

## STAND OR EXPAND?

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The American Mosquito Control Association, over the years within its present framework, has provided valuable information and service to mosquito control workers and others in closely related fields. From all appearances, however, the Association has reached a plateau, where it is likely to stand until a constructive plan for future growth and development is promulgated, endorsed by the membership, and implemented. While some will insist that status quo is desirable, history discloses that organizations that fail to sustain a vision and vitality tend to be displaced by more competitive and progressive forces.

Increasing international travel, accelerated transportation, intensified urbanization, greater use of recreational areas, rapid development of water resources, and various other changing conditions are subjecting the public throughout the world to an increasingly diverse vector exposure. Trends toward functional and jurisdictional consolidation, inter-agency cooperation, and operational efficiency and economy within private enterprise and government demand that we look critically at our individual roles, as well as that of the Association, to assure that we are in pace with the present and prepared for the future.

Vital to the nature and scope of the Association is the question of how future business and programs should be conducted. The Association appears to have reached the stage where it is stretching its ability to operate largely through voluntary services, and it is insufficiently funded to underwrite the urgently needed services of a central office. This alone requires resolution, irrespective of the matter of expanded scope. The solution of both issues simultaneously would appear to be a logical and desirable objective.

Specifically, this matter has two primary considerations:

(1) A need for the Association to expand its scope to encompass vector control within a contemporary functional definition. This would greatly enlarge the membership by welcoming participation of all persons engaged in education, research, consultation, industry and government, within the fields of agriculture, conservation, engineering, entomology, pest control and public health who are directly or indirectly concerned with the control of hominotoxic animals.

(2) A need for the Association to expand geographical identity, from what is now almost exclusively North America, to include all of the Western Hemisphere immediately and, in due course, the entire world.

These objectives are realistic and both are within attainment by the Association. The initial prerequisite for success is to establish an Office of Executive Secretary and to facilitate its functions through detailed plans endorsed by the membership. A full-time Executive Secretary, with essential support staff, could realize the following:

(1) Coordinated purchasing of equipment and supplies to effect savings to member organizations, deducting a fractional percentage for financial support of the Association.

(2) Aggressive recruitment and maintenance of sustaining and sponsoring organizations to obtain assured income for the Association.

(3) Procurement of grant funds from foundations and other funding sources for dissemination of technical information and performance of technical services.

(4) Management of advertising for various Association publications to obtain further income.

(5) Production and sale of informational publications.

(6) Profitable management of annual conferences and other desired meetings.

(7) Provision of technical consultation on vector control to nations, states, local jurisdictions and private interests on a discretionary basis.

(8) Development of positive public relations in behalf of vector control and the Association.

(9) Represent the interests of the Association where legislative, judicial, executive, private, or voluntary actions affect vector control programs.

(10) Development of vector control operations manuals and technical memoranda for distribution to member agencies and individuals as required.

(11) Provision of a vector control vocational referral service to assist with recruitment and employment.

(12) Stimulation of research needed to solve critical problems.

On such a basis the Association could readily be visualized as an international

service center for all who are active or interested in the field of vector control. A sound financial foundation is obtainable which would make possible many improvements in levels of services provided. Most important, a mechanism could be created for extending vital vector control knowledge to the farthest reaches of the world, where communication is desperately needed.

Finally, no revolutionary change in the Association is advocated. Most things of enduring value are the product of evolutionary development. What is needed is the abandonment of inertia within the Association and a show of evidence that the membership desires to expand its perspective in order to broaden its scope of interest as well as its geographical horizons. An opportunity beckons for the Association to provide leadership on a global basis, dedicated to a complete public service.

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**PLANS ARE FOR MORE OPERATIONAL PAPERS** on the program of the annual meeting, with possibly a half day devoted to the use of helicopters in mosquito control, the use of fixed wing aircraft in mosquito control and ULV (ultra low volume) spray. The idea, which was started in California, of having each speaker prepare a paper, but presenting only a summary was well received by the members and will be continued at the New Orleans meeting. Every effort will be made to see that each speaker has the full time allotted to him but does not infringe on someone else's time. To obtain this goal, a letter will be sent to each speaker prior to the meeting, explaining our program and what is expected of him and also with suggestions for better slide and graph preparations.