

AMERICAN SOD PRODUCERS ASSOCIATION

James B. Beard
Em

April, 1976

Hastings, Nebraska



Prizes . . . prizes . . . prizes! Paul Florence kept things "hopping" with drawings throughout the sessions.



ASP Winter Conference candid.



President Norm LeGrande; Canadian Board member, John Hope; and Vice-President Chas. Lain in an intense moment.

Record Attendance at ASPA Mid-Winter Conference

Nearly 200 members of the American Sod Producers Association participated in the annual Mid-Winter Conference February 5, 6 at the Sheraton-Sand Key Hotel in Clearwater Beach, Florida.

In addition, many wives and children likewise attended and took advantage of the delightful weather and the opportunity to escape from winter stresses.

The full two-day program was organized by Chairman Tom Thornton of Thornton's Turf Nursery in Elgin, Illinois and the key to the interest shown lies in the fact that the meeting rooms were full for practically every session. An afternoon trip to the Pursley Grass Company in Palmetto climaxed with a drenching downpour but the afternoon was very successful.

Program subjects included "Dew" by Tom Mascaro of Safe-T-Lawn in Miami; a panel discussing new products led by Dr. Henry Indyk of Rutgers University along with Dr. Everett Burt of the Agriculture Experiment Station in Fort Lauderdale, Florida; Paul Jacquemin of O.M. Scotts, Inc., Marysville, Ohio; Steve Carlyle of Ag-Division Rhodia, Gainesville, Florida; Dr. Al Turgeon of the University of Illinois; and Ed Jordan of Monsanto Chemical Company. A panel discussion related to the seed industry and the sod grower was chaired by Doyle Jacklin of Vaughan Jacklin Seed Company, Spokane, Washington, assisted by Dr. Bill Meyer of Turf Seed Inc., of Hubbard, Oregon.

Dr. Al Turgeon of the University of Illinois conducted a session on "Blue Grass Varietal Evaluation" - Dr. A.E. Dudeck of the University of Florida discussed "Warm Season Turf Grass Evaluation and Development" - Dr. Turgeon also discussed "New Techniques in Vegetative Establishment" - Brian Bouchard of Kingston Turf, Rhode Island, reported on "New Installation Techniques using the Big Roll" - Dr. Gene Nutter of Lake City Community College, Lake City, Florida, discussed "Getting Your Money's Worth Out of Your Equipment" - Jack Siebenthaler of Clearwater, Florida, spoke on "Gift Wrap the Package".

"Promoting for Profits" was the stimulating presentation of Charles Lain of Pine Island Turf in New Jersey who at the same time presented the new ASPA brochure.

The annual banquet was attended by 275 people and in addition to a delicious prime rib dinner featured a fine young singing group, the "Sound System" from Tampa, Florida, who performed in a fresh and stimulating style much like the famous "Young Americans".



Fifty-seven people climbed aboard for the Carribean Cruise after the Florida Conference and really enjoyed themselves. The "Kansas Sodbusters" were star performers several evenings and won a host of prizes.



JB
BEARD
COLLECTION

Come to Newport for Bicentennial Convention and Field Days, July 21-23

Historic Newport is the appropriate site for ASPA's annual summer Convention and Field Days for the Bicentennial year of 1976. The Treadway Inn at Newport is the official headquarters.

First, we urge that you **make your room reservations immediately** to assure accommodations. With the heavy influx anticipated for the eastern seaboard during the Bicentennial year, it would be well to make your arrangements well in advance. Enclosing a cash deposit would be a wise plan.

Secondly, **make your airline reservations now!!** The airlines too will be heavily utilized during this period and there's nothing like preparing well in advance.

The New England group has some delightful activities planned for you, Chairman Chris Beasley of the Tuckahoe Turf Farms, Canton, Massachusetts, along with his colleagues, are really going "all out!"

The format will follow that of previous years, with commercial displays and an open house on Wednesday night, July 21 in the exhibit area of the Treadway Inn, as well as a free Continental Breakfast in the exhibit area on Thursday morning for all registered convention participants.

The same morning, the business of the Association will be conducted and the afternoon of Thursday, the 22nd and the entire day of Friday, July 23rd will be spent in the field.

Some typical New England social and eating activities will take place. You will thoroughly enjoy the events. Detailed events will follow in a special bulletin.



New Handbook Provided

A new handbook, containing information on a variety of subjects as developed by ASPA Legal Counsel William Harding, is being sent to members of ASPA, President Norman LeGrande has announced.

