

THE ASSOCIATIONS

Backbone of the Green Industry

American Association of Nurserymen

230 Southern Building
Washington, DC 20005

Robert F. Lederer, Executive Vice President

Officers: Palmer W. Bigelow, president; L. J. Hilscher, vice president; Ernest A. Tosovsky, treasurer; Henry A. Weller, John B. Wight, Jr., Ernest A. Tosovsky, Hugu Steavenson, L. J. Hilscher, Itsuo Uenaka and Louis Hillenmeyer, Jr., directors.

Members: 2,509

1975 accomplishments: Prime objective was to establish national recognition for the nursery industry through such programs as the following. National Landscape Awards — annual program to publicly recognize those firms making significant contributions to environmental improvement through landscaping. Nursery Industry Cooperatives Advertising Program — national marketing program to position nursery industry's products and services in mind of consumer through use of national advertising themes. Green Survival — environmental action campaign which emphasizes vital role of plant material in the eco-system. There is a strong emphasis on bicentennial planting programs that is officially recognized by the American Revolution Bicentennial Administration. Also includes a Green Survival City program which recognizes cities which have proven to be actively involved in environmental improvement. Public Information Services — expansion of this program to include monthly public service announcements on radio and newspaper packages. Other objectives in-

cluded cooperation with the U.S. Dept. of Interior's Johnny Horizon program and *My Weekly Reader* in green survival and education of youth to importance of plant materials; important legislative representation in Congress and federal agencies on wage-hour laws, OSHA, taxation, pesticides, energy, transportation, plant labeling, quarantines, federal research, postal rates, consumer affairs, farm labor, price and wage controls. The association also celebrated its 100 anniversary in 1975.

1976 goals: Expansion and improvement of all programs and activities, with heavy emphasis on bicentennial/green survival promotion activities and continued vigilance on all legislative activities to protect and enhance nursery industry position.

American Society of Consulting Arborists

122 Lakeview Avenue
Milltown, New Jersey 08850
201-821-8948

Spencer H. Davis, Jr., executive director

Officers: O. J. Andersen, president; F. Earle Martin, president-elect; William P. Lanphear, vice president; F. L. Dinsmore, secretary-treasurer; W. Roland Shannon, past president. Walter J. Barrows; Wilfrid Wheeler, Jr., Nat P. Dunn, Arnold H. Webster, directors.

Members: 150

1975 accomplishments: Acceptance by insurance services offices of our recommendation to raise payments on homeowners policies for tree losses. This increase effective the

first of this month in six trial states. The committee on shade tree evaluation completed the revision of the evaluation booklet which has been printed in cooperation with other associations entitled "A Guide to the Professional Evaluation of Landscape Trees, Specimen Shrubs and Evergreens." The membership is now present in 32 states, two Canadian provinces and in Brazil.

1976 goals: We hope that the Internal Revenue Service this year will accept our proposals to allow casualty loss claims on private properties based on value of trees as distinguished from the before and after valuation of properties as a whole. The allowance is now made for business properties and we are endeavoring to have the same consideration given to the private property owners. Would hope for the increased payments on tree losses on homeowner insurance policies in all states. A public relations program will be conducted in cooperation with other associations to obtain national recognition of the new shade tree evaluation methods recently set forth. We will try to obtain qualified members in the areas of the U.S. and Canada not presently served by ASCA members.

American Sod Producers Association

Association Building
9th and Minnesota
Hastings, Nebraska 68901
402-463-5691

Bob Garey, executive director

Officers: Norm LeGrande, president; Charles Lain, vice president; Glenn Rehbein, secretary; Tom Thornton, treasurer; Charles Davis, past president; Parker Shirling, E.

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John Hope, Paul Florence, Jack Kidwell, board of directors.

Members: 268

1975 accomplishments: Annual mid-winter conference in Tuscon, Arizona attracted a record attendance. Summer field days and convention in July in Kansas City were likewise most successful events. Publication of a brochure which included summaries of federal regulatory agencies as well as interpretations of various state agencies on a number of subject areas which have ruled that sod production is within the definition of agriculture for regulatory purposes was compiled and distributed to the membership. Periodic reports regarding rulings involving the industry were also made available to the members. The office of legal counsel William Harding was utilized in quite a number of occasions by various members who encountered difficulties with regulatory agencies either at the federal or state level. Continuation of a nationwide survey to determine people actually in the sod production industry and extent of their operations. Membership roster was printed and distributed. Work was begun on a multi-colored brochure to be made available to the membership for uses in promoting sod and the use of sod and caring for sod. A logo to be symbolic of the national organization was in its initial stages.

1976 goals: Annual mid-winter conference set for Clearwater, Fla. February 5 and 6. Annual convention and field days in Newport, R.I. July 28 and 29. Brochure on the promotion, use and care of sod will be made available to members. The brochure and new logo should be a help to members. There will be continued expansion of legal services for members. The availability of uniform accounting systems will be promoted. The quality and number of publications from ASPA will be improved and strengthened. Increased cooperation with state and area sod producing organizations will be emphasized.

