

LAWN CARE INDUSTRY

OLCA prez seeks LCO support

Association-builder Phil Fogarty of Ohio says it's time to consider more state lawn care associations.

■ It's high time lawn care professionals start building their industry from the grassroots level.

So says Phil Fogarty, president of the Ohio Lawn Care Association, which approaches 100 members in only its first year of existence.

"Ohio has been the center of this industry and we should have an association," he says.

Indeed, the development of state lawn care associations which peaked in 1990, could heat again in 1992 as association-builder Bob Andrews becomes president of the Professional Lawn Care Association of America (PLCAA).

Andrews, an LCO in Carmel, Ind., was a driving force in the development of at least five state associations. He recently told the directors of PLCAA that he's considering another regional association development seminar in Indianapolis this December.

It was at a similar seminar in 1989 that



Phil Fogarty: every Ohio LCO should join

regional issues as they appear.

Fogarty stresses that these associations must work closely with the PLCAA though.

"This industry needs the PLCAA," says Fogarty, owner of Crowley Lawn Service, Cleveland. "PLCAA's in a position to see the industry's bigger picture, and it has a presence we could never have."

But for any association—even a state association—to be attractive to potential members, it must offer something in return for their support.

Fogarty says industry suppliers generously support OLCA. This allows OLCA to give new members a "welcome package" of discounts and specials on products most LCOs already use.

"There's no reason why any lawn care opera-

tor in Ohio shouldn't belong to us right now. They're losing money if they're buying any seed or fertilizer," says Fogarty.

Apart from an immediate financial advantage for joining (OLCA's dues are \$50 annually), the association is making headway in getting a more realistic (and less costly) worker's compensation rating for Ohio LCOs.

So far, lawn applicators have been included in the general landscape rating. "The classification is wrong," claims Fogarty.

Given enough members in OLCA and an accurate accounting of the industry's safety record, the rates can be lowered, Fogarty believes.

He adds that OLCA is investigating an insurance package for its members as well.

But, most of all, he says OLCA's goal is to strengthen and help the legitimate operator, no matter how small.

"I'm hoping that the big company versus small company and the state (association) versus the national, and all that baloney stops," adds Fogarty. "We're all in this together and if the states can pull their acts together and they can get the small guys involved, with the big guys helping, we can all benefit."

—Ron Hall

PLCAA seeks \$\$ for federal issues

■ The Professional Lawn Care Association of America's plea for contributions to its Federal Issues Management Fund attracted contributions from 28 members by September.

It's likely more LCOs, suppliers and state associations have contributed since, increasing the \$3,500 collected, as of late August.

PLCAA asked for the money in its Pro Source magazine, and in a separate mailing to members.

The fund was started in response to the

senate subcommittee hearings on lawn care this past April.

Prior to the hearings, some of the largest lawn care companies in the country contributed from \$5,000 to \$40,000 each to mount a strong industry presence in Washington D.C.

The 15 original contributors put up about \$130,000.

PLCAA, which is also helping putting money into the fund, says it will need similar financial help next year as well.

INSIDE

Don't blame the economy,
page 37

This pickup draws people,
page 38

Airwaves carry lawn care tips,
page 38

Keep watering trees, shrubs,
page 39