The handbook, punched for insertion in a three-ring loose-leaf notebook so it can easily be filed, will be updated and new articles made available to the membership as the need arises.

Current subjects to be included in the handbook are:

Pension & Profit Sharing Plans

Self-Employed Retirement Plans vs. Individual Retirement Accounts

The Applicability of Federal Motor Carrier Safety Regulations to Private Carriers

Wage and Hour Regulations for the Sod Industry

Equal Employment Opportunity and the Sod Industry

When is Price Fixing Not Price Fixing?

Members desiring information on any subjects not covered in the handbook and which they feel would be of interest to all ASPA members are asked to drop a note to the ASPA office indicating the general subject matter they feel would be a good addition to the publication.

MEETINGS

Summer Convention & Field Days, July 21, 22, 23
Newport, Rhode Island

Winter Conference, February 10 & 11, 1977
San Diego, California

ASPA Mid-Winter Conference Plans Underway

Scenic San Diego will be the site of the Mid-winter Conference of ASPA in 1977. Dates are February 10 and 11.

The program is currently being developed and if you have suggestions for either speakers and/or programs, send them to the ASPA office and they in turn will be passed on to the newly selected program chairman.

Possibilities are being explored for a post-conference trip to any one of several exotic sites for those who want to spend a few additional days relaxing and enjoying a break from the rigors of making a living!

New Legal Developments Affecting the Sod Industry

Bill Harding

Nelson, Harding, Marchetti, Leonard & Tate

At the mid-winter meeting in Clearwater, Florida, Association legal counsel Bill Harding reported on various changes and new developments regarding federal laws and regulations which apply to the sod industry. Some of the most important changes are listed below.

Alien and Migrant Labor. Numerous bills have been introduced in both the Senate and House of Representatives to provide for enforcement procedures relating to deportation of illegal aliens and penalties for employers who knowingly hire illegal aliens. At the time of the mid-winter conference, Harding noted that all such bills are pending in either the Judiciary Committee of the Senate or the House with the exception of HR 8713 which was reported to the floor of the House on September 24, 1975, with no final action having yet been taken by the House.

At the same time, the U.S. Supreme Court is considering a case involving the California statute which provides criminal penalties for the knowing employment of illegal aliens, which was argued before the high court on December 16, 1975. In that case the United States Justice Department filed a brief urging the court to withhold ruling on the California statute until the House and Senate have an opportunity to complete consideration on the various bills noted above.

Restrictions on Fertilizer. On April 30, 1975, Senator Clark of Iowa introduced S 1606 which would restrict the use of chemical fertilizers in this country to only food-growing purposes. As you know, extensive hearings were held on this issue in late 1974 by the Senate Agriculture and Forestry Committee, and S 1606 has been referred to that same committee. To date, the bill has not been reported out of committee.

Workmen's Compensation Legislation. The Congress continues to consider the possibility of national legislation in the field of workmen's compensation. In April, 1975, the U.S. Chamber of Commerce completed a study of workmen's compensation laws in all 50 states, and a great deal of national interest continues to be focused on this area. In light of the tremendous disparity between the treatment of sod production in various states, the Association has not taken any national position regarding pending federal legislation in this area, but will continue to keep members advised as to the outcome of legislative proposals in this area.

OSHA Regulations for Agriculture. On April 25, 1975, OSHA published final rules and regulations regarding roll-over protective structures for agricultural tractors. Harding noted that no retro-fit provision was included in the regulations and a lead-time of 18 months (to **October 25, 1976**) is allowed for new tractors. No roll-over protective structures are required for low profile tractors which are used inside buildings, green houses, etc. However, roll-over protective structures are required if those same tractors are utilized for other purposes. Remember to consult the brief overview and checklist of the roll-over protective structure regulations which was published in the January, 1976, Association newsletter.

In November, 1975, the Federal District Court in the District of Columbia issued a decision requiring OSHA to issue other safety and health regulations for agriculture. The court ordered OSHA to publish final farm machinery guarding regulations

"without undue delay" and to complete standards on personal protective equipment regulations, field sanitation regulations, an agricultural noise regulation, and a nuisance dust regulation. OSHA took an appeal to the circuit court on January 6, 1976, but Harding noted that the District Court decision will undoubtedly result in a speed-up on the development of OSHA regulations for agriculture.

