

LANDSCAPE MANAGEMENT

is a proud member of these
green industry professional
organizations:

ALCA

Associated Landscape Contractors of
America, 405 N. Washington St., Falls
Church, VA 22046; (703) 241-4004.

American Sod Producers Association, 1855-
A Hicks Rd., Rolling Meadows, IL 60008;
(708) 705-9898.



Golf Course Superintendents Association of
America, 1421 Research Park Dr., Lawrence,
KS 66049-3859; (913) 841-2240.

International Society of Arboriculture, P.O.
Box 908, Urbana, IL 61801; (217) 328-2032.

International Turfgrass Society, Crop & Soil
Environmental Sciences, VPI-SU,
Blacksburg, VA 24061-0403; (703) 231-9796.

National Arborist Association, The Meeting
Place Mall, P.O. Box 1094, Amherst, NH
03031-1094; (603) 673-3311.

National Golf Foundation, 1150 South U.S.
Highway One, Jupiter, FL 33477; (407) 744-
6006.

Ohio Turfgrass Foundation, 2021 Coffey
Rd., Columbus, OH 43210; (614) 292-2601.

PGMS

Professional Grounds Management Society,
10402 Ridgland Rd., Suite 4, Cockeysville,
MD 21030; (301) 667-1833.



Professional Lawn Care Association of
America, 1000 Johnson Ferry Rd., NE, Suite
C-135, Marietta, GA 30068-2112; (404) 977-
5222.

Responsible Industry for a Sound
Environment, 1155 15th St. NW,
Washington, D.C. 20005; (202) 296-6085.



Sports Turf Managers Association, P.O. Box
98056, Las Vegas, NV 89193-8056; (702)
739-8052.

Turf and Ornamental Communicators
Association, 8500 Normandale Lake Blvd.,
Suite 1200, Bloomington, MN 55437; (612)
831-8515.

AS WE SEE IT

JERRY ROCHE, EDITOR-IN-CHIEF



The plight of the small businessman

We are seeing in this country over the last
10 years an increase in the number of
small businesses like landscaping and
lawn care companies.

The Internal Revenue Service says 19
million non-farm businesses filed tax
returns in 1988—an increase of seven mil-
lion (or 58 percent) over 1980 figures.

Federal government statistics indicate
that businesses with fewer than 20
employees represent approximately 85
percent of all American businesses. Attest:

No. Empls.	% of Businesses
1-4	47.1-51.7
5-9	21.7-23.1
10-19	12.3-14.6
20-49	7.9-10.6
50-99	2.6-3.4
100-499	1.9-2.3
500+	0.3-0.4

Those with fewer than 50 employees, then,
represent approximately 94.5 percent of
the businesses.

Can we surmise from these statistics
that more of our labor force is growing
disenchanted with the corporate profile?
To some extent, yes. Can we surmise from
these statistics that more of our labor
force sees value in controlling their own
destinies—regardless of the amount of
work it takes? Yes.

According to the National Association
for the Self-Employed (NASE), small busi-
ness owners list independence or the
opportunity to be their own boss as the
main reason for self-employment.

Independence is wonderful. But there
are some downsides, as most of our small
business readers doubtless realize.

The NASE—about which you'll be
reading more in future issues of this mag-
azine—also says that entrepreneurs work
an average of 52.5 hours per week, as
opposed to the national average of 43.5

hours per week.

That's one downside. Another is that
there are no large organizations in place
to effectively lobby for their interests in
Washington.

That is why it is of utmost importance
to you, the small businessperson, to get
involved with events like the PL-
CAA/DowElanco "Legislative Day on the
Hill" scheduled for Feb. 24-25 in
Washington, D.C.

In this particular program, attendees
visit personally with their Congressmen
and Senators to discuss and promote the
current issues, legislation and regulation
facing Congress.

I attended the first Day on the Hill two
years ago. Even after 20 years in the mass
media, I was surprised at the way our fed-
eral government works.

Of all the people I've met who attended
one of the first two Days on the Hill, I
can't say I've heard even one say that the
time and money wasn't well spent.

The PLCAA (404-977-5222) is handling
all reservations. Speakers for warm-up ses-
sions and some meals will be provided by
DowElanco. There will be a special educa-
tional session, "Lobbying Your Legislator"
at the Green Industry Expo to help pre-
pare Day on the Hill attendees.

If you are a lawn care company that
isn't a member of the PLCAA, you should
be. If you *are* a member, you should try to
attend its "Day on the Hill." If you're not a
member of the PLCAA, but of *another*
trade organization, let your leaders know
that this idea could work for their special
interest group, too.

Because one of the major plights of
owning a small business is that—when it
comes to the big issues:

*If you don't do it yourself, nobody else
will.*

Jerry Roche
Editor-in-Chief