

## Brace now for change in climate



To those of you who survived the Drought of 1988:

You think you had it rough? The hot, dry weather of last summer might be a portent of things to come.

According to William W. Kellogg, Ph.D., global warming is just beginning. Kellogg, senior scientist with the National Center for Atmospheric Research, says that the warming trend should lead to a general drying out in the central part of North America—not good news for many landscape, golf and lawn care people.

“Thus, we should see more dry years in the heartland of the United States and Canada as the earth grows warmer,” Kellogg says. He points out that 1983, 1985, 1986 and 1987 were four of the warmest years on record as far as the global average.

Other sources agree. *Fortune* magazine predicts that the average global temperature will rise 2 or 3 degrees by 2050. *Business Week* magazine says it will climb 3 to 8 degrees by 2040. Further, *Business Week* says temperatures in the Eastern and parts of the Midwestern United States will increase 3.6 to 5.4 degrees by 2029.

This is no small change. According to these reports, even a minimal change in average global climate will have a discernable effect on our way of life.

“The climate change in store for the world will create new and serious problems and enormous readjustments,” Kellogg continues. “If we can know what to expect, we have an improved chance to survive. The biggest danger lies in complacency and the belief that somehow we can all muddle through.”

There is a moral here. How will warmer weather affect your business? How did it affect your business last summer? What changes can you make to ensure a healthy business through more summers of droughty conditions?

You should begin planning now, not only for your business's welfare through the immediate coming years, but also down the road.

According to these reports, things are only going to get worse.

A handwritten signature in cursive script that reads "Jerry Roche".

Jerry Roche, editor

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