Farm Labor Contractors. On December 8, 1975, the United States Department of Labor proposed rules that would revise registration requirements for farm labor contractors. Significantly, the definition of agriculture under these regulations covers the sod industry and the final form of the regulations should be issued in the Federal Register in the near future.

Extension of the National Labor Relations Act. S 285 is currently pending in committee and would remove the exemption of agricultural laborers from the National Labor Relations Act. Identical bills (HR 4179 and HR 4401) are pending in the House, and the effect of all such legislation would be to extend the coverage of the National Labor Relations Act to the sod industry. Harding noted that at least one state has made an unsuccessful attempt to establish a state agricultural labor relations board. California Governor Brown signed the California Agricultural Labor Relations Act on June 5, 1975, and the effective date of the bill was August 28, 1975. However, the California Board has now run out of money, and the California Legislature decided in January, 1976, to refuse an interim appropriation to the Board. Harding suggested that proponents of the move to extend the National Labor Relations Act to the sod industry will undoubtedly point to the California experience as added justification for extension of the federal act to agriculture. Harding predicted that the result of an extension of the National Labor Relations Act to the sod industry would be an increase in union activity.

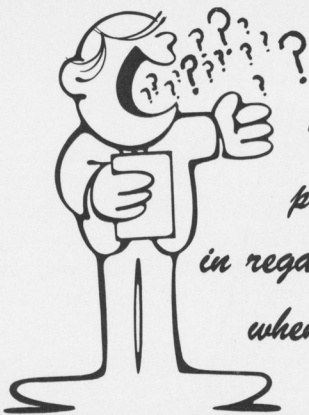
Thank You to ASPA Legal Counsel

The following is from a letter received from Emerald Turfgrass Farms, Sumner, Washington:

"On July 2, 1975, I sent the American Sod Producers Association a letter requesting assistance in obtaining a cost-sharing program with the United States Department of Agriculture, Agricultural Stabilization and Conservation Service. Our request to the USDA for cost-sharing on a drainage project had been rejected on the grounds that we were in fact not a commercial producer of agricultural commodities.

The ASPA legal counsel responded quickly and effectively with a comprehensive letter that was successful in reversing that decision.

I would like to thank the people involved in writing the letter that helped us so much and congratulate you for a job well done."



*What is the best
policy to be used
in regard to guarantees
when you sell sod?*

QUESTION BOX

In each publication we will have a question which we hope will bring a response from ASPA Members as to what their policy might be or what they might recommend. Responses do not necessarily have to be signed. Editors reserve the right to determine those answers to be publicized. Answers will be published in the next issue of the ASPA official publication.

*Send your ideas to ASPA
9th & Minnesota
Hastings, NE 68901*

Sod Specification Requests Received from many Agencies

Requests for "Guideline Specifications to Sodding" have come into the Association office from various areas of the country.

"Guidelines" has recently been sent to the USDA Soil Conservation Service, Somerset, New Jersey; Department of Housing & Urban Development, Federal Housing Administration, Reno, Nevada; Department of the Army, Corps of Engineers, Huntsville, Alabama; and to a Mississippi State instructor and his students for their use in landscape courses.

"JOB OPPORTUNITIES - JOB POSITIONS WANTED"

(Individuals who seek opportunities in the sod production industry or individuals who have jobs available for such personnel are invited to use this column to make known their interest and desire. Employers seeking employees . . . individuals seeking employment . . . both are invited to utilize this column for these purposes. There is no charge to members. Non-members are charged with the rate being made available upon request.)

"BOARD BRIEFS"

Your ASPA Board of Trustees met April 1 at Minneapolis and spent the entire day in rather intense review of ASPA activities and finances. A capsulized sketch of deliberations of the day follows:

