

## Field managers need bigger budgets, says STMA's Trusty

The athletic turf industry is operating at a time of intense public demand for quality sports facilities.

Now if only public demand would be matched by adequate funding.

As new executive director of the Sports Turf Managers Association, Steve Trusty wants to change the perception that an athletic field manager can come up with pro-quality results on bush league budgets.



**Steve Trusty of STMA: Membership potential barely scratched.**

sports turf managers responsible for A, AA and AAA fields."

The association also plans to exhibit at the Golf Course Superintendents Association of America conference and trade show in February.

Trusty says he expects to see "tremendous" growth from the association over the next couple of years.

"We feel STMA has barely scratched the surface in membership potential."

"We're very interested in providing the proper message to the sports turf industry, and the sports turf managers, but also working on helping make the public more aware of the Sports Turf Managers Association."

New STMA chapters are being established in Minnesota, Kansas City, Oregon, Northern California, Pennsylvania, Arizona and Central Florida. Existing chapters are located in Indiana, Illinois, Iowa, Colorado, Southern California and Southern Florida.

The STMA annual conference will be held in Anaheim, Calif. Jan. 24-28. The new STMA headquarters is located at 1375 Rolling Hills Loop, Council Bluffs, IA 51503; phone (712) 366-2669.

"Some of the people that see the professional fields on TV expect their own high school or parks and recreation fields to look the same way," observes Trusty, "but, in many cases, they don't want to provide any funds to do that with."

"One of the things we want to do is help educate not only the sports turf managers around the country but the people they have to depend on for the funds to do the job they could do if they had some budgets to work with."

Trusty's concern for STMA includes plans to establish a fraternity of sorts with professional baseball, as a way to gain further support and exposure for the profession.

He plans to attend the National Association of Baseball Leagues' winter meetings, "to meet with league presidents to form some type of alliance of

## Commercial users take Expo spotlight

Commercial outdoor power equipment users can keep your edge and sharpen your skills at the seminar program planned for Expo '96 at the Kentucky Exposition Center in Louisville, Ky., July 28-30.

Cost of the PLUS (Professional Landscaper Seminars) is \$25 for three days of sessions. Here are some of the scheduled topics:

- "Ask the Pros" panel discussion. Attendees will benefit from a diverse panel of landscapers at different stages of business development. For results of the 1995 "Ask the Pros" panel, see the article on page 10L.

- "Growing People Who Grow Your Business" with Tom Winner of Winner Resource Group. How to use common sense in your management techniques. This is an intensive seminar on the art of building a more productive, self-sufficient team.

- "Tech Tools: Technology You Can Use to Grow Your Business" consists of a team of professionals that will give advice on making the most of today's technology—voice mail, fax-on-demand and more. They'll also make recommendations on sophisticated software developments for bidding and planning.

Expo '96, the largest outdoor power equipment exhibition in the nation, is free if you pre-register, \$20 at the door. To receive a brochure, contact Expo '96, 550 S. 4th Ave., Suite 200, Louisville, KY 40202; (800) 558-8767. In Kentucky: (502) 562-1962. Fax number: (502) 562-1970.

## Study reveals decrease in urban tree programs

The average municipal tree management budget in the U.S. has decreased significantly when adjusted for inflation over the last eight years, according to a study by the International Society of Arboriculture's Research Trust.

The average budget fell from \$4.14 per capita to \$2.49 per capita since 1986.

The study makes clear that urban forest managers must search for alternatives to municipal funding sources if they are to maintain healthy, attractive trees.

"Decreased funding is thought to be one of the greatest challenges facing urban forest managers today," says Trust director William Kruidenier, "and our study seems to validate that belief. To offset the effects of decreased municipal budgets, urban forest managers should look for other resources, such as alternative funding sources, partnerships and citizen involvement."

The study notes:

- actual dollars allocated to tree care as percentage of total municipal budgets, 1986: **0.49%**
- same statistic, 1994: **0.31%**
- city tree management programs receiving funding from municipal general funds, 1986: **94%**
- same statistic, 1994: **67%**
- average tree-related expenditures per municipality for parks, streets, public grounds, cemeteries and nurseries, 1994: **\$399,387**
- average municipal tree management budget, 1994: **\$279,307**
- average cost of most expensive tree maintenance cost (tree removal), 1994: **\$481.79 per tree**
- average cost of least expensive tree maintenance cost (chemical application), 1994: **\$42.41 per tree**

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## Engine technicians can be certified

If your job is to repair golf and commercial turf equipment engines, you can now become certified through the new Outdoor Power Equipment Technicians Certification program.

