

THE PRINTED WORD, A MIRROR FOR EVALUATION

J. L. DECELL¹

First, I would like to thank Dean Martin for the invitation to speak at this year's meeting. I would also like to thank Clarke Hudson who caused me to think about some things that have changed over the years. It was a conversation with Clarke, and a subsequent conversation with Dean, that led to my being here today. So if you enjoy some of the things I say, it's the result of Dean's judgement and my creativeness; if you don't like them—it's Clarke Hudson's fault.

At the Vancouver meeting, I saw Clarke sitting on a couch looking rather dejected. I asked him what was wrong, and he said "it doesn't seem to be any fun anymore." "Back when we started in this business, a problem would come up, we would call everyone or get together, decide what we were going to do—and do it!" "That doesn't happen anymore. We seem to talk about everything, meeting all the time, but we don't seem to be doing anything about anything. If we are, it's not readily apparent. We seem to be dealing with the technical/scientific aspects more than anything else. I don't hear anything about operations anymore." This started me thinking about the changes, the evolution, if you will, of aquatic plant management in general. I could not help but think of this Society specifically, and the changes that have taken place during its growth. I have seen this Society change as you have. I have heard some of its actively involved members remark that the Society has gotten too scientific, or research oriented, and as a result, has abandoned the notion of equal time for the operations' aspects.

It occurred to me that if such changes have taken place, how would they reflect themselves? I was confident that once characterized, they would represent the changes that have taken place in aquatic plant management in general. I decided then that I would look to the published word. I will leave the judgement of progress to those of you who labor in the Society's business.

One definition of progress is "Go forward-advance." In a societal context, "forward" can be relative. A better definition to make my point is "A purposeful getting or going ahead." I hope today, to enlighten you to the changes of this Society as reflected by the record of its written word. I hope that the image produced will be judged as progress, and that progress will be judged as "a purposeful going ahead."

Early in my career, one of my bosses was a man who had an uncanny ability to think in terms of the basics. Inexperienced as I was, he asked me to participate in a highly

technical problem-storming session on a subject that I felt I knew very little about. After the meeting, I thanked him for his reliance on my judgement. He told me he had asked for my participation in order to get the benefit of an uncluttered mind.

I am going to share some of my thoughts and observations with you. Hopefully, it will provide a slightly different perspective than that held by those who are "so close to the forest!" Having not been directly involved in the Society's business and evolution, I might be able to "see a few of the trees."

Let's look at this Society from the perspective of its growth, and draw some judgements from its changes, as reflected by the mirror of its publications. All of us will freely discuss our perspectives, our opinions and ideas, verbally! If the issue is very critical; if we fear judgement of our sanity or credibility; or if we are talking to a politician, we simply punctuate our comments with the universal disclaimer of "off the record!"

However, when we create the record, put our name on it, with the intention to publish—it's a different matter! And well it should be! Like it or not, one publication can be the basis for action regardless of its original intent. The collection of published Journals reflects not only the perspective of the author, but the Society as a whole. It doesn't matter how conspicuous you make the fly-leaf disclaimers, it becomes yours collectively, as well as the authors', individually.

What is a Society? There were so many definitions, I combined parts of two, to create one that suited my purpose.

"An enduring and cooperating group whose members are developing organized patterns of relationships through interaction with one another because of a common profession."

In 1961, this Society was known as the Hyacinth Control Society, Inc., The Certificate of Incorporation read:

"The general nature of the objects of this Society shall be to assist in promoting control of WATER HYACINTHS and other noxious aquatic weeds, to provide for the scientific advancement of members of the Society, to encourage scientific advancement of members of the Society, to encourage scientific research, to promote university scholarships and to extend and develop public interest in the MOVEMENT."

A 1971 Hyacinth Control Society Brochure serves as an indicator of the changes that were taking place.

A stated purpose was, "... The intention of each society member through RESEARCH, to band together their talents and efforts."