Associated Landscape Contractors of America

1750 Old Meadow Road
McLean, Virginia 22101
703-893-5440

Thomas Hal Stewart, executive director

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

Members: 400

1975 accomplishments and 1976 goals: Continued membership growth, establishment of a series of business seminars for landscape contractors, establishment of a network of specialty committees each concentrating on a different aspect of landscape contracting, including erosion control, irrigation, maintenance, interiorscape, design/build, and golf course building. Also, emphasis and improvement of the image of the industry, and sponsorship of summer seminars for high school and junior college students at Mississippi State University.

Garden Centers of America

230 Southern Building
Washington, DC 20005
Nate McMullen, administrator

Officers: Jack Schneider, president; Gary Gern, vice president; John Horton, secretary-treasurer; Larry Bachman, Curtis Smith and Daniel Capper, directors.

Total membership: 335 firms

1975 accomplishments: First joint management clinic with National Landscape Association; new employe orientation guide; wage and fringe benefit survey; successful 1975 membership promotion program.

1976 goals: To be set at year-end board of directors meeting.

Golf Course Builders of America

725 15th Street N.W.
Washington, D.C. 20005
202-628-0555
Harry J. Lambeth, executive director

Officers: Frank A. Underwood, president; Nick A. Siemens, president-elect; Edward A. Hunnicutt, vice president; E. M. Witter, secretary; Eugene M. Brown, treasurer.

Total membership: 40

1975 accomplishments: Compiled

and studied golf course construction contracts; worked closely with golf course architects in seeking to establish certain standards; promoted quality golf course construction; published a national biographical directory of members to assist golf course owners and architects to check construction references and quality or work of members contractors; held an annual meeting for discussion of golf course construction problems.

1976 goals: Key objective is to amend the National Electrical Code established by the National Fire Protection Association to provide that low voltage underground cables used in irrigation of golf courses be at a burial depth of 12 inches instead of the present 24 inches. The sixth annual meeting and dinner will be held during the GCSAA Minneapolis convention.

Golf Course Superintendents Association of America

1617 St. Andrews Drive
Lawrence, Kansas 66044
913-841-2240
Conrad L. Scheetz, executive director

Officers: Palmer Maples, Jr., president; Richard W. Malpass, vice president; George W. Cleaver, secretary-treasurer; Charles G. Baskin, past president. Louis D. Haines, Melvin B. Lucas, Jr., Charles H. Tadge, Gordon C. Witteveen, Theodore W. Woehrl.

Total membership: 4,012

1975 accomplishments: Topping 4,000 mark in membership; published comprehensive profile of golf course superintendent and course operations; specialized seminars on turf nutrition and golf course landscaping were added to GCSAA courses; speakers bureau established; began collecting materials for library and established lending and sales section; position paper on fertilizer use given nationwide distribution; pesticide seminar widely accepted as standard; dealt with OSHA regulations; certification program showed outstanding growth; publicity program helped increased public awareness of superintendent's role during major tournaments; newsletter sent to superintendent association around the world.

1976 goals: Celebration of 50th anniversary; personal and professional advancements for superintendent sought through combination of

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regional education programs and expansion of association's annual national conference program and publicity and publications helpful to superintendent's image; technical turf management subjects will be treated through audio-visual aids and publications; education advisory council will be utilized to develop educational programs and materials; members will be constantly advised of new government developments as they apply; finalization of member pension plan; closer relationships between association and other organizations

International Shade Tree Conference

3 Lincoln Square
P.O. Box 71
Urbana, Illinois 61801
217-328-2032
E. C. Bundy, executive secretary

Officers: Jack R. Rogers, president; Hyland R. Johns, Jr., president-elect; Yvon Fournier, vice president; E. B. Himelick, executive director; Dan Neely, editor.

Members: 2,607

1975 accomplishments: Completed revision of shade tree evaluation publications; increased sponsorship of arboricultural research programs by extending financial support to projects at three universities; continued legal establishment of changing the not-for-profit corporate status and name of the organization from International Shade Tree Conference to International Society of Arboriculture, effective Jan. 1; finalized establishment of a Memorial Research Trust Fund, donations to which are recognized as tax-deductible; enjoyed the 51st annual convention meeting, where substantial pledges for fund were received.

1976 goals: Will activate broad promotional program to publicize shade tree evaluation publication with the assistance of a public relation firm; will initiate a bicentennial tree recognition program jointly with the National Arborist Association; will continue to promote the existence of new Memorial Research Trust Fund by soliciting contributions.

National Agricultural Aviation Association

Suite 459
National Press Building
Washington, D.C. 20045
202-638-0542
Farrell Higbee, executive director

Officers: James L. Maxwell, president; James V. Kedder, vice president; Paul E. Hursh, secretary; Dennis M. Dixon, treasurer.

Members: 1,075

1975 accomplishment: Published monthly magazine called "The World of Agricultural Aviation;" maintained Washington office to assist members; maintained a sizable library for ready research; monitor government agencies.