Virgil Russell is Director of Certification for the program, based in Austin, Texas. As an independent agency, the program is expanding to include all engine, outdoor power equipment, golf and commercial turf, and power generation technicians.

Tom Kane, assistant director of national training for Kubota Tractor, is chairing a training council made up of service and training professionals from education and industry. An educational foundation to provide support to schools and instruction within the industry will also be developed.

For more information, contact Russell at OPE Technicians Certification, 1946 South IH-35, Suite 100-A, Austin, TX 78704-3693. Phone number is (512) 442-1788 and fax is (512) 442-1789.

## Spring is just around corner, so beware of lightning injury to clients' trees

With spring just a couple months away (we all hope), the usual rash of thunderstorms can bring lightning that can be damaging to trees. Last year's outbreak of lightning damage was especially heavy. Sharon Lilly of Expert Tree Service, Columbus, Ohio, offers these precautions arborists should take:

1) Except for reducing hazardous conditions (like pruning out cracked limbs) and removing "hanging" bark, little should be done for the first year after a lightning strike. Trees can die after being struck, regardless of the extent of obvious damage, but death may occur in a few weeks or not until the beginning of the next season. Therefore, owners should be advised to take a "wait and see" approach.

2) Arborists should be very cautious when called upon to make a diagnosis involving lightning. Lilly says a high percentage of "lightning damage" calls to her company actually involve wind damage. She notes that many insurance companies will cover damage caused by lightning, but not by wind. Even being an unwitting accomplice in an insurance fraud case can damage hard-earned reputations.

3) Installing copper lightning rods and cables connected to a 10-foot copper rod driven into the ground will conduct the charge away from a tree, but it will not keep a tree from being struck. It will provide some protection to the tree, but will not protect nearby structures. However, this kind of system can be expensive (\$500 to \$1500) and is usually reserved for high-value trees such as those crucial to the play of a hole on a golf course or state/national champion trees.

“American  
Cyanamid  
And I  
Want to  
Give You  
\$10,000.”

*A. Thomas Perkins, Ph.D.*

Business Manager

Professional Turf, Ornamental & Pest Control Products

# Introducing *new* PENDULUM And the PENDULUM

Pick the weed that PENDULUM Plus Fertilizer *doesn't* control, complete & mail the entry form, and you may win \$10,000!



LARGE CRABGRASS  
*Digitaria sanguinalis*



ANNUAL BLUEGRASS  
*Poa annua*



CHICKWEED  
*Stellaria media*



KNOTWEED  
*Polygonum aviculare*



GREEN FOXTAIL  
*Setaria viridis*



GIANT FOXTAIL  
*Setaria faberi*



SPURGE  
*Euphorbia* spp.



EVENING PRIMROSE  
*Oenothera biennis*



GOOSEGRASS  
*Eleusine indica*

**“Once in a great while, a product comes along that deserves not just a minor mention, but a major announcement. PENDULUM® Plus Fertilizer belongs in that category.”**

*A. Thomas Perkins, Ph.D.*

American Cyanamid is so excited about introducing new PENDULUM Plus Fertilizer, we're giving away \$10,000 in cash to the ultimate weed picker. PENDULUM brand Pendimethalin has earned a reputation for providing cost-effective, broad spectrum, season-long, preemergent control against many troublesome weeds. And now it's available on quality

fertilizers from American Cyanamid, the leading manufacturer of preemergent turf herbicides.

PENDULUM Plus Fertilizer controls all the troublesome weeds that PENDULUM alone does, including crabgrass, goosegrass, foxtail, oxalis and spurge. In fact, it controls every one of the weeds illustrated above *and more*. So the correct answer to our question is actually “none.” Remember *that* when you're filling out your entry form. It could win you \$10,000 in cash!

PENDULUM also offers greater flexibility than ever before, since it is also available in 60 WDG and 3.3 EC sprayable formulations. And now, like all Pendimethalin based products, it's more affordable, thanks to special cash rebates available to you through July 31, 1996.