The aim was, "To control noxious aquatic weeds and develop effective vegetation MANAGEMENT practices." To ENCOURAGE YOUNG PEOPLE TO EDUCATE themselves toward the technology of aquatic weed science."

Mr. J. Lewis Decell is an Environmental Engineer and since 1974 has been the Program Manager of the Aquatic Plant Control Research Program (APCRP) at the U.S. Army Corps of Engineers Waterways Experiment Station, Vicksburg, MS. Mr. Decell presented this keynote address at the Aquatic Plant Management Societies 25th Annual meeting held in July 1985 at Vancouver, B.C.

"To DISSEMINATE INFORMATION concerning new ideas, products and PRACTICES IN THE FIELD."

There were two mottos on the brochure that seemed indicative. One stated that "It isn't what you KNOW about weed control that counts—it's what you DO!" The other stated that "Many societies have good IDEAS . . . not many achieve good RESULTS—the difference lies in their follow-through." I think the first motto reflects the applied nature of the technology at that time, and the lack of emphasis on research. The second motto misses a point. The follow-through so essential to good results is highly dependent upon what you know about aquatic weeds. And what you know often has its origin in research. It should not be a Society's goal to "achieve good results." It should be their goal to ensure that all results they promote are good!

In 1976, the name was changed to The Aquatic Plant Management Society. Now, the top line on the marquee, the headlines on the front page, say that you are comfortable enough with your understanding of the concept of management, that you are willing to market your organization as having that overall philosophy. But charters and letterheads, while on the street for a long time, are not the constant recurring reminder. That reminder is the publication of the Journal. It is now published twice each year. While not necessarily twice as much written word as the previous annual versions, we are now reminded twice as often.

In 1986 the Certificate of Incorporation reads:

"The general nature . . . promoting THE CONTROL AND MANAGEMENT OF AQUATIC PLANTS, to provide . . . and develop public interest in the AQUATIC PLANT DISCIPLINE."

Just a few word changes, but a recognition, in writing, of a significant change in philosophy and purpose!

Using the published Journals of the Society, I categorized the journal articles into what I thought were obvious and familiar groups. Not all of the papers published during the 24 years of record fell into these groups.

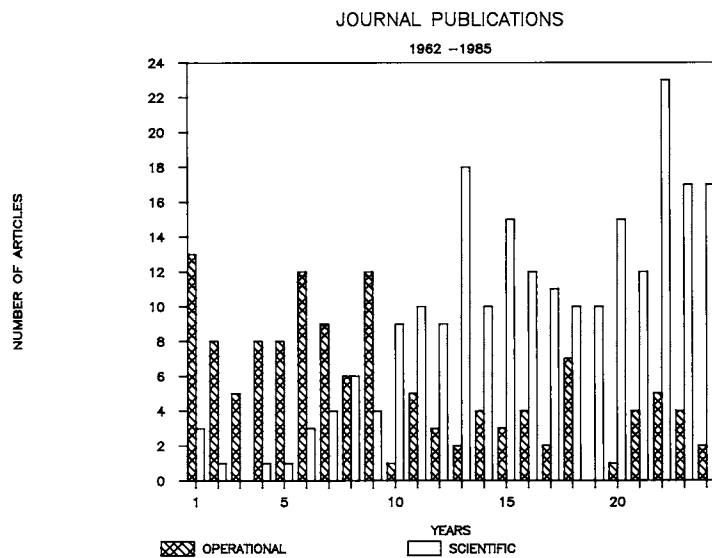


Figure 1. Operational and scientific publications in the Journal of Aquatic Plant Management 1962-1985.

So, I did the normal thing that researchers do with data that doesn't fit their concepts—I disregarded them! The two major categories do not contain the same number of articles for the same reason.

First, I simply placed the published articles into two categories; Operational and Scientific for the 20-year period from 1962-1981 (Figure 1). Based on number of articles, there appeared to be a transition at about 1971. The first ten years show a greater number of articles dealing with operational subject matter than with scientific. The second ten years, however, shows the opposite. The beginning of this transition started somewhere around 1968 or 1969. Using this as an indicator, I used 1971 as a dividing point to look at some different categories.

