

LANDSCAPE MANAGEMENT

is a proud member of these
green industry professional
organizations:



Associated Landscape Contractors of America,
12200 Sunrise Valley Dr., Suite 150, Reston,
VA; (703) 620-6363.

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.



Professional Grounds Management Society,
10402 Ridgland Rd., Suite 4, Hunt Valley, 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, 401 N.
Michigan Ave., Chicago, IL 60611-4267; (312)
644-6610.

Turf and Ornamental Communicators
Association, 8400 Normandale Lake Blvd.,
Suite 500, Bloomington, MN 55437; (612) 832-
5000.

AS WE SEE IT

JERRY ROCHE, EDITOR-IN-CHIEF



Reaching a critical mass in educating consumers about pesticide uses

Is our society too health-oriented, too brainwashed into thinking that, if they take care of themselves, they'll live forever? A certain certified epidemiologist thinks so.

"Folks in the United States nowadays think death is an *option!*" says Dr. George Carlo, an advocate of responsible pesticide use.

Dr. Carlo, speaking at the annual meeting of Responsible Industry for a Sound Environment (RISE), implied that the general public could be paranoid about its good health.

"The focus is on finding out what safe levels of pesticides are," he said. "But there's a huge difference between what is *safe* and what is *dangerous*, and the gap is widening."

Legislators take the same approach, Carlo said:

"The philosophical approach to legislation is based on the fear of what we *don't* know, not on what we *know*."

John Stossel of ABC-TV, also speaking at the RISE meeting, agreed.

"In the eyes of the public, were it not for government, you would *kill* your customers!" he said.

"I feel you can protect people best by giving them information and letting them make their own choices. The information will stop the stupid claims faster than regulations will. The market works in mysterious ways.

"All you can do is keep talking about what you believe in."

Education, then—as has been stated here before—is the key. And RISE, with its new "Pesticides in Your Environment" brochure, is leading the charge.

"We've established a beachhead," notes RISE president Bill Culpepper. "One of the keys to survival in our industry will be educating about the benefits of our prod-

ucts. We must get the positive message out.

"We've tended to talk about the science of our products. Now, we're beginning to unlock a few of the keys to getting people (consumers) educated."

With that in mind, we at LM make this suggestion: anyone who applies pesticides for a living should be giving each and every customer a copy of the RISE publication. In past months, "Pesticides and Your Environment" appeared as a supplement to this magazine (and other trade magazines). The perfect mode of distribution would be to include it in your first blanket mailing of 1993.

Copies of the 16-page pamphlet are available through the RISE office, Dept. 5050, Washington, DC 20061-5050. Phone number there is (202) 872-3860.

However, printing costs—which you'll be paying for—are not cheap. The booklets cost \$1 each for orders of 10 to 100; 75 cents each for orders of 101 to 1,000; 50 cents each for orders of 1,001 to 10,000; and 30 cents each for orders of more than 10,000.

The companies that manufacture pesticides have made numerous huge monetary commitments to this green industry. (It takes seven to 10 years of research and \$30-\$50 million to conduct all the tests necessary to bring just one safe pesticide to your dealer's shelves.)

It's your turn now. Support the industry and your business by digging into your pockets and ordering one pamphlet for each of your customers.