# PENDULUM® Plus Fertilizer, M Plus Sweepstakes.



SOUTHERN CRABGRASS  
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HOP CLOVER  
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FALL PANICUM  
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Broad spectrum. Season-long control. Cost-effectiveness. Flexibility. And a chance to win \$10,000 in cash.

Looking for a preemergent herbicide that offers more? We don't think you'll find one.

**Sweepstakes Rules:** Offer available to professional product end-users only. Distributors or other individuals reselling product not eligible. No purchase necessary. Limit one entry per person. Complete the entire form. Incomplete information will nullify entry. All entries must be postmarked no later than March 10, 1996. Two winners will be selected, one each from the golf course and lawn care industries, from a random drawing to be held March 15, 1996. If prize is not claimed, additional random drawings will be conducted until all prizes are awarded. Estimated odds of winning are 10,000 to 1. The winners will be contacted by telephone and/or mail by an American Cyanamid Representative. All applicable taxes are the responsibility of the winners.

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CITY \_\_\_\_\_ STATE \_\_\_\_\_  
ZIP \_\_\_\_\_ PHONE \_\_\_\_\_  
Amount of preemergent herbicide purchased annually:  
Preemergent + Fertilizer \_\_\_\_\_ lb Sprayable Preemergent \_\_\_\_\_ lb/gal  
Brands of preemergent herbicides used in the past year: \_\_\_\_\_

Please send me additional information on PENDULUM Plus Fertilizer. Which of the weeds shown does PENDULUM Plus Fertilizer NOT Control? \_\_\_\_\_  
Mail this form to: PENDULUM PLUS Sweepstakes, C/O M&B Associates, P.O. Box 8575, Trenton, NJ 08650-9871



PTO-953

# [ 'DOG-GONE' GEESE ]

by RON HALL/Senior Editor

Rumors swirled in our offices here in suburban Cleveland—somebody sawed the heads off our plastic swans.

Who would do such a thing? Why? How?

The bogus swans, anchored in the middle of the pond, worked fine for the few weeks that they bobbed in the pond, says grounds manager Tom Sprague. But big November winds came up and blew their heads off. Tom says he will glue the swans back together to use again when the pond thaws.

Tom is an experienced and resourceful grounds manager, but he's got nothing on you, our readers. Although we shouldn't have been, we were surprised at the incredible range of solutions you offered to our November "Talkback" on controlling Canada geese.

Dogs—certain dogs anyway—love to chase geese and eventually drive them away, many of you told us. ( Sorry we couldn't use more of your tales—no pun intended—but we ran out of space.)

"This year Winchester Country Club purchased a border collie named Tess. Border collies herd sheep and cattle.



Dan Higgins says Tess does a great job of keeping geese away from Winchester Country Club, Winchester, Mass.

Tess herds the geese until they fly away. She has become somewhat of a heroine here at the course,"—**Daniel P. Higgins**, Winchester (Mass.) Country Club

"The park district bought a chocolate Labrador retriever named Lucy. She does a great job keeping the geese moving, especially at our golf course. We borrow her occasionally to run the parks. She won't hurt the geese."—**Mike Schiller**, Schaumburg (Ill.) Park District

"When we obtained 'Brigadoon,' a border collie, he wasn't trained. But we trained him and he does a great job."—**Keith Kist**, Pine Ridge Country Club, Wickliffe, Ohio

"My half-crazy shetland sheepdog loves to chase geese. After three or four sessions, they just don't come back."—**Steve Kennedy**, Red Eagle Golf Course, Eutaula, Ala.

"We purchased a border collie named 'Duke.' The geese! What geese? They're gone."—**Leonard Berg**, Canoe Brook Country Club, Summit, N.J.

Not only does **Doug Jetter's** black Labrador "Dandy Divot" chase geese off of his Huntenwood Country Club turf in Clayton, N.C., it swims right into the pond after them too, earning its reputation as a "goose hero."

Other creative solutions:

- **William Yanakakis** of New Meadows Golf Club in Topsfield, Mass., uses his dog to chase the geese into a small pond, then he unleashes a remote-controlled boat at the geese. "My grounds crew keeps watch and launches our boat at the first sign of uninvited



Superintendent Roy Ladrigan, Golf Courses of Kenton County, Ky., calls 'dead' goose decoys a distressing sight.

guests," says Yanakakis, adding that the geese always fly away.