I then sorted the published articles with respect to the following groups: Programs, Problems, Regulatory, Operational, and Scientific. The premise was that the percentage of articles falling into these groups would be a reflection of the element of aquatic plant control that was getting the most attention. The assumption was, that the Society stays current with the times, or even leads the way in drawing attention to the current technology.

During the period 1961-1985 (Figure 2), almost half of the published articles dealt with a scientific subject matter. Over 1/4th of the articles was devoted to operational subjects. Looking at these groups as pre-1971 and post-1971 there are some interesting differences (Figure 3). If the published word was an indicator of the areas of most concern, then the emphasis during pre-1971 was on operations first, scientific information second, and developing adequate programs, third.

The post-1971 period presents a different picture. There was a definite shift to the scientific and away from the operational aspects. Equally interesting was less emphasis on developing programs, discussing problems and regulatory matters. Our discipline had reached a time when more emphasis was being placed on the scientific needs and basic knowledge. Essentially, the reflection says we had completed most of our program developments, we

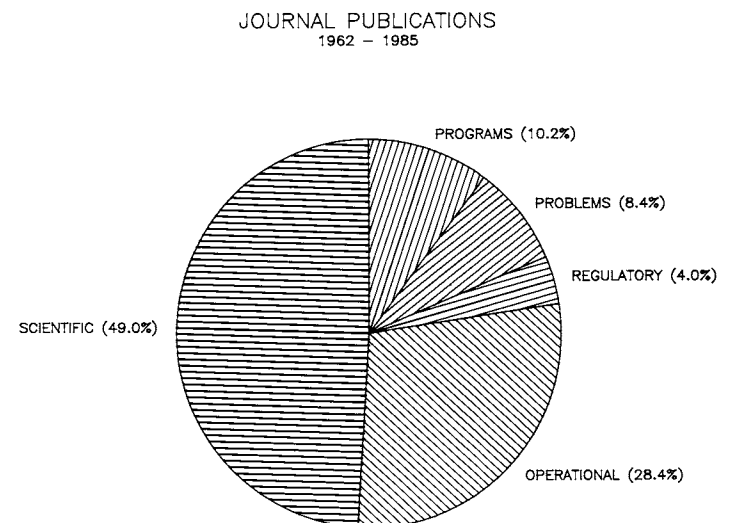
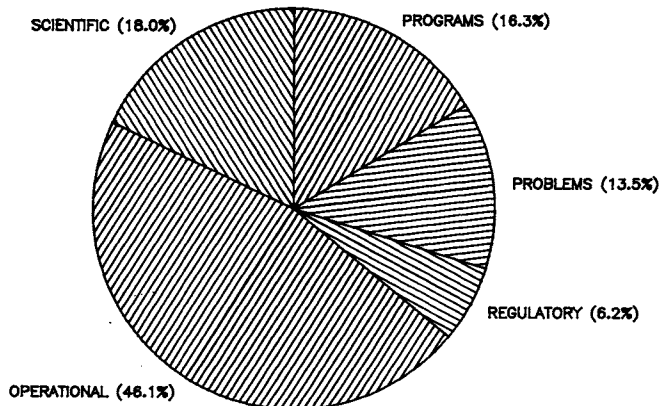


Figure 2. Grouping of Journal of Aquatic Plant Management publications into various categories (1962-1985).

