

Viewpoints and Letters to the Editor are published in *HortScience* to provide Members of the American Society for Horticultural Science an opportunity to share their experiences and

comments on matters of concern to horticulturists. These are not statements of official Society policy nor do they necessarily reflect the views of a majority of the Society's Members.

An Endowment Opportunity for Horticulturists

R. Paul Larsen¹

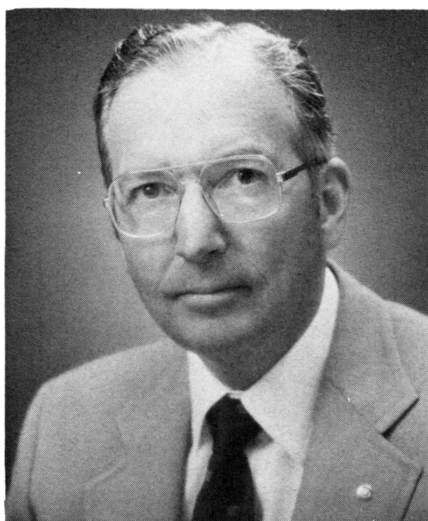
Chairman, ASHS Endowment Fund Committee

"The greatest use of a life is to spend it on something that outlasts it" (William James).

In 1982, the Board of Directors and Members of the American Society for Horticultural Science formally approved the establishment of an ASHS Endowment Fund. This was a noteworthy achievement following nearly 10 years of deliberation to ensure that this step was wise, valid, and attainable. During this period, the Society was successful in its extended efforts to obtain reclassification of its nonprofit status under Section 501(c)(3) of the U.S. Internal Revenue Code. This assures that all gifts (including bequests and legacies) to the Society and its Endowment Fund are deductible to the donor for federal estate and gift tax purposes.

The establishment of an endowment program also indicates that ASHS has reached a stage of maturity whereby many of its Members sense the opportunity and obligation that ASHS has to develop and support some well-defined scientific and educational functions and activities. These would be supported through income earned from a perpetually invested fund.

Following are some examples of the kinds of programs and activities that may receive support from the Endowment Fund: a) outstanding or innovative programs and activities that further the scientific and educational objectives of the Society, nationally and internationally; b) outstanding key speakers for plenary sessions and symposia at ASHS Annual Meetings, or for special conferences; c) Working Group activities, such as symposia, workshops, conferences, and educational materials; d) Regional Group activities, such as keynote speakers, publishing of abstracts, and student awards; e) graduate student participation in national and regional meetings, such as research-paper awards and travel grants; f) Collegiate Branch and other undergraduate student activities, such as travel grants for national and regional meetings, awards, and scholarships; g) programs and materials to educate and inform the public-at-large; h) grants to young



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scientists for international travel to horticultural congresses, conferences, and workshops and for further studies in horticultural science; and i) awards for significant achievement or outstanding contributions to horticulture. Endowment Fund earnings will *not* be used for administrative staff costs, management functions of the Society, or travel by ASHS officers and staff.

The foregoing are only a few examples of the use of endowment income, but support of these or other worthy activities must await the development of endowment funds and the generation of income from those endowments. In other words, we must earn money before we can spend it.

As "seed money", the Society has made a \$5000 contribution to the initial corpus of the Endowment Fund, and one Member of the Endowment Fund Committee has made a \$1000 contribution to the Fund.

The ASHS Board of Directors has appointed an Endowment Fund Committee and the Endowment Fund Trustees to solicit and receive contributions to the Endowment Fund. The Fund Trustees will manage, control, invest, and disperse the net income of the Fund to the Endowment Fund Committee, which will allocate funds to selected programs or activities under guidelines approved by the

Board of Directors and the Executive Committee.

A Solicitations Subcommittee (consisting of Edwin A. Crosby, Franklin W. Martin, Jerry L. Robertson, James W. Strobel, and David R. Walker, chairman) is developing criteria for soliciting, receipting, acknowledging, recording, and reporting gifts to the Endowment Fund. This solicitation and donor-recognition system will be presented to the Board of Directors for approval at the ASHS Annual Meeting in October 1983, after which a brochure containing details will be available.

In the meantime, we hope all ASHS Members will consider seriously how they may become a part of this new venture, which can be of benefit to horticulture far beyond our imagination. Einstein once said: "Only a life lived for others is a life worthwhile". To a substantial degree, this analogy applies to all productive horticulturists because our contributions to the world of horticulture benefit society far beyond the garden walls of our profession.

By making a contribution, no matter how small or large, you can become a part of this new endowment process. I believe every Member of ASHS, and our friends of horticulture, should have the opportunity to make contributions. Whether you can afford \$10 or \$10,000 should make little difference in your personal satisfaction from support of a noble objective.

The Endowment Fund Committee and the Endowment Fund Trustees, in concert with the Board of Directors, will develop a sound system for obtaining and investing the contributed funds. We hope that ASHS Members will respond enthusiastically to this new venture. As a starter, I suggest that you consider the 5 categories of giving already approved, in principle, by the Executive Committee, as follows:

1) *Annual Contributors*. These would include modest annual contributions, primarily ranging from \$10 to \$100. The annual Membership Renewal Notice will carry a line or box for such contributions.

