

LAWN CARE SHOW

Pay attention now, or go out of business

A shift in pesticide legislation from the Federal to the state and local levels may put some lawn care companies out of business. The message of three speakers at the Professional Lawn Care Association of America 4th Annual Conference in Indianapolis, IN, was sobering, but it was honest and supported with facts.

The speakers may have seemed too direct for such a positive show as this year's PLCAA Show. A record number of exhibitors, a record number of people attending, and a sense "the market has arrived" balanced the somber words of the speakers. But, as a result, the show was a responsible one and not just a social event.

Not all sessions were "downers". They were historical, such as the speech by ChemLawn President Jack van Fossen. They were problem-solving, like talks on saving cancellations by incoming PLCAA President John Kenney, assuming contracts extend year after year by past president Marty Erbaugh and L.D. Anderson of Fertilawn, and how customers see lawn care businesses by researcher Carol Scott with Barrickman Advertising. They were also educational with many speakers from universities, lawn care companies, and manufacturing.

But, closest to the pocket book were three speeches. The first by Ray Russell, government relations direc-



ChemLawn President van Fossen tells the past and the future of the company that helped professionalize the lawn care industry.

tor for Dow Chemical, illustrated shifts in pesticide regulation. Russell pointed out that efforts to protect pesticide users at the Federal level were missing more than 80,000 other governmental bodies capable of restricting pesticides. "Twenty-six states have controversial legislation regarding pesticides," Russell said. "Environmental groups are organizing on the local as well as the Federal

level. We must shift or expand our efforts to protect ourselves."

Other shifts identified by Russell are from legislation to restrict use rather than products. Russell used the term chemical trespass to point out legal terminology developing to restrict pesticide use.

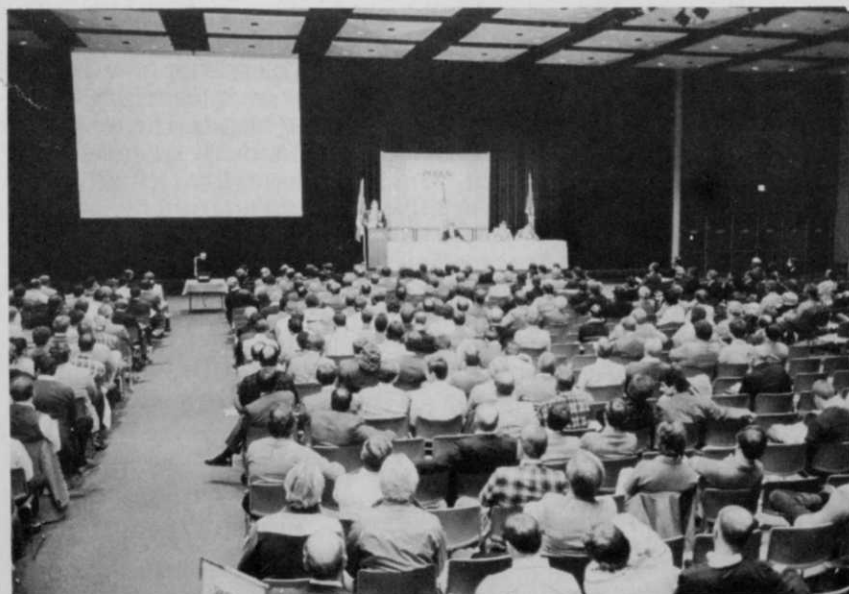
"Environmental groups are attacking potential registrations while EPA is processing them rather than waiting for them to reach the marketplace," Russell said. There is also a shift in attacking pesticides for urban use rather than agricultural use.

Recent proposed amendments to the Federal Insecticide Fungicide Rodenticide Act (FIFRA) would make it easier for opponents to get injunctions to stop pesticide use, increase record keeping and access to records, and require buffer zones and posting.

Lawn care businessmen can protect themselves by taking action now, Russell said, by getting their businesses in order, becoming better informed on local legislation, developing public affairs skills, and supporting pesticide applicator coalitions.

Ian Oppenheim, executive director of Rational Approach to Pesticides Inc., asked the lawn care businessmen whether they wanted to face growing legislation alone or as part of a unified

continued on page 12



All seats were taken during sessions at the PLCAA conference.

UPDATE

Phillips succeeds Martin at NGF, first task is replacing Smith

Joe Phillips, an executive with Wilson Sporting Goods and past president of the National Golf Club Manufacturers, the Golf Ball Manufacturers, and the Golf Manufacturers & Distributors Association, is the new chairman of the National Golf Foundation board of directors. He lives in Glen Ellyn, IL.

Phillips replaces Jerry Martin from Hillerich & Bradsby. "One of the main things I'll focus on is making the proper selection of the next president," said Phillips. The title executive director was retired with Don Rossi last June. Frank Smith, who replaced Rossi, had the title of president. Smith vacated the position after a few months.

NCA reaches 1,000 milestone

The River Crest Country Club of Ft. Worth, TX, has become the 1,000th member club of the National Club Association, the national trade organization representing private golf, country, city, tennis and yacht clubs.

NCA President Harold B. Berman said the association was celebrating a new level of commitment on the part of private clubs in this country.

"As the National Club Association passes this membership milestone, we will rededicate our efforts to preserving the tradition and future of private clubs," said Berman. "It is apparent that this commitment has been taken to heart by private club representatives across the country."

Loyd is GCSAA communicator

Clay Loyd has been named director of communications for the Golf Course Superintendents Association of America.

Loyd, based at the Association's headquarters in Lawrence, KS, is responsible for the overall direction of the communications program, including managing production of the group's magazine, *Golf Course Management*, issuing news releases, acting as press liaison and other communications functions.

"I'm finding out rapidly what is meant by the phrase, 'world of golf,'" Loyd told *Weeds Trees & Turf*. "There is so much to learn, but it's fascinating."

Loyd received a degree in Journalism from the University of Missouri and lives in Topeka.

'Ole Bill' Lyons of Ohio dies

William 'Ole Bill' Lyons, innovator and staunch defender of the little golf course died in December following a heart attack. He was owner of Lyons Den Golf Course in Canal Fulton, OH. Lyons had just received the National Golf Foundation's Outstanding Service Award in November.

Lyons was in his 70's and had been a member of GCSAA for more than 35 years. Each year he hosted a cheese and wine party at the Midwest Turf Conference. He never retired and he never stopped exploring the impact of agronomics on the small golf course.

SHOW from page 8



Bob Felix displays to PLCAA show delegates the proposed amendments to the current pesticide law.

group. "Local groups can be more effective than national ones," said Oppenheim. "They can train better and generate defensive publications. But, local groups need to help each other and learn from each other, and the Pesticide Public Policy Foundation(3PF) is the answer.

Bob Felix, executive vice president of the National Arborist Association, spoke for 3PF. Holding up copies of the proposed amendments to FIFRA Felix warned that states aren't communicating with each other enough to defend lawn care and other pesticide uses. "We don't have to reinvent the wheel each time a local controversy arises," said Felix. "Anti-pesticide groups spend more than \$200 million each year to influence legislation, what do we spend? 3PF is seeking to raise \$500,000. It should be a line item in everyone's budget to donate to 3PF."

Next year's PLCAA Show will be in Tampa, FL. New PLCAA Executive Director Jim Brooks seems to know how to put on a show after his experience with the Golf Course Superintendents Association of America.

—Bruce Shank

EQUIPMENT

Toro doubles sales of snow equipment

The snow equipment business, which almost brought The Toro Company to its knees two years ago, is rebounding.

Recently released quarterly figures show Toro more than doubled its

continued on page 16