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WANTED - Lawn Care Specialist!!! We are looking for a grass seed specialist who will serve as a customer relations person calling on Garden Centers Sod Growers and Turf Specialist via personal phone contact in the middle Atlantic State area. Please send resume to Vaughan's Seed Company, Chimney Rock Road, Bound Brook, NJ 08805. 10/86

MANAGEMENT TRAINEES - Northern Nurseries, an expanding, wholesale horticultural distributor, with several locations in the Northeast, has entry level positions available for aggressive, career-minded people. Candidates will be involved in day-to-day operation of distribution centers, training for advancement to management positions. Minimum 2 years trade experience with degree preferred, working knowledge of landscape plant materials, excellent communication skills with strong desire to learn and advance. Send current resume with salary history to Northern Nurseries, Inc., Attn: John Price, 5550 Victor-Manchester Rd., Farmington, NY 14425. 10/86

Sales Professional: To the Greens Industries in Mid-Atlantic region; must have "2 years" sales experience selling to lawn care, landscape, and tree care firms. A good knowledge of the business and customer's needs is necessary. Excellent compensation package offered. Please send resume to: Moyer & Son, Inc., 113 East Reliance Road, Souderton, Pennsylvania 18964. Attn: Specialty Fertilizer. 10/86

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Sales and Service person needed in Virginia Beach area. Only experienced, licensed applicators with excellent customer service skills will be considered. Send resume and references to: Lawn Medic of Tidewater, P.O. Box 1786, Chesapeake, VA 23320. TF

Landscape Maintenance Foreman: South Florida firm seeking individuals who are experienced in all aspects of maintenance including irrigation. Send resume to: G & E, 4540 S.W. 75th Ave., Miami, FL 33155. 10/86

HELP WANTED: Land Estimator - KT Enterprises, Inc. is expanding its landscape installation department & has a challenging new position in our fast growing firm for the right person with exceptional sales ability. Must be experienced in take-offs and costing. Progressive design/build firm doing business in Washington, D.C. Metro area. Excellent salary, benefits & growth potential. Call John Warren 703-922-8540. 10/86

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LANDSCAPE MAINTENANCE DIVISION MANAGER: Established landscape construction and nursery firm in Central Florida is looking for a self-starting manager to build a commercial maintenance division. Salary plus strong incentive bonus for an experienced professional with the desire to achieve. Call Mr. Singh (305) 831-8101. 10/86

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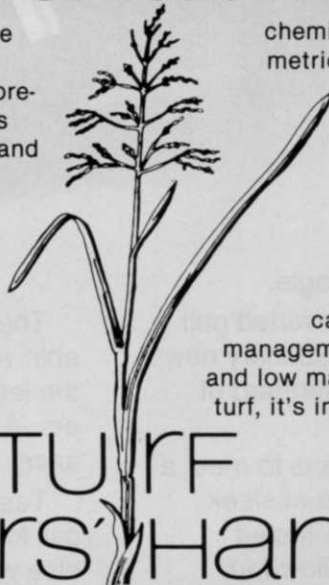


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EVENTS

OCTOBER

National Roadside Vegetation Management Association annual meeting, Oct. 15-17, St. Louis Clarion Hotel. Contact: Chuck Middleton, Green Brier Dr., R.D. 1, Norristown, PA, 19403. (215) 584-4938.

Florida Turfgrass Association annual conference and show, Oct. 19-22, Curtis Hixon Convention Center, Tampa, Fla. Contact: Bill Nass, Florida Turfgrass Association, 302 S. Graham, Ave., Orlando, FL, 32803-6332. (305) 898-6721.

Southwest Turfgrass Conference, Oct. 23-24, Holy Cross Retreat, Las Cruces, N.M. Contact: Charles R. Glover, extension agronomist, New Mexico State Univ., Box 3AE, Las Cruces, NM, 88003.

Associated Landscape Contractors of America workshop, Oct. 24, Sheraton Airport Plaza Hotel, Charlotte, N.C. ("Image Building and Marketing") Contact: ALCA, 405 N. Washington St., Suite 104, Falls Church, VA, 22046. (703) 241-4004.