- Reviewed financial statement and current financial structure.
- Were informed that 96,000 out of 100,000 brochures entitled "The Dream Lawn is Yours in Hours With Sod" have been distributed or sold. Agreed that henceforth requests for publications and materials made available by ASPA should be sold on the basis of check and order being received simultaneously in Association office to avoid the cost of subsequent billing, collections and etc. Freight and/or postage would be billed after material sent.
- Discussed development of information to be provided the Bureau of Standards of U.S. Department of Commerce who have suggested the possibility of standardizing units of sod or turf sales and directed Board members Kidwell and Davis to work with the Bureau of Standards in explaining the problems of standardization, unitizing, and other elements so as to prevent undue confusion to the public.
- Reviewed the first draft of the slide-tape presentation currently being developed on the utilization of sod, its advantages, and its superiority to any other method. This presentation is to be sold to members to use in selling sod to the various type of customers they might encounter.
- Winter conference in San Diego, February 10 & 11, 1977, was reviewed and various program subjects and format discussed. Chairman and Board Coordinator were proposed. Agreed that post conference trip would be considered and possibilities reviewed.
- Discussed concept of soil depletion allowance for sod growers and agreed that depletion allowance should not be pursued at this time. Various reasons were presented wherein such effort might result in negative reactions to other aspects of sod production which could prove disadvantageous to the producer.
- Summer meeting 1977 was designated for Oregon, and ASPA office is to work in conjunction with individuals in the Pacific Northwest area.
- Heard review of the Newport, Rhode Island, convention July 21-23. Agreed that a one-price registration fee should be utilized as follows:
 1. Men - registration plus all food events, transportation and etc.
 2. Women - no registration fee, but transportation and all food events.
 3. Wives and families who wish to take part only in the dinner-cruise.
- Thus individuals will be expected to purchase registration on the above basis, and which policy is consistent with most organizations today.
- Discussed the outstanding success of the new brochure and authorized reprint of 50,000 with some minor changes in the existing publication.
- Use of the logo was reviewed. Slicks of the logo will be mailed, along with the sheet of instructions, to ASPA members with suggestions for use on letterhead, advertising and etc.
- Membership information manual was discussed and it is nearly ready for publication and distribution to members. it covers a wide variety of subjects.
- Appointed nominating committee of Charles Davis, Chairman, Charles Lain and Paul Florence and nominations are sought for replacement of Parker Shirling, Jack Kidwell and Paul Florence whose terms on the Board expire.

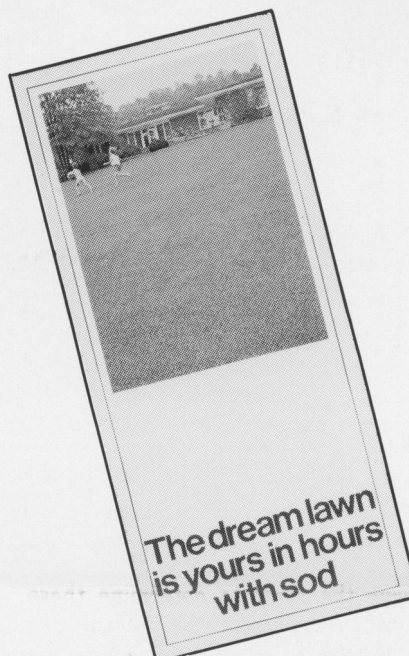
"Thanks" to Suppliers for Conference Prizes

Our heartfelt "thanks" is extended by ASPA to those suppliers who provided prizes for the Mid-winter conference and drawings. Excitement ran high, interest was great when drawings were held at various times throughout the meetings.

The value of the prizes represented many hundreds of dollars and the fun of the drawings added considerable interest to the overall success of the conference.

Firms making prize donations were:

Jacklin Seed Company
Loft's Seed Company
Raverty's Iron Works, Inc.
Williamette Seed & Grain Company
Roxy-Bonner, Inc.
Kay-Fries Chemical, Inc.
Monsanto Company
R & R Products, Inc.
O.M. Scott & Sons
Dye Seed Company
Brouwer Manufacturing Company
Nunes Manufacturing
Princeton Manufacturing
Hortiscape of Michigan



New ASPA Brochure Popular

The new ASPA brochure which was revealed at the Mid-winter Conference in Clearwater by Chairman Charles Lain, has received tremendous reception on the part of ASPA Members.

One hundred thousand copies originally were printed and it appears that a second printing may be necessary.

Members report they are using it by providing it to landscape contractors, landscape architects, for hand-outs at the retail level, in selling sod to the ultimate user, in making talks and presentations before civic and garden clubs, and in a general promotion way with every individual and organization which may have an interest in lawn development.

Many members are imprinting the brochure in the space available on the back utilizing their own firm name and receiving double benefits therefrom.

This brochure entitled "The Dream Lawn is Yours in Hours with Sod" likely will be the first of a series developed by ASPA for use in promoting the use of sod as well as other aspects of stressing the utilization of sod by the ultimate consumer.

Advertisers wishing to utilize the ASPA publication as a basis for enclosing promotional material may do so for a standard fee. For further information contact the ASPA Office, 9th & Minnesota, Hastings, Nebraska 68901 - Phone (402) 463-5691.

