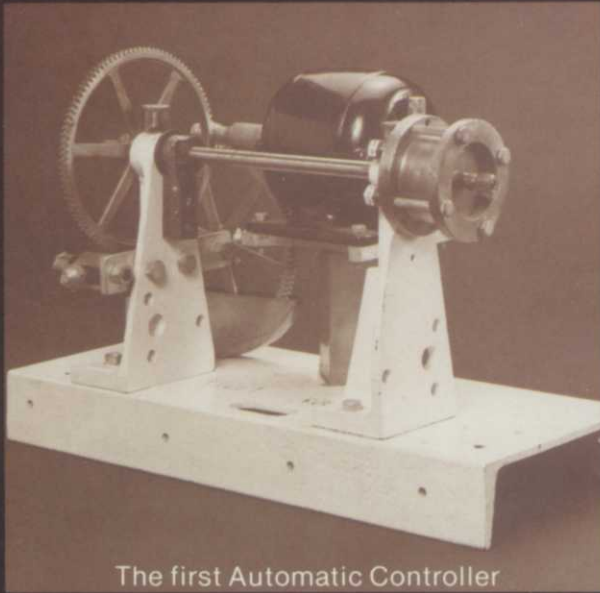




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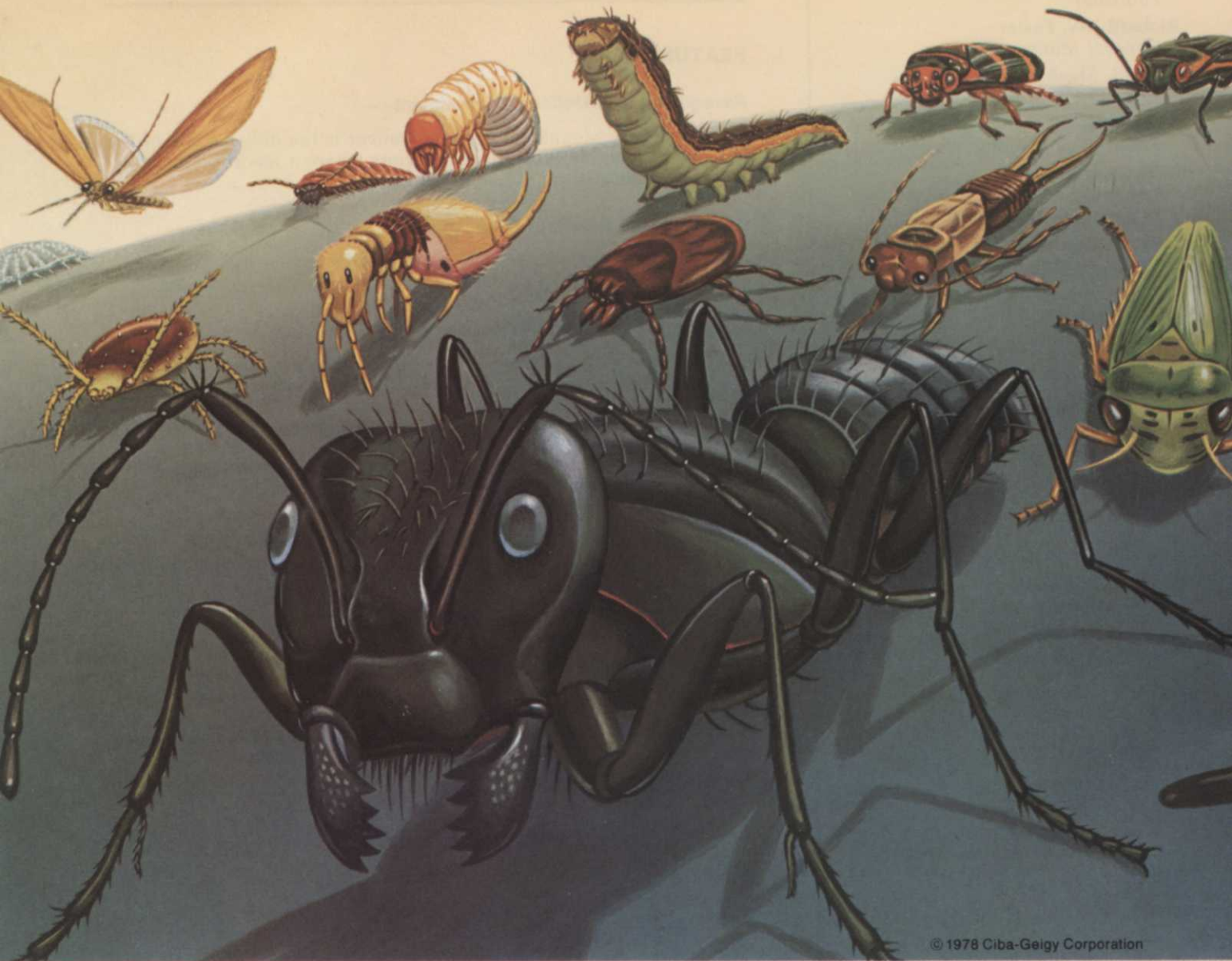
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VIEWPOINT