JOURNAL PUBLICATIONS
1961 - 1971



JOURNAL PUBLICATIONS
1962 - 1985

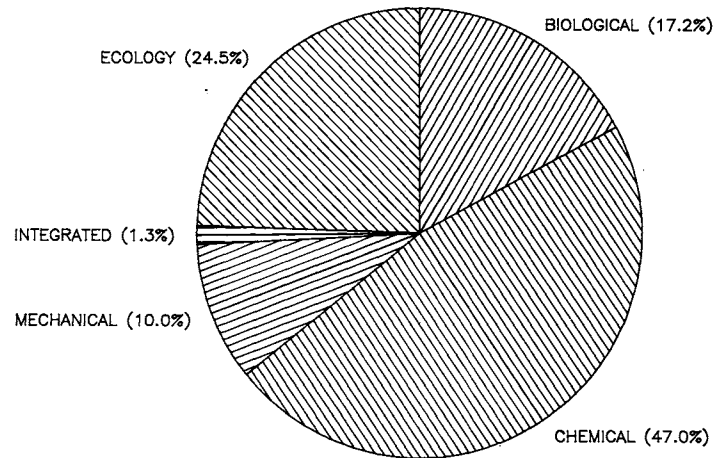


Figure 4. Separation of research categories of publications in the Journal of Aquatic Plant Management 1962-1985.

JOURNAL PUBLICATIONS
1971 - 1985

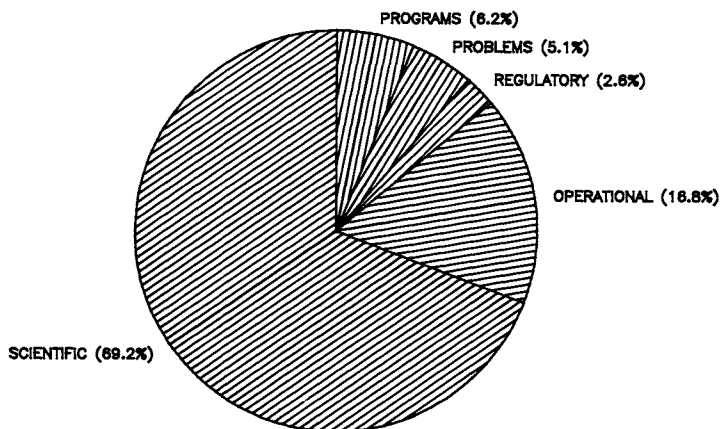


Figure 3. Comparison of Journal of Aquatic Plant Management publications as in Figure 2 separated in pre-(Top) and post-1971 articles.

had heard all we needed to know about problems with weeds, and talking about the regulatory aspects was not going to change the direction of that area. For whatever reason, the published word during this time reflects a commitment to the philosophy that increased basic knowledge through research would provide the basis for solving the problems caused by aquatic plants.

I also looked at the publications as they would fall into these following groups: Biological, Chemical, Mechanical, Integrated, and Ecology.

During the period 1961-1985 (Figure 4), the major interest has been on the chemical aspects of aquatic plant control, followed by the ecology, and the biological. Nothing especially surprising there, except for the relatively large devotion to understanding the ecology of the plants.

Looking at the pre-1971, post-1971 periods, some definite shifts are reflected (Figure 5). Prior to 1971, our information flow was overwhelmingly on the chemical aspects, followed by ecology and mechanical.

The post-1971 period exhibits several shifts. A significant increase in information devoted to the ecology and biological area with a reduction in chemical. Not surprising from two standpoints. First, it reflects a realization that for chemical and biological methods to be more efficient, and environmentally compatible, there must be a better understanding of the ecology of the plant and its environment. Second, with the increase in student involvement, the majority of their efforts will be in the area of the plants' ecology. The student papers in the journals I reviewed were all on subjects that fell into the ecology category.

Viewed from this perspective, there have definitely been some changes in not only this Society but in aquatic plant management in general. Whether the direction of these changes was planned, or was evolutionary, is probably of no consequence. What we might learn from them that can guide us in the future, can be significant.

Yes, ten or twelve years ago, it was much easier to get together, discuss a problem and do something about it. The reason is simple. There weren't many people engaged in our business, so you didn't spend a lot of time finding someone knowledgeable to talk to about a problem.

