

Industry News

GCSAA adopts stricter code

A stronger code of professional ethics and enforcement procedures have been approved by members of the Golf Course Superintendents Association of America.

One of the code's new standards is a requirement that product endorsements be based strictly upon satisfactory personal experience with the item.

In addition, gifts offered by any firm must be made available to all similarly situated superintendents, with the understanding that no actions will be forthcoming as a result of the acceptance of such gifts.

In conjunction with the approval of the new code, GCSAA members approved two bylaw revisions to provide stringent enforcement of it. The enforcement procedures will begin with the Ethics Committee. Upon that committee's recommendation, the Executive Committee can, under the new provisions, enforce the code by disciplining or expelling members who violate it.

IH reorganizes: creates new group

International Harvester has changed its organizational structure from a divisional concept to five free standing, self-sufficient world-wide business groups, according to Brooks McCormick, IH president and chief executive officer.

"After a year-long study by outside consultants, the Board of Directors has approved the recommendations that we create four autonomous world-wide groups to manufacture and market our products — agricultural equipment, trucks, construction equipment and turbo machinery. A new, and the fifth, world-wide group, called the Components Group, will be created with responsibility for

manufacturing axles, engines, castings and management of IH's parts distribution system."

Can. seed coating plant planned

Oseco Limited of Brampton, Ontario, and Hodder & Tolley Limited of Palmerston North, New Zealand, have agreed to form a new, joint venture company to build Canada's first seed coating plant at Brampton, Ontario.

Hodder & Tolley is a well established seed firm in New Zealand and has developed a seed coating and inoculating process. Oseco is one of the largest forage and turf seed merchandising firms in Canada.

Tree value slide show available

The newly-formed Council of Tree and Landscape Appraisers has produced a slide-and-tape audio/visual program of trees and landscape values — particularly from the standpoint of dollar losses which may be recaptured when trees and other landscape materials are damaged or destroyed through casualty.

The program, titled "Tree Values," is available for showing at a use fee of \$10. It may be purchased outright for \$65. Address inquiries to The Council of Tree and Landscape Appraisers, 232 Southern Building, Washington, D.C. 20005.

Scott's, NFFAF sponsor turf award

O. M. Scott & Sons has signed an agreement with the National Future Farmers of America Foundation to sponsor a Turf and Landscape Management Proficiency Award, according to a recent announcement by Le Herron, Jr., company chairman and president.

The award is designed not only to complement classroom training with practical experience, but also to serve as an incentive for both career and leadership development. This Proficiency Award will recognize and reward students excelling in turf and landscape related projects.

The first local awards under the program will be made in Spring 1978 with the initial national award being presented at the FFA National Convention in November 1978.

GCBA membership directory ready

The 1977 Membership Directory of the Golf Course Builders of America is now available without charge from the association's headquarters.

The 44-page, three color booklet features names, pictures and golf course construction experience of the nation's best golf course contractors.

Write to Golf Course Builders of America, 725 15th St., N.W., Washington, D.C., 20005.

CN Rail urges potash consortium

A new method for distribution of potash is being advocated by CN Rail, one of the largest integrated railway systems in North America.

"We're proposing a company made up of potash producers, the two major Canadian railways, and a partner experienced in systems management and truck and barge handling to act as a distribution agent for potash producers," said Peter L. Schwartz, CN national marketing manager for fuels and chemicals.

The proposed company would own and operate a system of warehouses throughout the six corn belt states.