



# WT&T

## OUTLOOK

By Bruce F. Shank, Executive Editor

### Extension's Battle for Bucks

#### Education, Research Are Now Businesses

The squeeze on funds for research and extension is reaching new proportions. Uncertainty of Federal dollars, reduced inflation, and lack of public support for specialty programs are beginning to take their toll on the technical backbone of the Green Industry.

Even departments run by professors with savvy are suffering cutbacks. Department heads are cutting operations and travel budgets to avoid cutting staff. Grant funds mean more to these departments now than ever before.

To obtain as much funding as possible, department heads have been forced to become salesmen, record keepers, and more visible to budget decision makers. Concentration on research is diluted by politics. Even if a project is adequately justified, it still must compete with other projects and other departments.

Consequently, extension and research needs your support. If you've never written your government representatives, please start today. The focus should be on state representatives due to the Reagan Block Grant Program. Tell them of the beneficial effect extension and university research has had on your business. Mention names of extension personnel who make major contributions to your market. Describe problems requiring future research and educational assistance. Be concise, keeping your letter to one page. Frequency is more important than length.

Describe the importance of your market to the representative's region. Try to determine the number of people (voters) employed in your business in your area, the taxes paid by such businesses, and the good will the district derives from your business. In states like Florida and Ohio, the value of landscape services is a major agricultural resource of the state.

Do not assume your state or regional association should fulfill this role. It should participate, but don't assume anything.

One possible result of the squeeze may be a more responsive extension service. Certainly research will shift to applied from basic. On the other hand, it may become too responsive to its grant sponsors at the expense of topics such as integrated pest management.

Regardless of the outcome, we absolutely require the valuable services of the Extension Service and state universities to progress. The time is now to speak up. A year from now could be too late. By 1985, Reagonomics will be in place and state priorities will be set for block grant funds. State legislators are forming their opinions right now. University department heads have saved their critical programs for 1982, but 1983 is another matter.

We are competing against the big boys, welfare, highways etc. Parks, turf, horticulture, nursery, interior landscaping, and landscape architecture need to publicize their value to their state today. Too often the Green Industries are inappropriately linked to consumer gardening. The distinction needs to be clear to state representatives. We are talking about in-state jobs, not hobbies. **WTT**

# WT&T

Executive Editor  
**Bruce F. Shank**, New York  
Associate Editor  
**Thomas Paciello**, New York  
Publisher  
**Dick Gore**, Atlanta  
Group Vice President  
**Tom Greney**, Chicago  
Group Publisher  
**Robert Early**, New York  
Production Manager  
**Mary Lindskog**, Duluth  
Production Supervisor  
**Marilyn MacDonald**, Duluth  
Graphic Design  
**Dave Johnson**, Duluth  
Circulation Manager  
**Kristine Benike**, Duluth  
Directory Coordinator  
**Patty Rusch**, Duluth  
Reader Service Manager  
**Gail Kessler**, Duluth  
Promotion Director  
**Linda Winick**, New York

#### OFFICES

##### ATLANTA

3091 Maple Drive  
Maple Center One Building  
Atlanta, GA 30305  
(404) 233-1817

##### NEW YORK

757 Third Ave.  
New York, NY 10017  
Editorial: (212) 888-2563 (or 2892)

##### CHICAGO

111 East Wacker Drive  
Chicago, IL 60601  
(312) 938-2344

##### SEATTLE

1333 N.W. Norcross  
Seattle, WA 98177  
(206) 363-2864

##### DULUTH

120 West Second Street  
Duluth, Minn. 55802  
(218) 727-8511

#### MARKETING REPRESENTATIVES

**James R. Brooks**  
Atlanta (404) 233-1817

**Dick Gore**  
Atlanta (404) 233-1817

**Ron Kempner**  
Atlanta (404) 233-1817

**Robert Mierow**  
Seattle: (206) 363-2864



Member; American Business Press, Business Publications Audit, National Golf Foundation, American Sod Producers Association, Associated Landscape Contractors of America, National Landscape Association, Horticultural Research Institute.