Compared to today's National scale, the problems were regionalized. We knew where the centers of expertise were then; there were only two; the State of Florida and the State of Louisiana. Aquatic plant control consisted of a tightly-knit group who controlled all aspects of the system from funding to applications. I would guess that 75-80% of that group existed in Florida. This Society was not a National Society; there were no students in the University systems studying aquatic plants for the purpose of solving problems. There were only three Federal/State cost-shar-

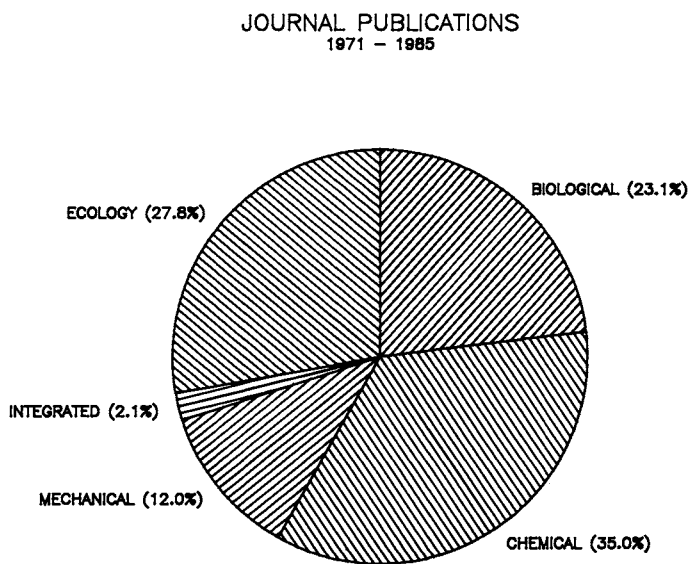
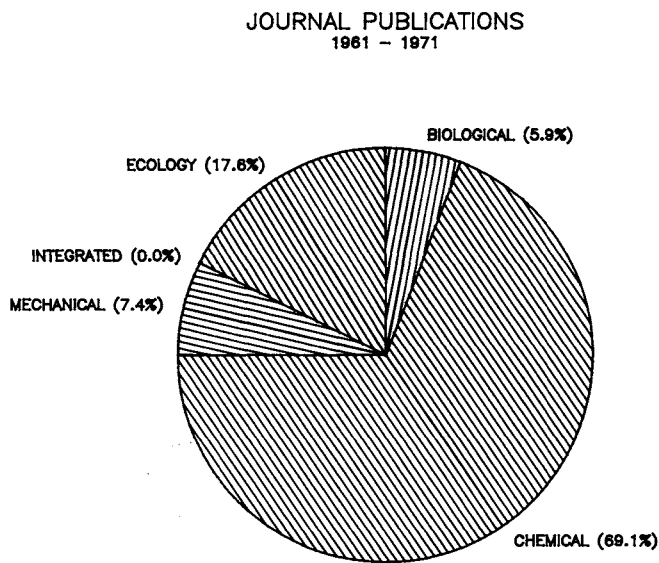


Figure 5. Comparison of Journal of Aquatic Plant Management publications as in Figure 4 separated in pre-(Top) and post-1971 articles.

ing programs in operation. The science of aquatic plant management simply did not exist. The accomplishments—and there were many—were more administrative, political, and tactical—but necessary in order to purposefully get ahead. It was highly applications oriented. It had to be. Continual field activities keep the politicians' heat from killing the messengers.

Today, the level of technology of Aquatic Plant Management is amazing by comparison. The many people now involved at all levels are not just involved as an "other duty as assigned." They are involved because it is their business. They make their living, or a large portion of it, at aquatic plant management. Many intend to pursue a career in the field, and can pursue the knowledge in the university.

There are 13 Federal/State cost-sharing programs now in existence; probably 20-25 states with some level of yearly activity. I would guess that an equal number of universities are teaching some aspect of aquatic plant management through research. This growth in the science should not be viewed as a reflection of an increase in the National problem levels. I believe it is testimony to the increased awareness, education, and technology, and the National influence of this Society.

