

per variety for first year promotion, which includes magazines, in-house publications, convention displays, advertising brochures and favors.

A Whopping Total

The grand total is **\$73,700**. That's a lot of money! To back up or justify that kind of investment requires an ongoing, aggressive marketing setup to reclaim it. Not too many companies will take the gamble, and it practically rules out public agency releases. Conversely, when an accession succeeds and is properly marketed, it becomes a valuable asset.

The foregoing does not include the "ability to do the job" in terms of technical know-how, knowledgeable personnel at each level of development and suitable land sites. Also required are small lot seed processing and plot machinery. Obviously a development program for more than one, or even a few varieties, must operate on a continuing basis for reclaiming costs.

The time frame to go through the foregoing process averages about ten years.

Source: Grass Clippings.

NATIONAL INSTITUTE OF PARKS & GROUNDS MANAGEMENT CONFERENCE

October 29 - November 1, 1989

Hyatt Regency Hotel
Minneapolis, Minnesota

Sports Turf Association Members will receive
Member Rates for this Conference.

For further information, please contact
Eric Madisen, Jr., Executive Secretary
Box 1946, Appleton, Wisconsin 54913
Phone: (414) 733-2301

Upcoming Events

National Institute of Parks & Grounds Management Conference Oct. 29 - Nov. 1/89
Minneapolis, Min.

G.T.I. 2nd Annual Educational Symposium Nov. 7, 8/89
University of Guelph

Sports Turf Assoc./CGSA Conference Dec. 10-13/89
Metro Convention Centre, Toronto

Sports Turf Managers Association Conference Jan. 19-21/90
Wyndamgreens Point Hotel, Houston, Texas

WHMIS In Full Swing

Business operators who ignore the provincial government's new workplace health and safety information system could face up to two months in prison and a \$1 million fine.

Jim Little of the Workers' Compensation Board of Ontario says that the government means business with its new program and the message is getting across loud and clear. "It takes time to get organized. But some of the larger companies responded with a safety system a full year ago."

The new program is called the Workplace Hazardous Materials Information System (WHMIS). It was implemented on October 31, 1988. The Canada-wide system provides employers and workers with the facts they need to work safely with hazardous material.

WHMIS operates on three levels of information. Warning labels are required on containers of hazardous materials. Material Safety Data Sheets (MSDS) that provide further safety information must be close by. And it is the employer's responsibility to train his or her workers on how to use the information.

Outside of certain exemptions, it is illegal to import or sell any hazardous material for use in a Canadian workplace unless the container is properly labelled, and there is an accompanying MSDS.

WHMIS was four years in the making. It was produced by the Occupational Health and Safety Education Authority of the Workers' Compensation Board of Ontario in cooperation with a number of industry associations, and the Ontario Ministry of Labour.

Although larger businesses have been able to implement the system with relative ease, many smaller business operators are finding the financial aspects of such a thorough program difficult. Little suggests that smaller businesses approach the larger companies that they deal with about having their employees sit in on the already existing training programs. He has heard of many large companies doing this for their smaller counterparts.

Landscape Ontario will feature a speaker this coming January at Congress 90 who will discuss WHMIS in detail. If you have specific questions regarding the program, you can contact the Workers' Compensation Board of Ontario at (416) 927-4868.

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