

# HOT TOPICS

## Public wants pesticides used responsibly

**WASHINGTON**—There's no question in the minds of consumers about the benefits of specialty pesticides like those used on golf courses and home lawns. But there are concerns about their responsible use, according to results of a survey commissioned by RISE (Responsible Industry for a Sound Environment).

The survey, undertaken by Charlton Research of San Francisco, focused on attitudes of the general public rather than consumers who specifically purchase and use pesticides.

Eight focus groups were held in Pittsburgh, Seattle, Milwaukee and Birmingham. Each group was composed of 9-10 adults of mixed age, gender, area of residence and location.

Focus group information was combined with a national telephone survey of 1,000 adults.

"Our research shows that we need to help the public better understand several issues relative to the value of pesticides, as well as their responsible use," says Alan James, RISE's executive director.

"As the official voice of the pesticide industry, RISE will work with audiences (ranging) from government and industry influentials to the media and consumers, to increase understanding of the value of pesticides as pest management tools which help enhance the quality of life and the environment when used responsibly."

Several of RISE's planned initiatives are educating consumers on responsible pesticide use, promoting the benefits of pesticides, and increasing awareness about the training certified applicators must undergo.

### SURVEY REVELATIONS

- Many Americans are willing to balance their personal and environmental health and safety concerns with the perceived benefits of pesticides.
- Respondents think pesticides are used more by other people in their local government than by themselves or their neighborhood circles.
- Most people use some form of pesticides.
  - 64% use pesticides to control household insects/rodents
  - 48% use pesticides to control garden insects
  - 38% use pesticides on their home lawns
  - 10% currently use a lawn care company
- Controlling termites, insects and bacteria with pesticides is seen as an important personal health and safety protection issue. It is more important than having a beautiful lawn or the public cost of highway maintenance. *If a personal protection issue is at stake, a large majority of people will override their initial concerns about pesticides.*
- People strongly believe pesticides are safe when used as directed. But they are not certain if their neighbors are using pesticides safely. They also believe that professional applicators use stronger pesticides, but are trained to apply them safely.
- Only about 50% believe pesticides made available to the public are thoroughly tested.
- The most trusted source of pesticide information is from independent local government agencies like extension agents, poison control centers and health departments.
- "Maintaining public health" was the reason given by almost 80% of the respondents for applying pesticides to control pests and weeds in public areas.

### ELSEWHERE

**Sales up most in Eastern U.S., page 30**

**Scag writes thanks to LM, page 30**

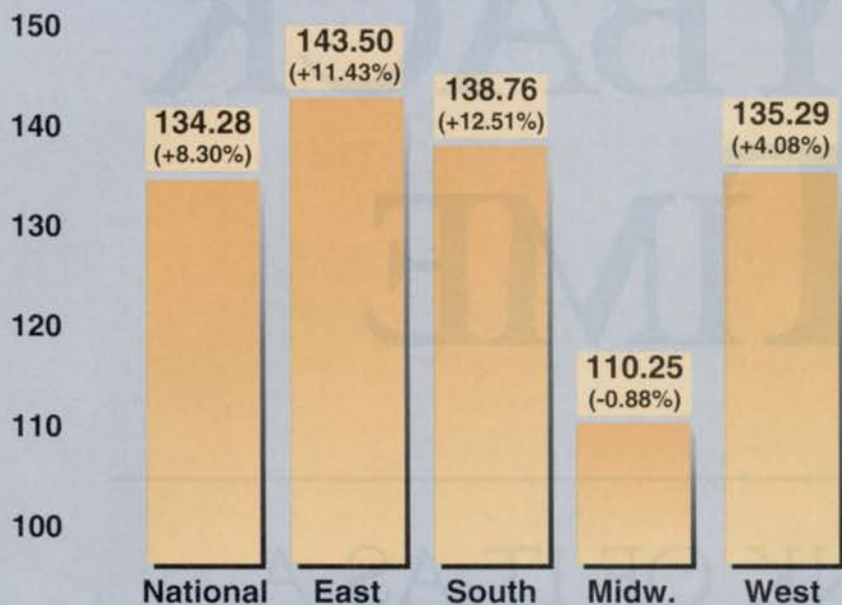
**Olympic champ is featured speaker, page 30**

**Literature and industry events, page 32**



## SERVICE SALES IN THE U.S.

Second quarter, 1994 (First quarter 1992=100.0)



## Small business sales and profits healthy last spring

**ATHENS, Ga.**—Small businesses across the U.S. enjoyed a healthy surge in sales and profits during the second quarter (April-June) of this year, according to the most recent quarterly survey conducted by Padgett Business Services USA here.

Traditionally, second quarter numbers are the strongest for small business, and 1994 was no exception, the report notes. Overall sales were up 13.2 percent and profits showed a healthy 33 percent climb over first quarter numbers.