This Society is truly National. There are six State or Regional Chapters in existence. Yes, this Society is more scientifically oriented. It should be. If you understand the site-specific nature of aquatic plant problems, then you must understand that the proper place for the emphasis on operations technology rests not with the National Society directly, but with the State and regional chapters. The burden of encouraging basic research technology rests with the National Society. The reflection that needs better focus is a positive, well-structured and continual transfer of both operational and scientific technology transfer, between the National Society and the Chapters.

Was it more fun in the early days? We could do no wrong because we were our own judge, with not much baseline for judgement. The public was much more uninformed, and we "got away with a few."

Today the more informed public makes the application of our technology more difficult, but they are now simply an integral part of our peculiar science. They are in essence saying, "you've convinced me—you are experts—and I demand an expert solution." We are not going to "get away with a few" anymore. The difficulty lies not in the new ideas, but in escaping from the old ones.

The burden of delivering quality rests with the suppliers; even though the buyers define the level of that quality. Anyone who feels they had a part in this progress must take their share of the credit for these enlightened buyers of technology. This Society has played a major role of leadership in that process, and must continue to do so in the future.

Maciavelli said, "There is nothing more difficult to take in hand, more perilous to conduct, or more uncertain in its success, than to take the lead in the introduction of a new order of things." This Society has taken the lead in a new order of things. It will still be difficult—but not so uncertain. It has created the published record, and etched its mark of reflection through the published word. It should look upon that reflection with great pride. And I think it's still going to be fun! Thank You.

Certificate of Incorporation

The Hyacinth Control Society, Inc.

(A Corporation not for profit)

The undersigned for the purpose of organizing a corporation pursuant to the laws of the State of Florida, hereby adopt this Certificate of Incorporation.

ARTICLE I

The name of this corporation shall be THE HYACINTH CONTROL SOCIETY, INCORPORATED.

ARTICLE II

The general nature of the objects of this Society shall be to assist in promoting control of water hyacinths and other noxious aquatic weeds, to provide for the scientific advancement of members of the Society, to encourage scientific research, to promote university scholarships and to extend and develop public interest in the movement.

ARTICLE III

Section A. The membership of the Society shall consist of four classes: Active members, Associate members, Commercial members and Honorary members.

Section B. Active members shall consist of four categories: Directors, Scientific Research Workers, Commissioners, Professional Advisory and Consulting Personnel.

1. A Director member shall be any individual actively engaged in direct supervision of a local government hyacinth control program.
2. A Research member shall be any individual or nonprofit organization interested in or concerned with scientific research in the control of hyacinths or other noxious aquatic weeds.
3. A Commissioner member shall be any individual duly elected or appointed to serve as a member of the governing board of a local government hyacinth control program.
4. Professional advisory and consulting personnel members shall be those individuals employed by various Federal, State or Local agencies employed primarily to lend technical aid and assistance to local hyacinth control programs, or those Federal and State employees directly administering hyacinth control activities.

Section C. Associate members shall be those individuals or organizations desiring to maintain contact with the work of the Society by receiving its bulletins and other publications.

Section D. Commercial members shall consist of two categories: Individual and profit making organizations.

This class of membership is intended for individuals or profit making organizations wishing to aid in scientific research as well as to give financial support to the Society irrespective of whether or not they are in a position to participate otherwise in the affairs of the Society.

Section E. Honorary memberships may be conferred on any person who has rendered such service to the cause of hyacinth control as to entitle him to special recognition.

Section F. Voting members shall be all members in good standing except those individuals classified as Associate and Honorary members as defined by Sections C and E of this article.

Section G. All applications for membership shall be subject to the approval of the Board of Directors.

ARTICLE IV

This corporation shall have perpetual existence.

