



A. R. J. (Bud) Friedmann, the Sprinkler Irrigation Association's (SIA) first president, cuts the 25th anniversary cake at the annual banquet. The banquet program featured a tribute

to past Association presidents and a slide show, narrated by Lewis W. Barton, tracing 25 years of SIA growth and development.

FLORIDA CONVENTION:

Quarter-Century for Irrigation Association

TURF IRRIGATION has come of age in the Sprinkler Irrigation Association (SIA).

Historically, the SIA, which celebrated its 25th birthday in October, began as an organization of agricultural irrigation equipment manufacturers. But no longer is turf irrigation merely a sideline business. The SIA's membership roster now includes many who are concerned exclusively with turf irrigation systems — manufacturers, distributors and contractors. Many indications of the growing importance of turf irrigation interests within the Association were apparent at the annual fall convention held at the Contemporary Resort Hotel at Disney World, Lake Buena Vista, Fla.

Executive Secretary Walter D.

Anderson commended the Board of Directors for several actions taken during the past year. The Board has acted regarding the Association's annual technical conference by requiring the holding of concurrent sessions when there are subjects not of common interest, such as agricultural-oriented and turf-oriented sessions. This move will result in the dissemination of more information, according to Anderson. The Board also has approved further negotiations with universities to develop sprinkler irrigation correspondence courses in agriculture and turf.

The Association's commodity divisions have been restructured and expanded, and now include two turf divisions — turf distributors and turf contractors — which met for the first time at the convention.

In December of 1973, the Association sponsored an experimental irrigation short course. However, it was recognized that turf and agricultural interests differ, so in 1974, two separate short courses were held. Plans for regional short courses in both turf and agricultural irrigation are currently under consideration, according to Anderson, and the Board has approved employment of a fulltime educational director.

Addressing the assemblage on the current status and future direction of the Association, President John H. Stevens, Pierce Corp., Eugene, Ore., said: "We are rapidly going toward the direction of being a training organization. We are also

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saying that we are interested in regional problems. What's better than an association that's interested in its industry? We're international, but we are taking a regional approach. The only way to avoid fragmentation [within the Association] is to make sure that we take care of all segments of the industry.

"I really feel that this Association will grow more rapidly in the next 25 years. But we have to make sure that the SIA grows at least as fast as the industry. Now with the crises and shortages, we have to make sure that we keep this Association going and growing. We have in the past, and I hope that in the coming years we'll keep on that path."

In 1970, the Turf Interests Committee was established to aid in developing turf-oriented programs within the SIA. Committee Chairman Chet A. Sarsfield, Irrigation Technical Services, Lafayette, Calif., reported that "Recommended Installation Specifications: Sprinkler Irrigation Systems for Turf and Landscaping," had been published in July, 1974. According to Sarsfield, the booklet, incorporating completely new material, is being well received.

1975 should see increased attention to turf irrigation as the SIA plans publication of the 4th edition



The 1975 executive committee of the Sprinkler Irrigation Association: (left to right) John H. Stevens, Pierce Corporation, Eugene, Ore., past president; James D. Pichon, Lockwood Corporation, Zephyr Cove, Nev., president; W. J. Ogle, Gifford-Hill and Co., Lubbock, Tex., vice president and president-elect; and Taylor Ramsey, United Pipe and Supply Co., Eugene, Ore., treasurer.

of "Sprinkler Irrigation" which will include extensive turf irrigation material for the first time in the textbook's 10-year history. Another publication in the works, "SIA Wastewater Resources Manual," will include material pertinent to the use of waste effluents in land application on turf installations through the use of sprinkler irrigation.

An integral part of each year's convention is the Business Management Seminar which is primarily designed to assist the small- and medium-sized businessman in his day-to-day operations.

Lew Hammer, president-elect of Associated Landscape Contractors of America and owner of Lew Hammer, Inc., Denver, Colo., opened the seminar by talking about operating cost surveys or "cost-of-doing-business" surveys. Hammer explained how his organization has conducted such a survey and how it can be used as a tool for making good business decisions. Don Cartwright, manager of the Orlando, Fla., office of Kelly Services, Inc., discussed hiring procedures, temporary help, and the hidden costs of putting people on your payroll. Tommy C. Miller, of NCR Company, Dayton, Ohio, described computer services for the small business. Dennis Petruzzelli, district reporting manager for Dun & Bradstreet, Inc., Tampa, Fla., talked

about causes of business failure as he delineated nine major "pitfalls" of going into business and nine ways of avoiding business failure.

New officers of the Association are as follows: president, James D. Pichon, Lockwood Corp., Zephyr Cove, Nev.; vice president and president-elect, W. J. (Jack) Ogle, Gifford-Hill and Co., Inc., Lubbock, Tex.; and treasurer, Taylor Ramsey, United Pipe and Supply Co., Eugene, Ore.

Joining the Board of Directors are Joseph B. Fiala, Waterman Industries, Inc., Exeter, Calif.; W. J. (Jack) Liddell, Delta Irrigation Co., Memphis, Tenn.; Ed Newbegin, R. M. Wade and Co., Portland, Ore.; R. A. (Al) Wahl, Valmont Industries, Inc., Valley, Neb.; and Ray York, Ewing Irrigation Products, San Leandro, Calif., who was appointed to replace Taylor Ramsey.

The 1975 SIA Technical Conference, Feb. 23 to 25 at the Hyatt Regency Atlanta, Atlanta, Ga., will feature general sessions, combined sessions on automation of sprinkler irrigation systems and sprinkler irrigation waste water land application systems, as well as concurrent sessions on mechanical-move, turf and drip irrigation.

For more information and registration forms, write the Sprinkler Irrigation Association, 13975 Connecticut Ave., Silver Spring, Md. 20906.

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