On February 15, 1978 a national turfgrass federation was created after unanimous approval by individuals who have devoted their lives to the advancement of the various segments of the turf industry. Fred Grau, Tom Mascaro, Jim Watson, Bill Lyons, Gene Nutter and many other headliners of the turfgrass industry

voted for creation of the federation. Weeds Trees & Turf was there and also pledged support to this group and its intended purpose. We hope the bylaws of the new group will assure a cooperative relationship with existing associations and dissolve any personal allegiances of some of the founders.

More people will support the new group when they believe it has no intentions other than to help all associations and all interests in turf. This should be one of the federation's first goals. It is essentially a public relations factor that can spell success or failure at this early stage.

All trade magazines must be fed as much information as possible about the new group. All regional turf associations hopefully will support the cause, after making their own judgment as to the value of the group. Large associations, such as the American Association of Nurserymen and the Golf Course Superintendents Association of America, should assign committees immediately to study the new federation and make official decisions. They should let their members know in their publications and newsletters when a decision is reached.

The concept of the federation is extremely worthwhile and honorable. It is the way in which the federation was promoted in the last six months that represents the primary threat to its existence.

Initially, the group had almost a "property of" stamp on it by another publisher in the turfgrass field. Two meetings were held prior to the GCSAA show with no motion for creation for this and other reasons. In San Antonio, this individual took a different, less noticeable role and the creation was approved. What is sad in a way is that this person truly deserves respect for his efforts but for personal benefit nearly lost all recognition.

The "property of" stamp must be completely erased in the future. If Brantwood Publications becomes the official newsletter of the federation the total value of the group will be lost and the things it could achieve will be hindered by in-fighting and bad public relations.

Lou Greco has a tough job ahead as president. He has volunteered his own time and money and shows strong leadership skills.

Perhaps the factor assuring success the most is the bylaw committee of Dr. Grau, Jim Watson, Jim Beard and Tom Mascaro. They know what's needed and they have the wisdom to avoid any further confrontations.

BRUCE F. SHANK Editor

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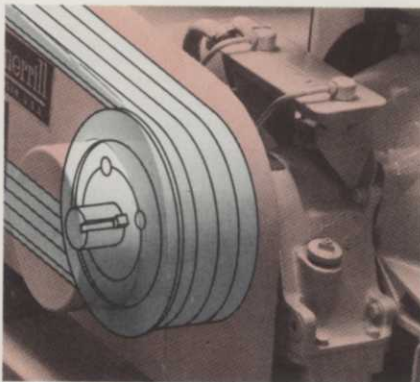


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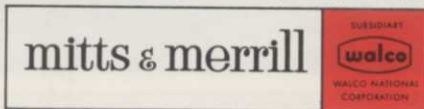


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LETTERS

You can't call them neglected, yet it seems they are taking a back seat. Perhaps by default the vast majority of professionals working in the park and large area grounds management field seem to consistently come in second.

First, despite the fact that there are many more thousands of grounds managers outside golf than in it, turf research still seems orientated toward the golf superintendent (and the home owner) almost entirely. There is a good reason why firms underwriting research, angle grants in that direction — a lot of money is spent by these two groups. In the case of the golf superintendents, they are a well organized "lobby" for their needs in turf. We can't fault this. It is exactly what they should be doing, but perhaps more balance is needed.

The thousands of others in parks and grounds need the best their budgets can buy. For instance, aggressive varieties which can make it without a lot of water, or more varieties resistant to the perils of the city — salt, smog, being badly trampled. And have we given up on growth retardants?

Secondly, in our view, both the park and grounds managers are highly trained professionals. This is not the view of the public. Budgets often put them at the bottom, many times with severe cuts from the committees who should know the vital roles they play. The public feels that their principal function is to cut grass and dispose of refuse.

In the past, many department heads then started at the bottom and hung on until seniority brought them the top job. No more. Your typical park or campus administrator is a true professional with four to six or more years of college level training, plus experience. The problem is an individual one which each administrator must solve.

