

“Quotable

“You would think I’d have been paroled by now.”

— Charles Joachim, certified superintendent of Champions Golf Club in Houston, on his 37 years as a superintendent.

“To be honest with you, I don’t miss San Diego for one second.”

— Mark Woodward, CEO of the Golf Course Superintendents Association of America (GCSAA) in Lawrence, Kan., hinting that he doesn’t miss the pressures or the politics that came with his previous job as certified superintendent and director of golf operations for the city of San Diego, including overseeing Torrey Pines.

One ‘Big Audacious Goal’

RISE AIMS TO PROMOTE ITS MEMBERS’ PRODUCTS AS SAFE, GREEN AND SUSTAINABLE

By Larry Aylward, Editor-In-Chief

The Responsible Industry for a Sound Environment (RISE) doesn’t just have a goal to promote pesticides and fertilizers as safe products. The Washington-based association that represents pesticide and fertilizer producers, suppliers and distributors has a Big Audacious Goal.

The Big Audacious Goal aims to “own our rightful place in the green movement by re-asserting the essential value of our products in protecting a healthy and vital environment from the consequences of ineffective plant management.”

The Big Audacious Goal is also about RISE and its members going on the offensive to promote their products as safe, green and sustainable. Allen James, executive director of RISE, said it’s important for the association to go on the offensive.

“I don’t think it’s trite of me to say that we are at a critical juncture in our industry’s history — a true tipping point, if you will, in our association and in our industry,” James said.

James said opinions about pesticides and fertilizers are being based on emotion and opinion, not facts. “We are losing the scientific foundation upon which are industry is based,” he said, noting that’s why the Big Audacious Goal is needed.

Mike Bandy, marketing manager for Andersons Golf Products, says he likes the Big Audacious Goal and notes that it’s time green industry suppliers of pesticides and fertilizer step up and speak out in support of their products.

“We haven’t done that for a while,” Bandy added. “We’re a little modest. ... But I think we need to be willing to defend our products. We can’t be afraid to tell people what we do and the benefits that we provide.”

Paul Rea, director of the specialty products division for BASF and a RISE board member, said the Big Audacious Goal is “an important move for everyone committed to the industry.”

“Our products are extensively well tested and safe,” Rea added. “They deliver great benefits to the users and the environment overall. For us that means we need to put that message more often in front of people who may not be aware of it.”

Bandy said it’s time the green industry be viewed on the right side of the green movement.

“Even though we’re a major part of taking care of what’s considered green — turfgrass, landscape, ornamentals — we’ve gotten tagged as being negative,” he said. “And the reality is our products our very critical to the growth and sustainability of turfgrass, landscape and ornamentals. What the big audacious goal will hopefully do for us is help correct that. We’re part of the solution, not part of the problem.” ■

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