



All for One and One for All

By Allen James

Editor's note: James, president of RISE (Responsible Industry for a Sound Environment), is writing a bimonthly column for Golfdom. RISE is the national trade association representing manufacturers, formulators, distributors and other industry leaders involved with specialty pesticide and fertilizer products. James' column focuses on legislative and regulatory issues in the industry.



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This summer's intense heat here in Washington D.C. had me watching more than my share of golf tournaments. While I enjoy watching Tiger

Woods and the rest of the field, I must admit my thoughts often turned elsewhere while watching the professionals make their way around the back nine.

What struck me most was while golf is a solitary sport, it is not a solitary activity. Certainly, it's Tiger's job to score low, but he didn't get there alone. In addition to his caddy and business advisors, he's counting on the club's superintendent and his crew, who in turn are counting on their distributor suppliers, who in turn are counting on product formulators and manufacturers. It is not news to anyone reading *Golfdom* that tournament-ready courses don't just happen with a little watering and mowing.

What is the point of all of this summer reminiscing? That no one in any segment of the green industry is going it alone — at least not successfully. Our industry truly relies on the professional contributions of many to prepare a golf course for a tournament or for average weekend golfers. You understand the importance of a good crew and responsive sales reps as well as the leadership

qualities necessary to be a good superintendent. These same qualities are also necessary to ensure you continue to have the legal right to choose the pesticide and fertilizer products you need, when and where you need them.

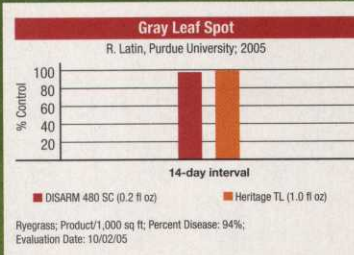
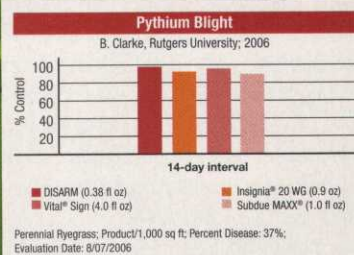
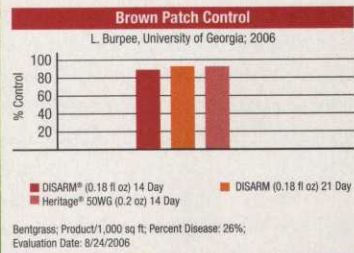
Lawn and landscape professionals and homeowners have been the target of local product bans and restrictions with one or two exceptions. One municipality now has an ordinance requiring a town permit for any pesticide application, while other jurisdictions have banned phosphorus and nitrogen-containing fertilizers altogether. Couple these policies with pressures already on golf courses with respect to land use and water issues and you have a good idea of where counties and towns are going. While local product choice policies impacting golf are few at this time, there is no reason for complacency or to let other green industry segments go it alone. Anti-green activists are never satisfied, so this year's lawn care ordinances become next year's golf course restrictions.

We'll need every green industry member monitoring local action and ready to bring common sense to local debates. Here at RISE we continue to expand our grassroots network, which includes support from the Golf Course Superintendents Association of America and individual superintendents. We can't succeed alone, especially given the number of local challenges and renewed anti-pesticide activity at the federal level. Grassroots is not a solitary activity, so I urge you to consider your role in helping to promote and defend every segment's right to choose pesticides and fertilizers as part of their plant health and pest management programs. Let GCSAA know of local challenges to product choice or contact our grassroots manager Elizabeth Grotos at egrotos@pestfacts.org or 202-872-3869 and 202-361-6022 (cell). ■

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