

Gradually, our message is heard in Washington



Ron Hall

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Washington D.C. is the most powerful city containing the most powerful people that the world has ever known. . .so, where were you January 28th and 29th?

Those were the dates for the annual Day on the Hill put on by PLCAA and sponsored by top industry suppliers.

About 80 or 90 of us were there. But we know that there are thousands of others of you just like us. You use fertilizers and other chemical products responsibly. And because you do, you make our landscapes a lot better places to live, play and work in.

The relatively tiny number of us told our respective legislators and their aides just that. We also informed them about the number of people we employ. And about the taxes we pay.

We emphasized the public's overwhelming acceptance and support for our services. We also provided supporting data, and told them that they can contact us should they need any other information about our businesses, or our industry.

All of this we crammed into about 10 to 15 minutes a visit.

This is the same information that we've been offering to our respective legislators year after year after year. This is the seventh year in a row that some of us have been there.

We're starting to see the results of our work. It's a continuing educational process that's working.

During our legislative visits a couple of weeks ago, there were no controversies to address.

Lawmakers weren't considering any legislation that could be considered industry threatening, not like the anti-lawn care legislation that Sen. Joseph

[LAWN/LANDSCAPE]

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Leiberman (D-Conn.) proposed six years ago, anyway.

The weight of our previous visits is partly responsible, although the governmental impasse over the U.S. budget and the fact that 1996 is an election year overshadowed everything else in Washington D.C. late in January.

Even so, legislators and their staffs received us cordially. More and more of them, or their staff members, know us from previous visits. That's encouraging.

Next year make plans to attend the Day on the Hill. You won't find yourself alone. There will be a small, but experienced group of colleagues that will show you the ropes in short order.

After making your visits, you'll probably agree with them that it's the single most important industry event of the year. You'll see for yourself how much difference you can make. **LM**

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