- **Jim Carpenter** of Silver Creek Metro Park in Barberton, Ohio, uses a "robo-geese," a huge plastic goose decoy rigged to the chassis of an electronic remote-controlled car. "The geese just can't believe a goose can move that fast. It really confuses them, and they take off when they see it coming," says Carpenter.

- **Bob Beardsley** of Port Bay Golf Club in Wolcott, N.Y., "enlisted a local radio-controlled airplane club to practice dog fighting with them (geese)."

- **Barry C. Wood** says his invention, "Dead Goose" decoys, keep live ones from settling onto properties. "The geese believe these decoys to be real and immediately react as if a predator is in the area. Two types of decoys are used; land-based and water-based decoys," says Roy Ladrigan of the Golf Courses of Kenton County, Independence, Ky., an associate of Wood's. (For more information contact Ladrigan at 606-525-1995 or Wood at (513) 792-6017.)



# Via mail, e-mail, fax, etc.

To the Editor,

I have been a subscriber to your publication for quite sometime now and I do not recall ever seeing any articles or advertisements on any imaging programs or CAD software. I am a landscape designer in the market for some type of system to reduce my drafting time and to present a more defined and professional image for my company. If you know of any companies that offer this type of program, please present some information in one of your near-future issues.

Scott D. Mallon  
Creative Landscape  
Bridgewater, N.J.

*(Scott: Check out our December 1994 and our January, 1995 issues, which go into great detail about, respectively, CAD and computer imaging for landscape companies. Also, our June, 1995 issue talks about some of the landscape-type computer programs available. Note to prospective advertisers: Scott needs some information on your computers, guys!)*

To the Editor,  
Regarding your article in the November 1995 issue on mowers, I have a question about walk-behind mowers.

The graph in the article gave a really good picture of riders, but we use walk-behinds almost exclusively. Do you have any information that could help us with charting out our mowers?

Randy Haglund  
Kuehne's Plantscape

*(Randy: We have no such information on hand. Your best bet might be to contact one or two manufacturers, who usually have technical people who will answer your questions with the minimum of commercial bias. You might also try your local dealer.)*

To the Editor:

The new look is great; even your new pictures aren't too bad.

Gary Burchfield  
Lincoln, Neb.

*(Gary: Gee, thanks for the compliments...I think.)*

To the Editor:

Great to see you on line. LANDSCAPE MANAGEMENT on line is a useful tool for all trades. I hope this will spawn some much-needed industry-related news groups. I personally would like to see an employment news group for this industry. This brings me to the point of my note.

As a Canadian, I would like to work in the U.S. I am a graduate of the University of Guelph, turfgrass science major, with over 20 years of experience in the landscape construction/grounds maintenance fields.

I am looking for any suggestions you may have to help me accomplish my goals...in turfgrass management or landscape construction for a million-dollar company.

Greg MacKinnon  
Riverview, New-Brunswick  
Canada

*(Greg: The first thing you should do is get involved with the Associated Landscape Contractors of America. The second thing you should do is e-mail one of the trade magazine editors, hoping he will break with tradition and use your letter in his "letters" department. Good luck!)*

• Bill Linder of Linder Lawn and Limb Services, Lindsborg, Kans., says dusting turf areas with ground hot peppers or tobacco dust drives geese away. Bryan Norman of Brandywine Bay Golf Course, Morehead City, N.C., prefers Texas Pete Hot Sauce, 1 pint per 30,000 sq. ft. at 14-day intervals.

• William Hedlund, superintendent of Braintree (Mass.) Park Department, proposes an organized goose shoot involving local sportsmen's clubs with the town police providing security. "Our solution shouldn't become someone else's problem," he says.

• Jim Harris of Stonebridge Golf Club in Memphis, Tenn., allows the vegetation surrounding his ponds to grow 18 inches to three feet. This discourages geese, particularly, goslings from "walking" into the ponds, and the geese often move on. Harris also writes letters to

surrounding property owners politely explaining why they shouldn't feed the geese.

LANDSCAPE MANAGEMENT baseball caps have been awarded for the above suggestions.

Next month look for a new "Talk Back" problem to solve. □



Jim Carpenter's Barberton, Ohio, crew constructed a radio-controlled 'Robo Goose' on a toy car chassis.