Public relations is the key. Most administrators rate it low in priority, but the ones who have done a good job of it, have achieved professional status. Good relations with the local press, a record of articles published, awards won, talks presented at state and national conferences all show the professional training and result in raises, promotion and good

budgets for the department.

We'd like to see more expertise on the part of the park administrator and a high priority put on "image." It would benefit parks. The

same goes for campus and other grounds managers.

Erik Madisen, Jr.
Editor, *Park Maintenance*

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GREEN INDUSTRY NEWS

LANDSCAPE

Contractors gather for Orlando meeting

The 1978 Annual Meeting of the Associated Landscape Contractors of America attracted a total of 653 landscape contractors from across the U.S. and from England, Canada and Scotland. The five day program was held January 29 through February 3 in Orlando, Florida.

Dr. Alex Mackenzie conducted the keynote session on time management. His opening remarks led to the decision that time management is a misnomer, that time cannot be changed, but rather it is a matter of self management to make the most of the time that is available.

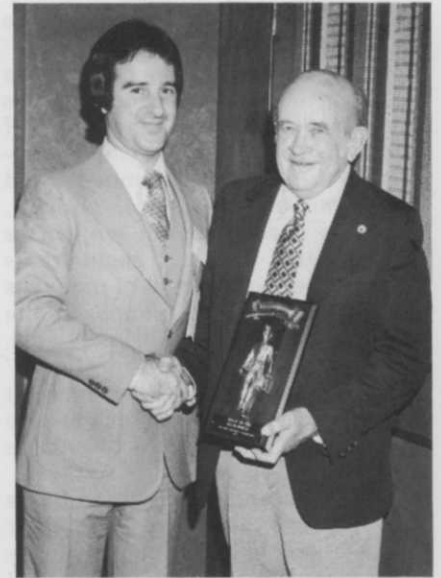
E. Gray Payne discussed accounting, a key element to any business, on Tuesday morning. Tuesday afternoon, the exhibit hall opened. Many favorable comments were heard from exhibitors on the fact that the exhibit hall was open only one afternoon, and that it was well attended by the ALCA members. Exhibitors complain because,

often they spend three or four days at a show and everyone has seen it by the second day, with the third or fourth being sparsely attended.

The membership meeting was held Wednesday, with new officers being elected. The 1978 ALCA program was presented at that time.

The environmental Improvement awards were presented Wednesday afternoon. Mrs. Rosalynn Carter sent a telegram to Jim Gibbs congratulating ALCA for encouraging awareness of the importance of individual and community efforts to protect and enhance our environment.

The meeting split into concurrent specialty sessions on Thursday. Sessions on maintenance, interiorscaping, and erosion control gave members an opportunity to determine innovations in their special interest. The sessions continued Friday morning, concluding a well attended ALCA meeting.



Mr. Nelson Monical was recognized by the Ohio Turfgrass Foundation as "Man of the Year" for 1977 for his many years of service to the turfgrass industry in Ohio. OTF president Lou Greco (left) made the presentation.

TURF

National federation is born in Texas

With cautious optimism a group of industry leaders endorsed the creation of a national turfgrass "federation" during the International Turfgrass Conference sponsored by the Golf Course Superintendents Association of America in San Antonio, Tx., Feb. 12-17.

A temporary slate of officers and a committee to write a set of bylaws were chosen during the breakfast meeting.

The original idea of a national turfgrass federation is attributed to Dr. Fred Grau who made the motion for creation and consequently put

his idea of 1953 into action in 1978. Richard Morey, publisher of Brantwood Publications, and Dr. Richard Duble, a Texas A&M researcher, are credited for making this latest and presently successful push for a national body to represent turf interests.

The desire is to make the organization resemble the Council on Agricultural Science and Technology, (CAST), a relatively successful and non-competitive organization representing agriculture. Without actually lobbying, CAST gathers data and polls in-

dustry leaders regarding topics of critical interest to agriculture. As a result, government officials consult CAST before making decisions on agricultural issues.

Dr. James Beard, well-known author and Texas A&M professor, cautioned the organizers of the federation against taking any kind of competitive stance with other industry associations. Beard recommended the name of council rather than federation for this purpose. "The group needs to have a total industry scope and must not threaten the vested interests of other groups," Beard said.

James Watson of Toro seconded Dr. Grau's motion for creation and was named to the bylaw committee along with Grau, Beard, and Tom Mascaro. The committee will determine how the federation will be funded.

The officers chosen are Lou Greco-president; Gene Nutter-vice president; and Richard Duble-secretary-treasurer.