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Check your ego at the door

In the spring of 1984, shortly after the nationally televised Grammy Awards, a group of dedicated musicians spent the wee small hours of the morning together.

The roster read like a Who's Who in Music: Springsteen, Dylan, Lauper, Belafonte, Lewis, Jackson, Ritchie...

Theirs was a labor of love: to make a recording that would impact on the of world hunger. Their motto for the evening was "check your ego at the door."

It worked. "We Are the World" was recorded. The rest is history.

The green industry is faced with a similar situation today. Golf course superintendents may not realize it. Park superintendents may not realize it. Landscape contractors may not realize it.

But lawn care operators—who have come under the heaviest fire—do. Unite or face the possibility that the entire green industry may lose the use of some very safe, effective chemicals.

Members of the ALCA, PLCAA, NAA, ASPA and PGMS have heretofore been unable to coalesce their powers on many issues. The green industry has thus remained a very diverse group of special-interest associations.

Problems facing the green industry were never more evident than at the most recent PLCAA convention. Heated sessions on lawn care's stance in the face of negative publicity, anti-pesticide legislation and use of lawn chemicals were the norm rather than the exception. Everybody had an opinion.

Well, opinions are fine. But maybe—just maybe—this isn't a time for argument. Maybe it's time to band together and fight as one.

Maybe it's time to check our egos at the door.



Jerry Roche

Jerry Roche, editor

Questions and comments are encouraged.

Write or call editor Jerry Roche:
7500 Old Oak Blvd.,
Cleveland, OH 44130.
Phone: 216-243-8100.

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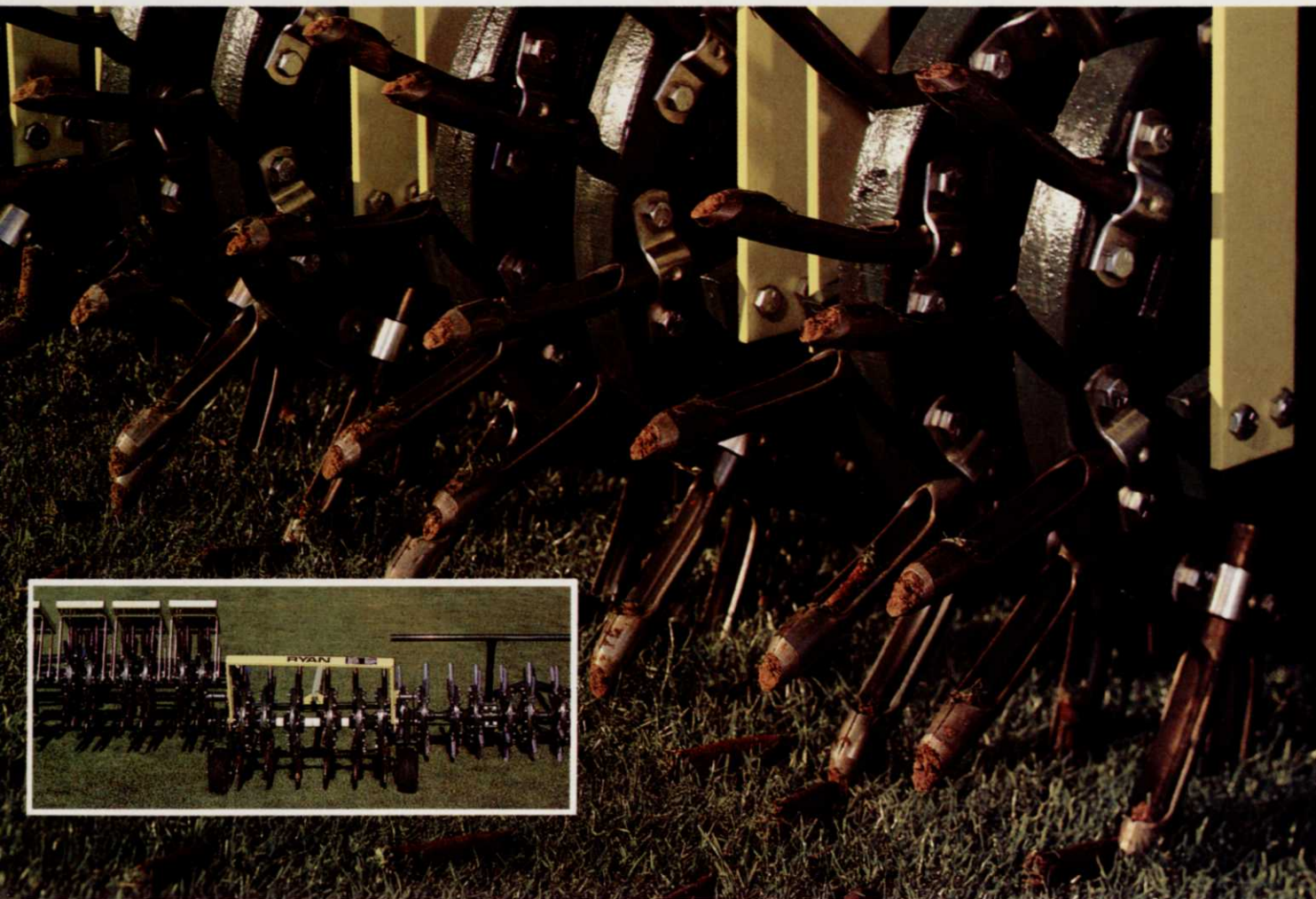


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