

AS I SEE IT...



My, how things change!

I can remember it as yesterday.

During the November, 1982 convention of the Professional Lawn Care Association of America (PLCAA) in Indianapolis, at least two farsighted people actually mentioned pesticide regulations in seminars. Jerry Faulring and Don Burton, PLCAA past president and future president, respectively, were the first to warn us of pending legislation. At the time, though, not many people were listening.

One of the earliest headlines I ever wrote for the green industry was this one: "Environmentalists: A threat to the industry's survival." It went on top of a *Lawn Care Industry* article bylined by Faulring, the first really in-depth article concerning the "environmentalists" to appear in a trade magazine.

Next to that article appeared another headline that read "Pesticide applicators now united." It concerned the beginning of what is now the Pesticide Public Policy Foundation (PPPF).

Since those August, 1983 articles in LCI, the lawn care industry hasn't yet come full circle. The "environ-emotionalists" are still out there, and still trying to get legislators to pass silly laws limiting the effectiveness of urban pesticide applicators.

But now, in 1989, the green industry has some excellent organizations in place to combat the misinformation that has, in the past, been promulgated by the "other side." Jim Brooks, a salesman for LCI and LANDSCAPE MANAGEMENT back in 1982, is executive vice president of the PLCAA. Jim Wilkinson, who worked for Old Fox Lawn Care back then, is now executive director of the PPPF. Then there are Bob Felix of the National Arborists Association (NAA) and Harvey Gold of the National Pest Control Association (NPCA), both active proponents of judicious, safe use of urban pesticides.

Have I forgotten somebody? Of course. There are many more active green industry businessmen out there on the state level. And it would behoove each and every one of you to get active at the state and local levels, if not personally at least monetarily.

But the point is, that as pesticide laws move inward to the heart of America from both coasts, machinery is in place to make certain that the green industry gets—at the very least—an even break from our legislators.

It wasn't like that back in 1982.

Jerry Roche, editor

EDITORIAL STAFF

Jerry Roche, Editor
Will Perry, Managing Editor
Terry McIver, Associate Editor
Office: 7500 Old Oak Blvd.
Cleveland, OH 44130
(216) 243-8100
FAX (216) 826-2832

MARKETING STAFF

Dick Gore, Publisher
Office: 455 E. Paces Ferry Rd.
Suite 324
Atlanta, GA 30305
(404) 233-1817
FAX (404) 261-7022

Jon Miducki, National Sales Manager
Marsha Dover, Midwest Sales Manager
Gloria Cosby, Eastern Sales Manager
Bob Earley, Group Vice President
Office: 7500 Old Oak Blvd.
Cleveland, OH 44130
(216) 243-8100
FAX (216) 826-2832

Robert Mierow, W. Coast Representative
Office: 1515 NW 51st Street
Seattle, WA 98107
(206) 783-0549
FAX (206) 784-5545

Tom Greney, Senior Vice-President
Office: 111 East Wacker Drive
Chicago, IL 60601
(312) 938-2317
FAX (312) 938-4850

SUPPORT STAFF

Carol Peterson, Production Mgr.
Marilyn MacDonald, Prod. Supervisor
Lynn Williams, Graphic Design
Jackie Eisenmann, Circulation Super.
Bonnie DeFoe, Directory Coordinator
Gail Parenteau, Reader Service Mgr.
Office: 120 West Second St.
Duluth, MN 55802
(218) 723-9200
FAX (218) 723-9223

David Komitau, Graphics Coordinator
Ted Matthews, Promotion Director
Office: 7500 Old Oak Blvd.
Cleveland, OH 44130
(216) 243-8100

EDGEHILL COMMUNICATIONS

Robert L. Edgell, Chairman; Richard Moeller, President; Lars Fladmark, Executive Vice President; Arland Hirman, Vice President; Treasurer: Thomas Greney, Senior Vice President; Ezra Pincus, Senior Vice President; Joe Bilderbach, Vice President; James Gherna, Vice President; George Glenn, Vice President; Harry Ramaley, Vice President.