

PLCAA names Delaney new director; members are top priority.

Tom Delaney, long time government affairs director for the Professional Lawn Care Association of America, has been named executive vice president of the Marietta, Ga.-based association.

The appointment ends a year-long search to find a replacement for Ann McClure, who resigned the post in March 1997.

"We went through over 600 resumés," says PLCAA President Larry Messina. "We realized that Tom, who had been interim executive vp, had the talent and skills we needed."

"I was watching the process at different junctures, and thought we would have found someone [from outside the association]," says Delaney, "but we never had a complete fit. I decided to accept the challenge."

"The board and I are looking at the member interests as our first priority."

We want what's best for the industry and the association. I think I can meet the call and the challenge.

"I've been here long enough to know where we are and what's going on."

Delaney adds that he will remain as government relations liaison, at least for now.

"I'm still going to talk to every member who calls with a question on government affairs," he says.

In other PLCAA news, Bob Andrews of The Greenskeeper, Carmel, Ind., will advise PLCAA on marketing and membership development and retention initiatives.

Andrews, himself an ex-president of PLCAA, who, along with Delaney and all of the PLCAA board, sees the need members have for information. New companies, says Andrews, need help to stay afloat.

"At the Indiana State Association, we have

given the members what they wanted: basic education. The new companies coming in to the lawn care industry are very small operations. They know how to do the [technical] work but they don't know how to run the business."

Delaney agrees, and says that's one reason PLCAA began its "Mentor Program," which gives established company owners a chance to share what they know with new companies.

"The new companies need information on running a business," says Delaney. This information includes help with employee, marketing and bidding issues.

Delaney says mentorees now total about 40 or 50. At press time, PLCAA needed 23 mentors. (If you're an LCO who wants to help out a new member, call PLCAA at 800/458-3466.)

Lawn care operators are more frequently diversifying their service mix, which means they need more information on a variety of services.

"There are really very few firms who say 99 percent of their income comes from lawn care," says Andrews.

"In the Indiana State Lawn Care Association, only 50 percent of our members are LCOs. Other members include irrigation contractors and parks and recreation professionals. (Andrews is director of the Indiana LCA.)

"I think Tom Delaney is going to be excellent in the executive vice president post," says Andrews. "And you've got Bob Ottley, Jerry Grossi and President Larry Messina serving [among others]. These are solid people."

"I would not be surprised if there were a lot of changes in the next six to eight months." **LM**

Why is this good news for the Green Industry? Because small companies are the backbone of all Green Industry segments and associations.



Terry McIver

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