

Join together

It seems logical that the collective green industry should address potentially adverse issues together, under a unified voice. Issues such as unfairly restrictive pesticide legislation, new tax laws and even new student recruitment can be dealt with from a stronger position if trade organizations unite.

In case you haven't noticed, there's quite a bit of common ground under the various feet of green industry interests. Why, therefore, should various organizations react to these attacks alone? Granted, the Professional Lawn Care Association of America did an excellent job of counteracting the effects of "environmentalists" pushing for a "poison-free" country. But the legislation and other measures introduced as a result of this negative campaign, if carried through, would have a more far-reaching effect than strictly on LCOs. It would affect any commercial operator who sprays potentially hazardous chemicals, which amounts to most of you.

So why not unite? Remain autonomous, but cooperate with one another. The move has already begun, a summit meeting of sorts held in Baltimore at the 1986 PLCAA conference. But it must be carried through.

Ron Kujawa of KEI Enterprises suggests banding together to attack one issue a year, be it legislation or whatever, and concentrating an effort over a certain period of time, maybe a month or two, exacting as much influence on the issue with available resources—which are plenty. Mobilize your memberships, take 10 minutes to write a representative or senator. The benefits will be greater if six, eight or 10 groups are yelling together in one voice, rather than one group just yelling.



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