

Editorial

We congratulate the American Sod Producers Association (ASPA) for their campaign to build membership. At the just completed national meeting in Kansas City, ASPA announced a new total of 300 members which approaches 30% of the cultivated sod growers.

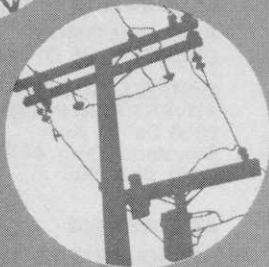
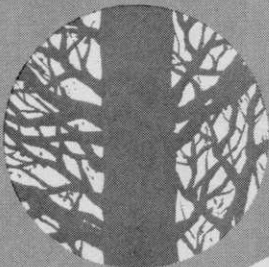
Many activities account for the success of this group which was first formally organized in 1967, but we believe one of their later innovations for gaining members — the key man idea — has helped greatly. Gerry Brouwer, grower and manufacturer of Keswick, Ontario, Canada, an outgoing board member, has most recently served as membership chairman. At the Kansas City session, he introduced most of the 31 key men organized by the ASPA to sign up new members. A "key man" is recruited for each sod producing state and given the assignment to contact his fellow state growers.

Naturally, to make membership worthwhile, an association or society, or foundation, has to offer a program of value to the member. Basically, regardless of the industry, the program needs are

about the same. They must offer a strong professional base. Technical industry information based on new techniques is foremost. How these are presented may vary from formal educational sessions to newsletters to field demonstrations and many others.

But these are the base which pay dividends to the members. In the case of the ASPA — and we use this example because their program and growth has been typical — members and non-member growers in numbers — were attracted by field demonstrations which brought together the special mechanical equipment needed to harvest sod. The ASPA also brought together those turfgrass researchers and teachers who provided the technical data necessary for successful cultivated sod production and marketing. They offered information from both university and industry. Coupled with legislative activities and the normal informal member to member exchange of ideas, the association made itself invaluable to the individual grower. The mystery is why any

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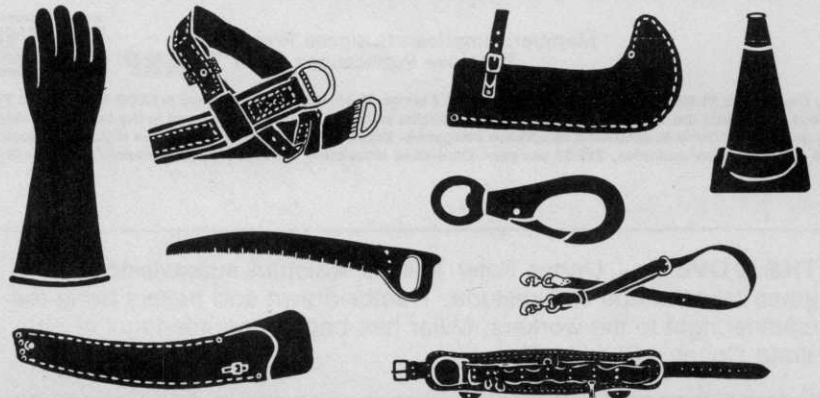
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Sloane Ends 2-Year Strike Votes Out Rubber Union

R & G Sloane Manufacturing Company, Inc., a wholly-owned subsidiary of The Susquehanna Corporation, reported the termination of a twenty-seven month strike by the United Rubber, Cork, Linoleum and Plastic Workers of America, AFL-CIO at the Sun Valley, California plant. On June 19, 1975, the National Labor Relations Board certified an election, held at the Sun Valley plant during the previous month, in which Sloane's employees voted 164 to 11 to decertify the United Rubber Workers Union as authorized bargaining agent, thus ending what is believed to have been one of the longest strikes in Southern California history.

Sloane's management expressed satisfaction with the vote of confidence by its employees. The nationwide boycotting of its products, which had taken place intermittently during the strike, is now at an end.

EDITORIAL (from page 6)

businessman who is in the business can bypass the benefits by remaining a non-member.

Like most groups with which we have worked, the ASPA has its

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strong member leaders. They were directly responsible for the early growth. Also, at this point, we have to mention the strong leadership of Dr. Henry Indyk of Rutgers University who for several years served as the executive secretary along with his university position. He put together a number of strong educational programs and several successful field day extravaganzas.

Association membership costs time and money. But it is usually the best expenditure of funds in terms of gainful management tips which you can make.