2) *Special Supporters or Patrons of ASHS*. These would include significant contributions on an annual or one-time basis of \$100

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to \$1000 or more. A "Patron of ASHS" will probably receive some special recognition depending on the amount contributed. For example, Rotary International has a special category of members known as "Paul Harris Fellows" for those contributing \$1000 or more.

3) *Memorial Gifts*. These would include a one-time or annual giving program to memorialize an individual. For example, a family estate might provide a substantial endowment for a certain program or project named after a deceased person or persons.

4) *Estate Planning*. These would include bequests willed to the Fund which could be outright gifts or income from a trust or estate.

5) *Designated Gifts*. These would include substantial one-time donations for designated programs, projects, equipment, or structures, subject to approval by the Endowment Fund Committee and Fund Trustees. Such gifts may be attractive to individuals or organizations at times, for either a tax benefit or public relations recognition.

Nearly all of us in the profession of horticulture can fit into one or more of the above categories. I would suggest respectfully that now is the time to get solidly behind the Endowment Fund effort. All of us and those who come after us will benefit profoundly from the fruits thereof.

Please write or call me (801/750-2192) if

you have any questions or suggestions about the Endowment Fund. ASHS Members will receive a mailing regarding contributions to the Endowment Fund following the Annual Meeting in October 1983.

Endowment Fund Trustees for 1983: Lincoln C. Peirce (chairman), James W. Strobel, and Walter J. Kender.

Endowment Fund Committee for 1983: R. Paul Larsen (chairman), Jay S. Koths, Daniel R. Tompkins, Franklin W. Martin, David R. Walker, James F. Bartz, Warren S. Barham, Jerry L. Robertson, Conrad J. Weiser, Jean P. Overcash, Edwin A. Crosby, and Lincoln C. Peirce.

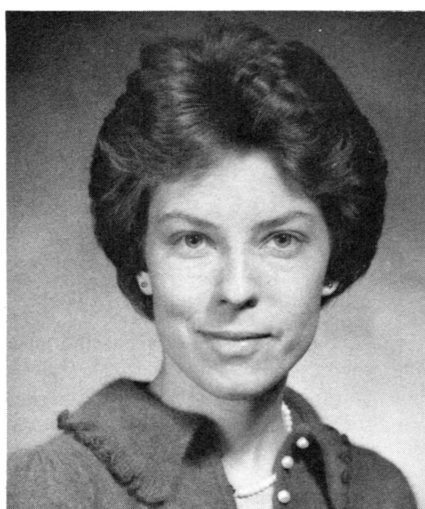
Science for Agriculture: Implications for Horticultural Research

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A little more than a year ago, 15 scientists and policymakers met informally at the Winrock International Conference Center in Arkansas to discuss critical issues in American agricultural research. The participants were drawn from government, academic, and private-sector institutions concerned with agricultural research. The purpose of the meeting was to initiate constructive debate about the problems facing the agricultural sector and its supporting research community and to formulate recommendations toward their resolution. I brought perspectives from horticulture and plant breeding to the meeting; I also helped draft the group's report, *Science for Agriculture*, known informally as the "Winrock Report" (1).

The participants were united in their belief that the agricultural research system needs strengthening to maintain the level of past performance that has contributed so essentially to the productivity of American agriculture. The group identified critical issues in 3 principal areas: public policy; institutional relationships; and performance of the system. Public-policy issues relate to the perceived need to develop a national agricultural policy with clear goals, which accords higher priority to agricultural research. Institutional relationships encompass the roles and interactions of institutions as they respond to



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changing research needs and opportunities in the agricultural sector. Performance issues deal with the nature and quality of agricultural research carried out by those institutions.

The report focuses on commercial agriculture, and particularly on food crop production. Commercial horticulture and the production of fruit and vegetable crops are included explicitly in this focus. Commercial production of flower, foliage, nursery, turf-grass, and related crops should also be considered in this category because of their economic importance in the agricultural sector. The report's recommendations are equally relevant to horticultural sciences, such as urban horticulture and landscape architecture, which emphasize the use of plants rather than their production, because of the common need for basic and applied research.

Basic and applied research are integral

components of the total research system. Our national agricultural strength is founded upon the application of basic scientific principles to specific environments and circumstances. The report fully recognizes the value of applied research and the achievements of the USDA, land-grant colleges, and agricultural experiment stations. Commercial firms and innovative farmers can also take credit for significant contributions to the success of the system.

Nevertheless, the report contends that progress in basic research in the USDA and land-grant system has not been as rapid as advancements in applied research, particularly during the past decade of funding constraints. Several causes of this trend are cited, relating to low national priority for agricultural research and correspondingly low levels of public funding, together with burdensome bureaucratic constraints. The land-grant institutions receive the largest portion of their funds from state legislatures and must perforce focus proportionate efforts on state problems of a short-term nature. Land-grant administrators must deal with an increasingly politicized state and federal bureaucracy, which constrains their ability to manage budgets, staffs, and facilities as they see fit to address more long-term research goals. Budget cutbacks and hiring freezes at the state level prevent research administrators from initiating new programs in basic research or from attracting talented young scientists to staff them.

A few land-grant institutions should be recognized for maintaining strong programs in basic agricultural research despite the constraints described above. These institutions traditionally have provided leadership within the land-grant community. However, even they are unable to develop and expand re-

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