"Second quarter numbers generally tell us how the rest of the year will go," says Padgett chairman Dan Sautner. "This year looks better than 1993 or 1992 in this respect, but—more importantly—expenses are down and under control."

Small businesses are stretching their profits by keeping expenses down, the survey says. Reduced spending—up only 4.4 percent over last year—indicates that small business owners are watching their bottom line very closely.

The entire study is published as "Small Business—The Engine of Our Economy" by Padgett. Highlights:

- A 4.4% wage increase shows small

business is producing more jobs than other economic sectors.

- Inventories are up 12.7%.
- Nearly half of those polled believe now is not a good time to start a business.
- 72% said they don't think small business should be required to contribute any portion of the health care tab that was proposed during the survey's time frame.

● Not one person believes the Clinton administration has helped the situation for small business.

● The Midwest saw the greatest sales growth in the country, up 8% from the same period last year.

● The East didn't reach expected sales levels, posting the greatest increase in inventory over last year at 17.3%.

● The South showed the highest wage increase in the country at 8.8%, indicating confidence in the economy.

● The West was the only region in the country to experience a decrease in sales over last quarter.

For more information on the report, contact Padgett Business Services USA, 160 Hawthorne Park, Athens, GA 30606; (706) 548-1040.

## HOT STUFF

☞ **DANE SCAG** was happy with LM reader ratings of his mowers (LM, October). In a letter to LM, he wrote:

"I am flattered and pleased to see that my years of personal dedicated efforts in trying to please the commercial landscaper has been recognized and accepted."

"Until a few months ago, I was enjoying my third retirement. I now have a drafting pencil in hand and shortly, with the support of engineers and a major manufacturer, will be producing commercial lawn mowers with innovations exceeding my award-winning zero turn walk-behind.

"This is an exciting and challenging industry. I truly look forward to renewing the relationship with my many friends. And look forward to the opportunity to offer them something new and simply better than available today."

☞ **WINNERS OF CD PLAYERS** at the Green Industry Expo were **Gina Neher**, manager of Lawn Pride, Inc., Indianapolis, and **Bobby Snook**, owner of Snook Lawn & Landscape, Oologah, Okla.

Each of the attendees won a Radio Shack Tandy portable compact disc player from *LANDSCAPE MANAGEMENT* magazine. LM held two drawings—one each day—during the trade show, held in St. Louis, Nov. 13-17. Two hundred show visitors entered the contest.

Neher and Snook both enjoyed the show as well as winning our drawing. "It was the best I attended," said Snook. "And the outdoor equipment demonstrations were great." This was Neher's first GIE show. She told us she found the seminars to be helpful. "Anyone who attended had something to see," said Neher.

☞ **TESTS GIVEN** by the Outdoor Power Equipment Technician Certification Testing program now number more than 2,000, according to **Virgil Russell**, director of certification for the Service Dealers Association.

"The addition of testing on compact diesel engines has created considerable interest in the commercial cutter and golf course industries," says Russell. For more information: OPE Certification, 1946 IH 35, Suite 100-A, Austin, TX 78704; (512) 443-7999 or fax (512) 443-7997.

# INFO CENTER

## Useful literature and videos for the green industry

**HIRE & FIRE WITHOUT FEAR...***Rightful Termination: Defensive Strategies for Hiring and Firing in the Lawsuit-Happy 90s* was written to help employers and business owners regain control of their businesses with proven techniques for hiring and firing. The book is written by James Walsh. To order, contact Nolo Press, at (800) 992-6656.

**GOLF & THE ENVIRONMENT...**RGF Environmental Systems, Inc. is offering a free booklet entitled *Environmental Guidelines for Golf Course Maintenance Facilities*. The booklet is offered as a public service to golf course superintendents. It includes information on how to reduce the risk of contaminants entering the environment: EPA laws, maintenance shop house-keeping, mix & load operations, storm water run-off, managing hazardous waste on site and pollution solutions. Contact RGF at 3875 Fiscal Court, West Palm Beach, FL 33404; (800) 842-7771.

**ARCHITECT LISTING...**The American

Society of Golf Course Architects' 1994-95 membership list features all the names, addresses, telephone and facsimile numbers of the 122 members. To receive a free copy of the list, send a stamped, self-addressed business-size envelope to The American Society of Golf Course Architects, 221 N. LaSalle St., Chicago, IL 60601.

**KNOW THE PLAYERS...**The Associated Landscape Contractors of America (ALCA) has published its 1994 directory, *Who's Who in Landscape Contracting*. The directory is a reference source for landscape contractors, landscape designers, building owners and managers, facilities managers and more. It contains a complete listing of ALCA members and other industry-related contacts. For a copy, contact ALCA, 12200 Sunrise Valley Dr., Suite 150, Reston, VA 22091; (703) 620-6363.

