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## The Cover

Consulting arborists are on the job across the country. Formally organized less than one year ago, these highly qualified



and experienced arborists are putting their knowledge and ability to use as technical consultants. They have formed a nationally associated group known as the American Society of Consulting Arborists. On the job and featured in this month's WTT cover picture are H. N. Engledow, left, Indianapolis, Ind., and John Z. Duling, Muncie, Ind. In the center is Robert M. Duke, who has charge of grounds and landscaping at Western Electric, Indianapolis.

Problem at Western Electric's well landscaped plant is chlorois among some of the outstanding pin oaks on the grounds. Engledow and Duling, both charter members of the consulting arborists organization, originally planted a number of these same trees in the early 1950's. Duling's tree care company at Muncie still maintains them as well as grounds at the plant.

For more information on consulting arborists and a directory of active members now offering this service, see their story which begins on page 6.

## City-Leased Helicopter To Spray Texas Mosquitoes

Councilmen of Fort Worth, Tex., recently leased a helicopter from Bell Helicopter on a 6-month trial basis, primarily for spraying mosquito-infested areas.

Paying \$6,288 monthly for 60 hours of use, the council will have the option at the end of the six months of buying the helicopter for \$33,689.

# WEEDS TREES and TURF

FORMERLY WEEDS AND TURF

October 1968

Volume 7, No. 10

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## **Employee Loyalty**

Hard work, sound management, and experience are not the only criteria for business success. Employee loyalty and ability to take on responsibility are equally important.

We've talked to operators in all parts of the country and in every phase of the industry about the problem of getting and then keeping top-notch employees in the company. As a result, we've come to some conclusions, few of which involve take-home pay.

One of the foremost is involvement of the individual in the doings of the company which have to do with his job and his conduct on the job. Employee sessions on a regular basis where policies, progress, and plans are simply hashed over produce a sense of belonging and points up to the individual his worth to the company. Many business managers rely on this type session to keep themselves abreast as well of doings within their operation.

Recognition of the individual is another oft neglected item in developing company loyalty. Compliments for work well done are effective and cost little in time or effort. But more important is the merit increase in salary or the likelihood of promotion once the individual has the needed ability and experience. In short, recognition does much to make the individual aware of the responsibility expected. Loyalty then becomes a valuable by-product.

Closely associated with recognition is concern. Employees who feel that the company is genuinely concerned about them as persons and as important to the company operation return that concern in many ways, chiefly in more than adequate performance of their duties.

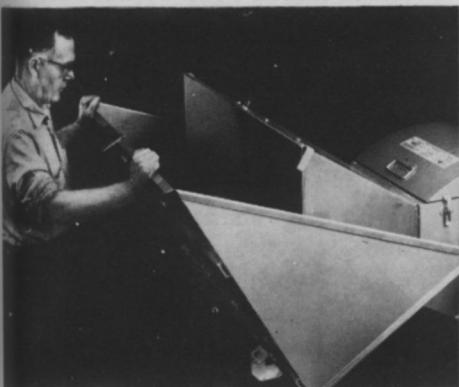
Naturally security is uppermost in the minds of everyone, whether employee, manager, or owner. Employers can do much to instill a sense of security by the manner in which they approach fringe benefit programs such as profit sharing, insurance, retirement, etc. Even their approach to adequate training programs, the opportunity to attend industry meetings, and their personal on-the-job relationship affect the sense of employee security.

Adequate pay is important, too. But this is seldom the factor which determines loyalty. Today, employers generally pay well or they fail to get potentially good people to begin with.

WEEDS TREES AND TURF is the national monthly magazine of urban/industrial vegetation maintenance, including turf management, weed and brush control, and tree care. Readers include "contract applicators," arborists, nurserymen, sod growers, and supervisory personnel with highway departments, railways, utilities, golf courses, and similar areas where vegetation must be enhanced or controlled.



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## A New Service for the

## Vegetation Care Industry

# The Consulting Arborist

A NEW SERVICE in arboriculture is available. Members of the American Society of Consulting Arborists now offer technical consultation on a nationwide basis. Their ability to provide appraisals and technical advice plugs a gap which heretofore existed in the non-crop vegetation care industry.

Though less than a year old, the group has members in 20 states. These members of the Society find that clients are eager to employ technically qualified consultants. Service in the horticultural field consists of identifying and advising on tree and plant diseases and insect infestations, tree appraisal work, consultation with architects on the outdoor aspects of business and municipal construction, appraisals and valuations as they apply to expropriations and claims. As governments widen streets, change highways and add new thoroughfares there is need for the opinion of the qualified consultant in arboriculture.