# Preparing for the 1996 SEASON

by ED & AARON WANDTKE

**I**t's January. You're counting the days until the unofficial break of winter is over.

But this winter season is a time when you can improve your skills and learn the latest news from across the green industry.

The traditional focus during the winter season is on equipment repair, vehicle repair or replacement, and employee training to comply with state certification requirements. However, most owners and managers overlook their own needs when continuing education opportunities come around each year.

Sure, you recognize the benefits of having technicians and foremen achieve various levels of technical proficiency and supervisory effectiveness. But you should also recognize the need to focus on your own continued business development. Preparing for 1996 by improving your personal business skills will improve the competency of your entire staff.

The three basic areas of management skill you should become proficient at—whether you're a small businessman, golf course superintendent or grounds manager—are **finance**, **personnel** and **marketing**. Competency in these key areas requires regular education and reinforcement.

So before you start the 1996 season in earnest, you should go through the list of questions attached to this article and make sure you've got all the answers.

#### **Finance: misunderstood?**

The most important of the three basic areas of management skill is understanding

finances. Key team members must have a basic understanding of finance and how it contributes to the overall operation of the unit or team.

When people begin to understand the financial picture, they soon find ways to cut costs and re-evaluate how time and money



is spent.

Compare the 1995 budget to the 1996 budget to provide key employees with insight into the consistency of the unit's financial performance. Prepare a budget to identify problem areas and opportunities where costs may be cut or may need adjusting up or down.

Monitor cash flow and budgets to avoid cash crises. To maintain the profitability of the unit, you may have to eliminate costs which are not affordable at a given time. This also requires constant attention.

#### **Personnel: a new twist**

Each year, old employees become wiser

and new employees are introduced to the system. The revolving door requires you to be dedicated to improving your skills every year.

Motivating and training are the key components to employee improvement. You must be able to communicate with employees and implement the components, and that takes extensive training because employee personalities are always changing. "People" skills and communication skills are difficult to teach and even tougher to implement.

It's not always easy to find the right incentive to motivate employees. But you can overcome this obstacle if you know their personalities and goals, and then choose incentive plans tailored to the individual worker.

"Training" refers to technical know-how, like weed identification or operating a new piece of equipment. "Education" refers to teaching a new process or increasing an employee's knowledge regarding a certain subject. If you are investing a lot of time and money in training employees, the costs should be justified through increased knowledge and productivity. If there is none, you should re-evaluate the programs.

An employee may understand all the issues discussed during training, but if he or she doesn't apply the tools, the training is a lost investment.

To judge training effectiveness, assess

*Continuation and Off-Season checklist  
on page 29*



# Seeking a 'common voice' at the Capitol

*Politicians claim that their approach to national issues is shaped by the people 'back home.' Yet, special interest groups continue to drive legislation in the U.S. today.*

by JERRY ROCHE/Editor-in-Chief

**C**onsider groups that provide input and incentives to legislators, beginning with high-profile organizations like the United Auto Workers, American Association of Retired Persons, National Rifle Association, Ralph Nader's various "consumer protection" organizations. The full list is virtually endless.

And, hesitant as we are to admit it, the bigger the special interest group, the more wallop it packs in the halls of Congress.

The green industry does not lack special interest organizations. Rather, it lacks special interest organizations with enough clout to make much of a difference.

With the exception of the Golf Course Superintendents Association of America, no industry association has 2,000 members or more. Some association executives argue that their members are companies rather than individuals, but the fact is that 1,000 small businesses still don't amount to a hill of beans in Washington.

Is the time right for the green industry's professional organizations to start planning a merger that would effectively coalesce and carry to Washington the wishes of thousands upon thousands of landscapers and groundsmen?

"Associations are merging," Debra Atkins, executive director of the Associated Landscape Contractors of America (ALCA), freely admits. "Every day, I hear about more mergers."

Some existing associations have joined forces in the past. The Green Industry Expo draws from ALCA, the Professional Grounds Management Society (PGMS) and the Professional Lawn Care Association of America (PLCAA).

"The Green Industry Expo shows that organizations can work together, just like the cooperation between ALCA and American Association of Nurserymen (AAN) on government regulations," notes Atkins.