**IPM GUIDE TO PESTS...**The University of California has published *Pests of Landscape Trees and Shrubs*. Included is

emphasis on IPM methods of pest controls, hundreds of illustrations, and 50 pages of tables. Cost is \$32. Contact ANR Publications, 6701 San Pablo Ave., Oakland, CA 94608-1239; (510) 642-2431.

**SOIL & PLANT ANALYSIS...***The Handbook on Reference Methods for Soil Analysis* is a laboratory technique manual for the more common soil testing procedures. The latest edition includes several new procedures and new sections on nitrate and heavy metals. Cost is \$49.95, and is available from St. Lucie Press, 100 E. Linton Blvd., Suite 403B, Delray Beach, FL 33483; (407) 274-9906.

**IRRIGATION MANUAL...***Troubleshooting Irrigation Control Systems*, by irrigation consultant Bill Derryberry, covers electricity, meters and valve operation, simple electricity, how meters work and how they are used to diagnose typical problems. Contact Irrigation Publishers, 5818 East Oak St., Scottsdale, AZ 85257; (602) 423-0542.

## GREEN INDUSTRY EVENTS

### What's going on in the industry

#### JANUARY

**2-5: Northeastern Weed Science Society Annual Meeting**, Boston Marriott Copley Place. Phone: Jeffrey Derr, (804) 363-3912.

**5: GrowerExpo**, Business Conference '95, Sheraton Chicago Hotel. Phone: (800) 456-5380.

**5: Cook College/Rutgers Cooperative Extension Short Course: Pest Management of Landscape Turf**. Phone: (908) 932-9271.

**9-11: Nebraska Turfgrass Foundation Annual Conference**, Holiday Inn, Omaha, Nebraska. Phone: (402) 463-5418.

**9-12: Eastern Regional Nurserymen's Association Trade Show**, Concord Hotel, Kiamesha Lake, N.Y. Contact: ERNA, P.O. Box 117, Vernon, CT 06066.

**10-12: Eastern Pennsylvania Turf Conference & Trade Show**, Valley Forge Convention Center, King of Prussia, Pa. Phone: Pennsylvania Turf Council at (814) 863-3475 or Scott Guiser at (215) 345-3283.

**11: Northern California Turf & Landscape Council**, Turf & Landscape Expo 1995, Santa Clara Convention Center. Phone: (510) 490-6282.

**12: Cook College/Rutgers Cooperative Extension Short Course: Pest Management of Ornamental Landscape Plants**. Phone: (908) 932-9271.

**16: University of Massachusetts Cooperative Extension System Green School**, Sturbridge Host Hotel & Conference Center. Contact: UMass Cooperative Extension System, French hall, Box 32910, Amherst, Mass. 01003.

**17-18: Nevada Landscape Association Conference & Trade Show**, Reno-Sparks Convention Center. Phone: Brian Dean, (702) 852-6349.

**17-19: Michigan Turfgrass Conference**, Holiday Inn South Convention Center, Lansing, Mich. Phone: Kay Patrick, (517) 321-1650.

**18: Professional Turf and Landscape Conference**, Westchester County Center, White Plains, N.Y. Phone: Carol Mueller, (914) 636-2875.

**19: Tropical Plant Industry Exhibition**, Broward County (Fla.) Convention Center. Phone: (407) 345-8137.

**22-25: Associated Landscape Contractors of America Executive Forum**, Disney Grand Floridian Beach Resort, Orlando, Fla. Phone: (800) 395-2522.

**23-24: National Golf Course Owners Association Trade Show**, Orlando, Fla. Phone: (900) 933-4262.

**23-25: Ohio State University Nursery Short Course**, Greater Columbus Convention Center, Columbus, Ohio. Phone: Holly Bartholomew, (614) 292-7691.

**23-25: Iowa Sports Turf Managers Convention**, Des Moines. Contact: Gary Peterson, (515) 791-0765.

**23-26: Professional Horticulture Conference of Virginia**, Virginia Beach, Va. Phone: Polly Carden, (804) 523-4734.

**25-27: Utah Green Industry Conference & Trade Show**, Salt Lake City. Phone: Stephen Linde, (801) 797-2255.

**26: Sacramento Valley Landscape & Nursery Expo 1995**, Sacramento Community Convention Center. Phone: Margo Jonsson, (916) 442-4470.

**27-28: Professional Landscape Service Association Trade Show & Equipment Expo**, Greater Jacksonville Fairgrounds, Jacksonville, Fl. Phone: Kirk Rust, (904) 778-9632.

**31-Feb. 2: Professional Lawn Care Association of Mid-America Convention**, Kansas City, Mo. Phone: (816) 561-5323.