

Why not raise a sweat?

If you're in the lawn care business, late July can be dull, particularly if this summer gets as dry as last summer.

It's an excellent time to take a few days off to visit Washington, D.C. and participate in PLCAA's Day on the Hill scheduled for July 24 and 25. You can still be a part of it if you contact PLCAA soon so they know how many plates to set for dinner. About 100 lawn care company owners/managers and family members usually attend.

Here are some reasons why you should make the trip, particularly if you've never done it before:

▶ Even though it'll likely be 90° F and the air will be as thick as water, you'll make new friends and contacts as you spend a morning beautifying Arlington National Cemetery. Trust me on this — you will.

▶ You'll gain new insight on legislation that affects the industry and, ultimately, your business.

▶ You'll walk your feet to the nubs on Capitol Hill, hiking through congressional office buildings, meeting aides and, perhaps, talking with your senator or member of congress. But, mostly, you'll walk. You can use the exercise, right?

▶ For even more fun, PLCAA is planning an evening cruise down the Potomac.

We at LM have been to every Day on the Hill, and something new — and usually unexpected — happens at just about every one, like the first one in 1990.

That spring, the General Accounting Office (GAO), the investigative arm of the U.S. Congress, issued a report strongly criticizing some application companies for providing "false or misleading pesticide advertising" concerning the safety of the products they used on clients' lawns. The report prompted several U.S. senators to initiate a subcommittee hearing on the



PLCAA prez Gerald Grossi, left, helped at Arlington in '99.

use of lawn care chemicals — the very day that we and about 50 LCOs gathered in D.C. We hustled to The Hill just in time to give our side of the story.

The following spring, 1991, the same senators drafted a bill restricting the use of lawn and landscape chemicals. It was a bad bill. Again, lawn care supporters testified before Congress (the second PLCAA Day on the Hill) and helped convince the senators to allow the proposed legislation to dry up and blow away.

There have been no lawn care hearings since 1991 and none are planned for this summer.

But you can bet a lot will be going on at PLCAA's 10th annual legislative event in July. Be a part of it.

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At PLCAA's Day on the Hill, you'll make new friends as you help beautify Arlington National Cemetery. It'll be 90° and you'll love it.