Less than two years ago, the AAN and ALCA held serious merger talks that eventually broke off. However, a special task force report noted this:

"Industry response to the environmental movement has been generally effective, but is far too limited. The industry must speak more loudly, more often, and more cohesively to ensure that the public's interest in ecology remains a positive force for us."

Tom Delaney, government relations expert for the PLCAA, doesn't wholly agree with the need for "one voice."

"Sometimes, the different organizations are on separate sides of an issue," he points out. "We have to be responsible to our members and who we represent. There are times when we have to keep our uniqueness. We have our separate marching orders



James: RISE very distinct from user groups.



Bolusky: Different green industry segments have different priorities and issues.

from members, and after we do that, we can look for commonalities.

"Certainly, though, when we need to be on the same side, we all know each other and we do cooperate."

#### **Continued cooperation**

All the national green industry executives gather twice a year. Last summer, it was at the headquarters of the American Society of Landscape Architects in suburban Washington, D.C.

"Often, we find things we can work together on," Atkins notes. "Like the Gallup Poll we did last year [homeowner attitudes on lawn care and landscaping]. When you split up the costs on projects like that, it can be a very attractive proposition."

Ben Bolusky of the AAN, which has a strong presence in Congressional circles, thinks the green industry needs a more unified voice.

"Would the green industry benefit from stronger cohesion? You bet!," says Bolusky.

"One of the great strengths of the green industry is its diversity—but that's also its greatest vulnerability. Different segments of the green industry have different priorities and different issues. Not all of them may be in synch, but most are. The potential for creating a unified green industry is largely untapped."

#### **Who's piqued?**

Of the associations whose interest might be piqued by this concept, the AAN and PLCAA now deliver the best governmental relations services to their members. Both hold annual meetings in Washington (AAN's "Legislative Leadership Conference," PLCAA's "Day on the Hill") to help their members get a better hold on Congressional operations.

"The AAN has had a long-standing gov-



**Atkins: Gallup Poll an example of cooperation.**

ernment representation," Bolusky notes. "It's one of the primary reasons members join and continue to renew their memberships. And the AAN has been able to leave its mark. We represent all segments of the industry—growers, landscapers and retail garden centers—and provide a single industry position."

The AAN is always seeking to increase its grassroots base. It recently said it would actively seek the help of state

nursery and landscape associations to support its Lighthouse Fund, a program designed to communicate national issues back to members of state organizations.

And, certainly, don't forget the Golf Course Superintendents Association of America (GCSAA), the largest, best-funded and most independent of all green industry associations.

"We are a part of a number of coalitions, including Responsible Industry for a Sound Environment (RISE)," notes the GCSAA's Pat Jones. "Pesticides and specialty chemicals are the largest common issue the whole green industry shares, and a lot of folks are doing good things together. On those big issues, we're all more unified than we've ever been before."

#### **The RISE factor**

RISE, which carries the message of specialty product manufacturers, formulators and distributors to law-makers, accepts end-user groups as members. However, "RISE does not try to represent those associations unless we pre-agree on an issue—and vice versa," notes RISE exec-

utive director Allen James.

"They are independent, and they have their own representatives. The associations prefer to consider it a partnership. It's an independence issue; as a matter of fact, they are pretty resistant to having their members believe they're represented by RISE."

#### **Other factors**

Bolusky says three factors would determine the effectiveness of a green industry umbrella agency watching over, and speaking to, the Washington crowd:

1) There would have to be the perception of being a single voice for an entire industry. In some industries where multiple "voices" exist, the members of Congress don't know which way to turn.

2) There would have to be grass roots support for that one voice. The organization would have to be able to provide members of Congress with the thinking of its constituency "back home."

3) It would have to be located in the metro Washington D.C. area, to be available to meet with legislators on a moment's notice.

"The PLCAA and GCSAA are very important elements of the green industry," notes Bolusky. "They've got a strong track record, but from a logistics standpoint, they are at a disadvantage not being here in Washington."

#### **What form?**

Many options exist for forming an "umbrella" agency.

- The most practical would draw government relations experts from the existing associations to form a new organization. The sole purpose of the new group would be to provide a united voice in Washington, and to report back to its contributing associations.

Another option is a "federation," or "league," which would serve to keep the



**Delaney: Member concerns come first within each organization.**

Another option is a "federation," or "league," which would serve to keep the