Clients who employ the consulting arborist include government departments at all levels, industries, utilities, insurance companies, attorneys, homeowners, and others. Because of their strict code of ethics and affiliation with a nationally organized group, Society members are finding a demand for their services.

### **Members Not Solicited**

The Society, which was some two years in developing a formal organization, does not solicit members. Prospective new members are screened carefully from

written reports and recommendations of Society members. A membership committee of the group makes formal recommendation for membership which is then passed on by the entire Society.

President of the group, Henry Vaughn Eames, a veteran arborist of Stockton, N. J., points out that Society members are a highly selective and qualified group of individuals who are available for special consultant services. Membership is based only on ability as an arborist and members need not belong to any formal group such as the International Shade Tree Conference or the National Arborists Association. Vaughn Eames points out that the group was created because of the need for highly qualified and unbiased opinions for new developments, help in organizing shade tree commissions, surveys, and legal work.

A veteran Canadian consultant, Norman J. Scott, president of the Canadian Horticultural Consulting Company of Willowdale, Ontario, has been helpful to the group. Besides visiting with them at an earlier session prior to organization, he met formally with the group at their recent meeting held in conjunction with the International Shade Tree Conference at Chicago.

Scott who has been practicing in Canada as an individual for a several years finds that he cannot alone meet the demand for his services. He regularly employs university staff personnel to assist him on a fee basis.

At the Chicago session, Scott





Membership Committee of the American Society of Consulting Arborists, left to right: George W. Goodall, Portland, Me.; Walter P. Morrow, Sewickley, Pa.; H. M. Van Wormer, Richmond, Va., chairman of the committee and also vice-president of the Society; and Riley R. Stevens, Portland, Ore.

told the Society members that the one thing they had to sell was their individual professional reputations and their personal integrity. He warned the group to build their Society only by the quality of the individual. He urged members to seek professional help in related fields as needed to arrive at a proper solution to any problem presented them in their work as consulting arborists.

#### Washington Headquarters

Clarke W. Davis, executive-secretary of the National Arborists Association, has been named to serve in the same capacity for the new Society. Headquarters for Davis and the group is 616 Southern Building, Washington, D. C. Officers besides Vaughn Eames who is president are: H. M. Van Wormer, Richmond, Va., vice-president, and Ray Gustin, Silver Spring, Md., who serves as secretary-treasurer.

Also at the Chicago session, Society members formally ap-

proved their official code of ethics. Besides requiring that every appraisal or consultation for any purpose include a written report signed by the consultant, the

code sets out the specifics of such a report. Every consultant report, for the benefit of the client, must include an adequate description of the trees or plant

President of the American Society of Consulting Arborists is Henry Vaughn Eames, Stockton, N. J., left, and with him, Ray Gustin, Silver Spring, Md., secretary-treasurer of the group.



material appraised, a statement of any special assumptions upon which the report has been based such as the completion or projected public or private improvements, or the validity of legal, engineering, or auditing opinion used if the consulting arborist

has reason to doubt them, the date, amount of loss value, a definition of the value estimated, and a statement of any present or contemplated interest in any plant materials involved if such interest exists.

Preamble for the Society

states that the group was founded to elevate and improve the standards of the consulting practices of the arboricultural profession, and pledges Society members to maintain a high level of trust and integrity in their practice.

## American Society of Consulting Arborists

### Membership Directory

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well structured soil and

drainage are critical in

## Golf Green Construction

Construction, maintenance and renovation of putting greens make up the greatest cost item in the budget of the average golf course. Golfers demand a high quality putting surface and it becomes the job of the golf course administration to see that they get it.

About half of all strokes by the average to good golfer will be made on the greens. Further, the total surface area of these greens may be only one or two percent of the entire acreage in the course. These facts alone point up the need for careful greens construction and mainte-

nance to produce good putting surfaces.

Charles Calhoun, Ames, Ia., says that most problem greens have "built-in" features. Most common are poorly drained topsoil coupled with an inadequate system of underdrainage, if any. With heavy play on such greens, the problem grows because topsoil compacts easily and the needed large pore space for drainage is lost.

Calhoun, who works closely with golf course superintendents in Iowa and edits their association newsletter, does consultant work on course construction and



Charles Calhoun

### *In Brief:*

*Golf greens fail most often because of poor drainage. Rebuilding existing greens or constructing new ones are expensive processes if the job is done right. Yet with the extensive play today on most courses, administrators can seldom afford not to obtain the best greens possible. WTT this month presents the ideas of Golf Course Consultant Charles Calhoun, Ames, Iowa, a turfgrass specialist with many years experience in working with golf course construction. Calhoun has worked out a system for mixing and laying down topsoil, sand, and peat which produces a well drained green. WTT presents the steps in his system in picture form along with his ideas on golf course management.*