-3082

Robert Felix, executive secretary

Officers: W. Roland Shannon, president; Thomas A. Morrison, 1st vice president; Boyd Haney, 2nd vice president; Gerald E. Farrens, secretary; Kenneth Kirk, treasurer; John A. Shullenbarger, past president. **Directors:** Larry Holkenborg, Walter E. Money, Bruce M. Walgren.

Total membership: 240

Objectives met in 1974: In 1974, we appointed a new executive secretary who has revitalized the National Arborist Association by bringing it to the members via attendance at regional meetings and visits to member offices all over the country. Our monthly newsletter, *Arborist Action*, has been expanded to an eight-page issue which keeps our members abreast of new developments both legislative and regulatory that affect the tree care industry as well as other pertinent material. We have supplied our members with Monographs to help them improve management techniques. Our N.A.A., OSHA manual has been updated and we have represented ourselves when necessary in Washington. We have given financial and technical support to the impending certification of pesticide applicator requirements.

Objectives proposed for 1975: For 1975, we expect to enlarge upon what we did in 1974 as well as develop new member services. Our 1975 annual meeting at the Don CeSar Hotel in St. Petersburg Beach in February will be an educational experience that no member can afford to miss. As we enlarge upon each of these areas, we anticipate that membership in the National Arborist Association will become an indispensable requirement for the commercial arborist in the United States.

THE PROFESSIONAL GROUNDS MANAGEMENT SOCIETY

1750 Old Meadow Road
McLean, Virginia 22101
Tel. (703) 893-7787

Thomas Hal Stewart, executive director

Officers: Harleigh R. Kemmerer, president; Charles L. Hall, Jr., vice president; Allan Shulder, treasurer.

Total membership: 600

Objectives met in 1974, proposed for 1975: The professional Grounds Management Society (PGMS) serves as a legally constituted medium through which members may direct and coordinate their collective efforts and ideas. PGMS further seeks to maintain high professional standards, promote public esteem and a spirit of cooperation among its members. Through such activities as the Annual Conference, *Manager's Memo* newsletter, regional seminars, and surveys and research, PGMS seeks to promote the continuing education of grounds managers. PGMS also serves as national spokesman for the grounds managers and seeks to keep members informed on legislative proposals, administrative agency activities and other matters affecting the profession.

SPRINKLER IRRIGATION ASSOCIATION

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

Walter D. Anderson, executive secretary

Officers: James D. Pichon, president; W. J. (Jack) Ogle, vice president and president-elect; Taylor Ramsey, treasurer. **Directors:** Paul Bohley, Joseph Fiala, Joseph

Harris, W. J. Liddell, Edward Newbegin, R. A. Wahl, Ray York and Gary Underhill.

Total membership: 400

Objectives met in 1974: Holding of first Association-sponsored turf irrigation short course in Fresno, Calif., December, 1973. Publication of *Recommended Installation Specifications: Sprinkler Irrigation Systems for Turf and Landscaping* in August, 1974. Publication of *Guidelines for the Preparation of a Landscape Irrigation Contractors' Licensing Law* in December, 1974.

Objectives proposed for 1975: Establishment of a permanent series of turf irrigation short courses on a nationwide basis concurrent with employment of a full-time educational director. Publication of the *4th Edition of Sprinkler Irrigation* which will include extensive material on turf irrigation for the first time in the 20-year history of the textbook. Expansion of programming at national technical conference to include concurrent sessions on turf and agricultural irrigation for the first time. Publication in March, 1974 of the *SIA Wastewater Resources Manual* to include sections and material pertinent to use of waste effluents in land application on turf installations through the use of sprinkler irrigation.

WEED SCIENCE SOCIETY OF AMERICA

425 Illinois Building
113 North Neil Street
Champaign, Illinois 61820
Tel. (217) 356-3182

Officers: E. L. Knake, president; C. R. Swanson, president-elect; E. G. Rodgers, past president; A. P. Appleby, vice president; R. D. Ilnicki, secretary; F. W. Slife, treasurer; T. J. Sheets, WSSA editor. **Directors** (in addition to officers): D. E. Bayer, C. J. Cruse (executive secretary); S. N. Fertig; L. S. Jordan; M. K. McCarty; M. G. Merkle; J. D. Nalewaja; W. J. Saidak; R. D. Sweet; William Welker; J. L. Williams.

Total membership: 1,900

Objectives met in 1974, proposed for 1975: The Weed Science Society of America (WSSA) is organized to promote the development of knowledge concerning weeds and their control; to foster unity in research, legislation, regulation and terminology; to encourage high standards in weed science education; to stimulate quality research; and to facilitate publication of weed science information. Weed Science includes the study of weeds and their control by cultural, mechanical, biological and chemical means. WSSA members are engaged in varied activities including research, teaching, extension, legal regulation, product development and marketing. They are involved in controlling weeds in field crops; horticultural crops; pastures and rangelands; forests; aquatic areas; and non-crop areas such as lawns, recreational areas, roadsides, railroad and utility rights-of-way, and industrial sites. WSSA has encouraged and worked closely with the Latin American Weed Science Society, the Asian-Pacific Weed Science Society, and other weed control organizations of the world. It also works closely with other professional organizations having related interests, and is a member of CAST (Council for Agricultural Science and Technology). WSSA publications include *Weed Science*, the official journal of WSSA, bimonthly; *Weeds Today*, a quarterly publication; and the *WSSA Newsletter*, published at least four times a year.