International Society of Arboriculture, New England Chapter annual meeting, Oct. 27-28, Red Jacket Inn, North Conway, N.J. Contact: ISA, P.O. Box 71, 5 Lincoln Square, Urbana, IL, 61801. (217) 328-2032.

American Society of Consulting Arborists annual meeting, Oct. 29-Nov. 1, Opryland Hotel, Nashville, Tenn. Contact: Jack Siebenthaler, ASCA, 700 Canterbury Rd., Clearwater, FL, 33546. (813) 446-3356.

Tree Management Seminar, Oct. 30, University of California, Riverside, Calif. Contact: Tommy Foiles, San Bernardino County Cooperative Extension, 777 E. Rialto Ave., San Bernardino, CA, 92415. (714) 387-2171.

NOVEMBER

National Institute on Park and Grounds Management conference, Nov. 2-6, Louisville, Ky. Contact: National Institute, P.O. Box 1936, Appleton, WI, 54913. (414) 733-2301.

California Landscape Contractors Association annual meeting, Nov. 9-12, Waiohai Hotel, Kauai, Hawaii. Contact: Larry Rohlfes, CLCA, 2226 K St., Sacramento, CA, 95816. (916) 448-2522.

Missouri Lawn and Turf Conference, Nov. 10-12, St. Louis Chase Park Plaza. Contact: Greg Martin, University of Missouri, 314 Hearn Bldg., Columbia, MO, 65211. (314) 882-4087.

Penn State Golf Turf Conference, Nov. 10-12, Keller Conference Center, Penn State Univ., University Park, Pa. Contact: Dr. Joseph Duich, Department of Agronomy, 21 Tyson Bldg., University Park, PA, 16802. (814) 865-9853.

PGMS/ALCA joint trade show, Nov. 11-12, Milwaukee Exposition and Convention Center. Contact: ALCA, 405 N. Washington St., Suite 104, Falls Church, VA, 22046; (703) 241-4004. PGMS, 3701 Old Court Rd., Pikesville, MD, 21208; (301) 653-2742.

To ensure that your event is included, please forward it, 90 days in advance, to: WEEDS TREES & TURF Events, 7500 Old Oak Boulevard, Cleveland, OH 44130.

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The pesticide issue

Recent assaults by the nation's media—especially the big three television networks—on pesticide use have brought the professional landscape manager some unwanted problems.

"This happened to me," relates one golf course superintendent, "the day after the story on '20/20' about the Navy lieutenant who allegedly died from exposure to pesticides used on a golf course.



"I got a call from a lawyer whose client had visited us the day before and was now breaking out in a rash. He demanded to know exactly what his client had seen being spread on the course. I think the lawyer had visions of a major killing in the courts.

"Of course, we keep pretty detailed daily records of what's being put down. So I went to my assistant and asked him what that man saw being applied. And do you know what it was? Not insecticide, not herbicide or fungicide. Not even fertilizer. The only thing our crews put on the course the previous day had been sand topdressing! Can you believe that?

"Needless to say, the lawyer didn't bother me again."

The "20/20" story, plus one on the "CBS Evening News with Dan Rather" brought a torrent of response from the green industry.

Jim Brooks, executive director of the Professional Lawn Care Association of America, wrote CBS news director Gordon Sauter. Essentially, he said that the network had no cause to air the story, and that the PLCAA takes the utmost pride in its service.

Brooks received this response from an unbending CBS vice-president Emerson Stone, who answered every point of Brooks' criticism: "Because we do take care in research, I am glad to have your specifics in case we examine this subject again. Thank you for your interest in CBS News. I hope that we do better by you in the future."

This 1986 version of what might be called anti-pesticidism—shoot and ask questions later—can only be met with long-term and very disciplined consumer education. And it is up to the individual lawn care company, landscape contractor and golf course superintendent. That means you.

Jerry Roche, editor

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