ARTICLE V

Name and residences of the subscribers are as follows:

Name	Address
T. W. Miller, Jr.	Fort Myers, Florida
A. S. Chipley	Bokeelia, Florida
Herbert J. Friedman	Tampa, Florida
William Dryden	Fort Myers, Florida
Thomas O. Fultz	Bartow, Florida
Edwin L. Seabrook	West Palm Beach, Florida
Donald E. Seaman	Fort Lauderdale, Florida

ARTICLE VI

The affairs of this corporation are to be managed by a Board of Directors and Officers of the Society.

The officers of the Society shall be President, the immediate Past President who shall act as Vice President, Secretary-Treasurer and Editor.

The Board of Directors of this society shall consist of not more than seven members and shall include the active officers of the Society.

The officers of this Society shall be elected by majority vote of the voting members present at the annual meeting of this Society and shall serve until the close of the next annual meeting following their election or until their successors are duly elected and qualified. No member shall be eligible for office who has not been a voting member of the Society for one year.

ARTICLE VII

Names of the officers and directors who are to manage all the affairs of this corporation until the first election under this charter are as follows::

Name	Office	Address
T. W. Miller, Jr.	President	Fort Myers, Florida
A. S. Chipley	Vice President	Bokeelia, Florida
Herbert J. Friedman	Secretary-Treasurer	Tampa, Florida
William Dryden	Editor	Fort Myers, Florida
Thomas O. Fultz	Director	Bartow, Florida
Edwin L. Seabrook	Director	West Palm Beach, Florida
Donald E. Seaman	Director	Fort Lauderdale, Florida

ARTICLE VIII

The Articles of Incorporation and/or By-Laws of this Society shall be made and adopted, altered or rescinded by three-fourths vote of the active members present at any annual meeting, provided the notice of the proposed amendment has been given in writing to the Secretary-Treasurer and transmitted by him to active members thirty days before the annual meeting and that notice of the time said amendment is to be voted on has been announced at least twelve hours in advance.

ARTICLE IX

The highest amount of indebtedness or liability to which this corporation at any time may subject itself is One hundred thousand (\$100,000.00) Dollars.

ARTICLE X

The amount in value of real estate which the corporation may hold is Two hundred fifty thousand (\$250,000.00) Dollars.

WITNESS the hands and seals of the incorporators on Useppa Island, Lee County, State of Florida, this 19th day of July, 1961.

/s/ T. W. Miller, Jr., Fort Myers, Florida	(LS)
/s/ A. S. Chipley, Bokeelia, Florida	(LS)
/s/ Herbert J. Friedman, Tampa, Florida	(LS)
/s/ William Dryden, Fort Myers, Florida	(LS)
/s/ Thomas O. Fultz, Bartow, Florida	(LS)
/s/ Edwin L. Seabrook, West Palm Beach, Florida	(LS)
/s/ D. E. Seaman, Fort Lauderdale, Florida	(LS)

State of Florida }
County of Lee } ss.

Personally appeared before me the undersigned authority, a Notary Public in and for the County of Lee, T. W. Miller, Jr., A. S. Chipley, Herbert J. Friedman, William Dryden, Thomas O. Fultz, Edwin L. Seabrook and Donald E. Seaman who upon first being duly sworn upon oath say that they are the incorporators and subscribers to the foregoing articles of incorporation and that it is the intent in good faith by the subscribers to carry out the provisions and objects set forth herein, that they acknowledge the execution of said document as such subscribers.

/s/ T. W. Miller, Jr., Fort Myers, Florida
/s/ A. S. Chipley, Bokeelia, Florida
/s/ Herbert J. Friedman, Tampa, Florida
/s/ William Dryden, Fort Myers, Florida
/s/ Edwin L. Seabrook, West Palm Beach, Florida
/s/ Thomas O. Fultz, Bartow, Florida
/s/ D. E. Seaman, Fort Lauderdale, Florida

Sworn to and subscribed before me at Useppa Island, Florida, this 19th day of July, 1961.

/S/ LAURA E. SKINNER,
Notary Public

NOTARY SEAL

My Commission Expires July 19, 1964.