

Dormant Lieberman bill gets facelift; readied for 1993?

■ Summer 1992 on Capitol Hill is fading. Federal legislative action aimed at lawn/landscape chemicals appears unlikely in spite of late-spring revisions to S. 849, the lawn care notification bill introduced by Sen. Joe Lieberman (D-Conn.) in 1991.

Sarah Walzer, of Lieberman's office, tells LANDSCAPE MANAGEMENT that subcommittee members will try to have a mark-up of the bill this summer.

"They'll be marking up something that isn't going anywhere this summer anyway," a D.C. insider with close ties to the specialty chemical industry says. "For 1993, who knows?"

Revisions of S. 849:

- 1) **Applicators will notify** all abutting neighbors, in writing, of the first application each year at a particular site. Thereafter, the applicator would only be required to notify those who have placed themselves on the registry.
- 2) **Applicators will notify** occupants of the application site, neighbors on abutting property, and anyone on the chemically sensitive registry within 800 yards.
- 3) **No requirement** for advance notice of indoor applications, except to parents who have requested such notice in schools (notified by schools, not applicator). The bill covers only indoor applications to public buildings or multi-occupancy buildings.
- 4) **All applicators**, including homeowners, must post chemical lawn applications. The packaging of consumer chemicals will explain the sign posting duties and include the necessary signs. Or they'll be available in stores which sell the products.
- 5) **Gone is the requirement** to post a sign 72 hours prior to a chemical application.
- 6) **Applicators will mark** indoor applications with signs at each entrance to the building, and to mark outdoor applications with signs around the perimeter of the property, at each entrance to the property, and at each specific area of application on the property.
- 7) **Schools below college level** and daycare facilities must establish a registry of parents who want notice, offer parents the opportunity to register, and notify registered parents 72 hours prior to applications. Applicators would give schools information about the products they'll be using, then the schools can inform any parents requesting information.
- 8) **In large applications**—those requiring notice to 30 people or more—the applicator may notify people in any reasonable manner such as radio or newspaper advertisements, or sign posting in the area.



—R.H.

New industry brochure outlines just what an LCO can tell a client

■ In the brave new world of the 1990s, government seemingly will not only dictate what lawn application companies can do, but what they can say.

The process is well underway. For example, no longer can a lawn application company describe its service (either in writing or in conversation) as "safe", "non-toxic", "EPA-approved". These are dangerous words. These are just three of several phrases likely to get a lawn care company in trouble with regulatory officials.

The Professional Lawn Care Association of America (PLCAA) lays out the new *politically correct* language of the lawn application industry in its brochure *What You Should Know About Lawn Care Products and Services*. The publication, presented as a series

of questions and answers, serves as both guide for lawn care marketers, and as a handout to lawn care customers, says Tom Delaney, PLCAA government affairs liaison.

In effect, it outlines what an application company can tell a client.

The brochure represents months of collaboration between PLCAA and federal agencies, especially the Federal Trade Commission (FTC) and the Environmental Protection Agency (EPA). Both agencies have been critical the marketing of some lawn care companies, specifically relating to the safety of pesticides.

What You Should Know was written in behalf of PLCAA and the industry by Hal Zeve, Lawn Doctor, Matawan, NJ. Lawn Doctor supplied the brochure to their dealers earlier this spring. PLCAA's 1,000 members learned of the publication in the association's newsletter.

Any LCOs wanting a sample copy of the brochure should write to PLCAA, 1000 Johnson Ferry Road, NE, Suite C-135, Marietta, GA 30068-2112. Send a stamped, self-addressed envelope.