

# The Hyacinth Control Society's Image In A Right-On Generation

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## INTRODUCTION

The Hyacinth Control Society has set certain goals, the major one, of course, is to exchange information on aquatic weed problems at the applicator level. The Society has gone far beyond that.

In defining the Hyacinth Control Society, there are many definitive points we could make. We need not do so. We can agree that a society such as ours is "togetherness for program gain." In short, we have joined our efforts because we believe in a program.

By contrast, we can say that an association is also a program for togetherness—but "togetherness for material gain." There's nothing wrong in this. In fact, associations in this nation have done more to bring industries together to share technology than any other single effort. This sharing has resulted in a national technology which is unexcelled in the world.

Such, however, is really beside the point. We've established that the Hyacinth Control Society is one of "togetherness for program gain."

In this light, we can define our organization, our Society, as a group which—while making a great deal of progress—has been concerned mostly with what we might term "INTERIOR" goals. These goals include a name change, members, and program. All these facets—name, members and program—constitute the makeup of this Society.

The time has come, however, (and restrictive legislation, both existing and that being promoted) calls for us to consider some "EXTERIOR" goals. In short, to look beyond our own organization. This may not be easy because we will be dealing with non-members.

These non-members are outside the Society. They: (1) may not know us, (2) may not agree with us, and (3) may be against us.

In a program of EXTERIOR goals—we must face up to this "right-on" generation. We need national exposure. We need to support or oppose national legislation. We need to further our image. We need new members. We need to attract the attention of ecologists and environmentalists and to work with them. We need to attract the consumer media. We need to sponsor such things as new books on the industry, college courses, and high school courses. We need publicity directed to the consumer.

In short, we need to work with and counsel with other groups and organizations—and help in every feasible way to bring about the need to pursue clean water programs via a scientific and practical approach. We well know the downfalls of the emotional approach.

As a small Society—without benefit of a fulltime executive secretary and staff, how do we do this? The question is not whether we can or should develop a program of EXTERIOR goals, rather, how we do it. In this light, I would like to offer some possibilities which I believe may prove to be practical.

## EXTERIOR GOALS

Let's set some goals which will guide our so-called public relations function for the coming 2 or 3 years—or longer. We can always update and change our program or function to fit the needs of this nation. For these goals, I would suggest strong committee action at the direction of the board.

Exterior goal Number 1: *Publicity*

- (1) Let's supply round-up data for a by-lined article in a national consumer publication by a congressional leader or other nationally known figure (the article to be in a consumer or popular type publication i.e. N. Y. Times, Washington Post, Reader's Digest, Life, or other). If we could swing this, the national TV media might follow up. Conceivably we might attract TV programs such as First Tuesday and 60 minutes.
- (2) Let's distribute x-number of Society news releases to media on a national basis i.e. to consumer outlets such as the wire services, leading dailies, consumer magazines, news magazines, and TV and radio media.

Exterior goal Number 2. *Liaison With Other Organizations*

Let's develop an interplay with other groups whose goals are common to those of the Society. This is a program which could be developed but which should require a lot of forethought. How far can we go in working with other groups? (It would seem that this this could be done via our own Society members who are active in other groups.) Recreational groups, conservation groups, weed science organizations, boating associations, etc. Let's send an official representative to cover their sessions, and have them do likewise.

Exterior goal Number 3. *Speakers Bureau*

Let's establish a speakers bureau; we might start by offering Society members as program participants for other organizations. Wouldn't it be great if we achieved the goal of being able to supply speakers for:

- a. college and high school student groups
- b. civic groups
- c. city or municipal meetings (conventions, etc.)
- d. media association meetings
- e. legislative hearings

Exterior goal Number 4. *Honorary Memberships*

Let's establish an honorary membership role for national figures sympathetic to the idea of environmental improvement on a practical and scientific basis.

In seeking to establish any merit the EXTERIOR GOALS may have, we need to be sure this is the type program the Society wants. There is a real need, for example, for this Society to function with its knowledge and experience in any national clean water program.

Should the Society decide that these EXTERIOR goals are reasonable and practical functions—without a full-time

staff—the best approach would seem to be solid committee appointments with the authority, working under the Society president and Board, to get the job done.

The four goals as stated would appear to require five active committees. The first two committees would be for: (1) getting a major by-lined article published and (2) getting publicity releases distributed (this requires special printed stationery, etc., selection of data, writing, and follow-up; (3) A third committee is needed to contact and work out an exchange of information with other organizations regarding mutual goals, including attendance and reporting back to the Society via our own newsletter and at our annual meetings; (4) The fourth committee is needed to set up, organize, and promote a speakers bureau;

and finally, (5) a fifth committee is needed to establish an honorary membership program.

The Hyacinth Control Society has made great strides in a decade of existence. It is to be complimented for its extensive progress. The Society has put together—and continues to do so—year after year, the most complete data available on the aquatic weed control industry. In so doing, the Society has established itself as the only organized and knowledgeable group in this specialized discipline. Thus the Society has inherited a responsibility to see that this body of knowledge is made available for the common good. In order to accomplish this The Hyacinth Control Society must develop a program which reaches beyond the INTERIOR goals of the Society.