1976 goals: Will hold national convention this month in Las Vegas, with technical sessions and exhibits with over 130 companies displaying products. Total attendance will be over 2,500 persons. Continue member services in addition to convention.

National Arborist Association

3537 Stratford Road
Wantagh, New York 11793
516-221-3082
Robert Felix, executive secretary

Officers: Thomas A. Morrison, president; Royd Haney, first vice president; Gerald E. Farrens, second vice president; Kenneth Kirk, secretary; Larry Holkenborg, treasurer; Bruce M. Walgren, Walter E. Money and Erick H. Haupt, directors; George Tyler, associate director; W. Roland Shannon, past president.

Members: 255

1975 accomplishments: Set up joint bicentennial tree recognition program with International Shade Tree Conference; established a working relationship with the federal Environmental Protection Agency; increased the membership of the association as well as exposure as an important force in the tree care industry.

1976 goals: Intend to participate in bicentennial celebration by recognizing certain significant 200-plus year old trees; will expand educational programs to encompass not only employees and other tree

workers but as an educational process for public; will continue to build membership and exposure in order to better serve tree care industry.

National Landscape Association

230 Southern Building
Washington, DC 20005
F. Raymond Brush, administrator

Officers: Donald E. Johnson, president; Dale K. Manbeck, vice president; Richard Kauffman, secretary-treasurer; board of directors include Manbeck, Kauffman, Gerald W. Harrell, Tom Gilmore, Frank L. Tomlinson, Richard L. Ammon and Joe Wayman.

Members: 596 firms

1975 accomplishments: Projects carried out were correspondence bidding exercises to help members evaluate their bidding practices; management clinic; annual residential design awards programs; annual landscape tour; periodic "News Notes" to keep members informed; compilation of various landscape business forms; and current survey of landscape practices in area of wages and fringe benefits.

1976 goals: Will continue publishing representative landscape business forms; again co-sponsor management clinic in Louisville, Ken., Feb. 22-25; with Michigan State University conduct a study of landscape management accounting systems; develop a landscape salesman's handbook; increase frequency of "News Notes;" conduct another landscape tour.

Professional Grounds Management Society

1750 Old Meadow Road
McLean, Virginia 22101
703-893-7787
Thomas Hal Stewart, executive director

Officers: Allan Shulder, president; Tom Lepping, treasurer; C. Francis Lay, vice president; Donald J. Comes, Fred W. Garret, Owne H. Walker, Dick Connelly, Wayne Casey, Robert W. Doherty, John Brugeman, Bernard Nees and Anne O. Seaman, board of directors.

Members: 600

1975 accomplishments: Network of local groups and membership campaign launched.

1976 goals: To continue membership growth and publication of "Estimating Exercise for Grounds Managers."

Sprinkler Irrigation Association
 13975 Connecticut Avenue
 Silver Spring, Maryland 20906
 Walter D. Anderson, executive secretary

Officers: W. J. Ogle, president; Kenneth B. White, Jr., vice president; Taylor Ramsey, treasurer. William H. Barnard, Paul Cochran, Joseph Fiala, Jack Kouns, W. J. Liddell, Edward H. Newbegin, Charles S. Putnam, R. A. Wahl and Raymon York, directors.

Total membership: 425

1975 accomplishments: Employment of full-time educational director and sponsorship of three basic turf irrigation short courses; publication of fourth edition of "Sprinkler Irrigation" with inclusion of material on turf irrigation; expansion of programming at annual technical conference to include concurrent sessions on turf irrigation; publica-

tion of "Wastewater Resource Manual."

1976 goals: Amendment of the National Electrical Code Section 300-5 regarding requirements for burial of underground control cables at 12 instead of 24 inches; development of a code for landscape irrigation installation; continued expansion of programming related to turf irrigation through publication conference and continued scheduling of a minimum of three turf irrigation short courses a year.

Utility Arborist Association

c/o Bernard E. Swisher, Forester
 Columbus & Southern Electric Co.
 215 N. Front St.
 Columbus, Ohio 43215
 614-226-6411
 Richard E. Abbott, executive director and editor

Officers: Swisher, president; G. A.

Kihl, president-elect; E. T. Nease, vice president; W. B. Clowney, secretary-treasurer; Ruffin Van Bossuyt, Jr., Edward F. Bramann, Jr., Hyland R. Johns, Leo D. Creed, Robert E. Stein, Huey P. Sykes, J. E. F. Winter, I. O. Bauer, directors.

Members: 400

1975 accomplishments and 1976 goals: Has pursued its objectives of providing continuity for investigative efforts in the field of utility arboriculture, acting as a responsible and knowledgeable source of information for its members and other interested, and providing those in the field with an organization of the broadest international base to participate in and draw from. The organization meets annually, six newsletters are mailed, committee work includes studies of tree growth control, tree selection, right-of-way maintenance, training and liaison with Edison Electric Institute. □

WEEDS TREES AND TURF

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