Association Legal Activity

At the Mid-Winter conference in Clearwater, Florida, Association legal counsel Bill Harding brought members of the Association up to date on assistance that had been provided to Association members throughout the year. Harding noted that during the past year Association members have run into difficulty in the classification of sod production as an agricultural activity in such areas as: Federal excise tax; state motor vehicle regulations; federal driver regulations; federal conservation programs; and sales tax in New Jersey, Texas, California, Arkansas, New York, Virginia, Minnesota, and Alabama.

Remember, material that has been made available to the Association generally can be provided to your local attorney or accountant if your company encounters similar problems. Please address all requests to Bob Garey, the Executive Director of the Association, in Hastings, Nebraska. In addition, if you know of any federal or state rulings which either affect your company or some other company in the sod production industry, please notify Bob Garey so that the Association's files in this area will be as complete as possible. With your help, the Association can continue to serve as a clearinghouse for information regarding the treatment of sod producers under various federal and state laws and regulations.

FOR SALE OR TRADE

(ASPA members are invited to send in classified advertising for those items of equipment which are surplus to their needs and which they wish to sell or trade. There is no charge to ASPA members for this service as it is one of the additional values which comes from being an ASPA member. Please send your written ad, type-written double spaced, to the ASPA office and indicate the number of times you wish the ad to run. There is no charge to members. Non-members are charged with the rate being made available upon request).

American Sod Producers Association
Association Building
9th and Minnesota
Hastings, Nebraska 68901

BULK RATE
U.S. Postage Paid
Permit No. 389
Hastings, Nebraska

DR. JAMES BEARD
DEPT. OF SOILS & CROP SCIENCE
TEXAS A&M UNIVERSITY
COLLEGE STATION, TEXAS 77843

ASPA Welcomes New Members!

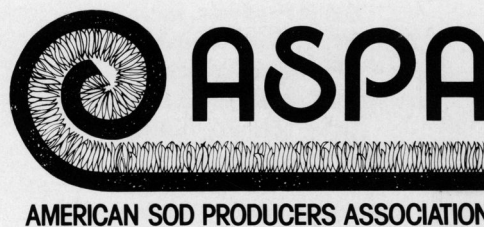
The following new members have joined ASPA since the publication of our last bulletin of January 1976 . . . we welcome them to the Association and are pleased to have them join in the support of the sod industry.

Schroeder Sod Farm, Mt. Clemens, Michigan
Boley Construction Inc., American Fork, Utah
Crown Chemicals, St. Louis, Missouri
Brooks Sod Farms, Morrisville, Missouri
Ray Jordan & Sons, Inc. Blaine, Minnesota
The Terre Co. of New Jersey, Inc., Saddle Brook, New Jersey
Mogren Bros., St. Paul, Minnesota
Richlawn Sod Farms, Manitoba, Canada
Double Tree Farm, Big Fork, Montana
Gusta Sid Farms, Manitoba, Canada
Monsanto Co., Carmel, Indiana
Lebanon Chemical Corp., Lebanon, Pennsylvania
Hamilton Sod Co., Ltd., Mount Hope, Ontario, Canada
Pearl River Valley Turf, McNeil, Mississippi

Mark Your Calendar!

*Summer Convention
& Field Days*

*July 21-23, 1976
Treadway Inn, Newport, R.I.*



New ASPA Logo Revealed

ASPA has developed a new logo for use in ASPA related activities. It will be used on ASPA materials when present supplies have been exhausted.

The logo is likewise available to members for incorporation in their advertising, on letterhead and in other promotional materials.

Special brochure of "slicks" and suggested usage of the logo are being made available to members.

Slide-Cassette Tape Presentation Developed

Your Board of Trustees at their meeting in Clearwater at the time of the Mid-winter Conference authorized the production of a slide-cassette presentation to be utilized by ASPA members as a promotional tool.

This project is now well underway with initial script and slide designations being reviewed by the ASPA Board of Trustees at the Minneapolis meeting April 1st.

The presentation is being developed by Lew Cole Enterprises of Grand Island, Nebraska, which has had wide experience in the audio-visual field and has produced a number of similar promotional presentations for major manufacturers and business groups.

Upon completion of the project, the five-minute presentation will be made available in sets to the individual members for use with their particular customers and points out the value of sod-
ding, both aesthetic, economic, and the practical aspects related to the use of sod in a variety of ways.

