

On the Grow

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Corporate Responsibility

by Geoff Proffitt, President/Southeast Director, Hedge Above LLC



British Petroleum and Toyota are two large corporations that have gained an undesirable source of free advertising in the last year. Toyota had sticking accelerator issues in some of their automobiles, and British Petroleum has the continuing oil contamination issues in the Gulf. While both companies are making efforts to correct these issues, it is the timeliness of the reaction to the situation coupled with the “frontline” corporate response that will determine public opinion in response to the problem at hand.

Responsibility by definition according to the Merriam-Webster dictionary is as follows:

Main Entry: **re·spon·si·bil·i·ty**

Pronunciation: \ri-,spän(t)-sə- 'bi-lə-tē\

Function: noun

Inflected Form(s): plural **re·spon·si·bil·i·ties**

Date: 1737

1 : the quality or state of being responsible: as **a** : moral, legal, or mental accountability

b : reliability, trustworthiness

2 : something for which one is responsible : burden <has neglected his *responsibilities*>

Corporate Responsibility would certainly seem to encompass this definition. Let's boil it down into its simplest terms: doing the right thing. The initial reaction a company takes to a disaster is what will set the tone for that company to see the problem through to the end. It will also go far, positively or negatively in regards to public perception of the handling of the crisis. As owners of companies that apply fertilizer, weed control and growth regulatory chemicals, we have a responsibility to do so in the safest manner possible. It is a responsibility to our employees, customers, the general public, regulatory

boards, the environment, and ourselves. None of us as owners want to see accidents happen, but it is imperative that when and if mishaps occur that we react in a quick, and decisive manner. Having a plan in place that includes countering not only the physical events, but also the public relations side of events, will help maintain a safe work environment for your employees and present a positive proactive approach to regulatory officials and the public.

The recent events with British Petroleum really demonstrate the value of having a proactive posture in the face of an environmental disaster. Often there is only one chance to get the right response out, while the right response is not the magic pill that will make it all just go away, the wrong one can haunt a company for many years past the disaster.

I still want to encourage my fellow members to invite others to join the IPLCA. Sign up your key employees; invite

a competitor. Being a part of the IPLCA is not about whether or not you are in competition with the guy in the next town, it's about strength in numbers. Remember the stronger our organization is, the easier it is for us to counter misinformation about our industry in relation to governmental regulations.

I'd also like to express my sincere thanks to all of those that are veterans. I am grateful to each one of you for the sacrifices you chose to make in order to keep us secure. May God Bless each one of you.

<http://www.iowaturfgrass.org/iplcahome.htm>

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Evolving Our Business

by Paul Nerem, NE Director, Cardinal Lawn & Sports Turf

Cardinal Lawn & Sports Turf has finally crossed a milestone, as we have served our customers for 10 years this year. In this time we have evolved from mostly small town residential lawns, to a big share of our business coming from schools, sports turf and cemetaries. This with a few acreages tossed in. But we are seeing our schools either whole grade sharing to lose sports turf side or total merger talks that may close these facilities altogether.

The last couple years we have had to promote ourselves to more acreages. We have had a hard time in the last ten years trying to build acreage business on these working farms. Most of these farmers are "close" with their money when it comes to their lawns. Their wives are usually the reason we are able to just get the dandelions. But in the last few years we are seeing more farmers going with a program to take care of not only broadleaves, but annual grasses along with insect control. Wives' again?

Another area where we are evolving is offering mowing service in 2011. This is a service we have been planning for 10 years and feel timing in our area is right.

It will be fun to see what next 10 years will bring for our company.



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PLANET & NPMA to Co-host Lawn Care Summit

by the Professional Landcare Network

July 6, 2010 (Herndon, VA) — The Professional Landcare Network (PLANET) and the National Pest Management Association (NPMA) will once again co-host The Lawn Care Summit, a national forum on current trends and future developments in lawn care. The meeting is scheduled for December 1–3, 2010, at the Hyatt Regency Atlanta, Atlanta, Georgia.

Dual-tracked sessions will offer both technical and management sessions for owners, managers, and top-line technicians. Programming, developed by leaders in the lawn care field, will bring respected experts from national firms to share thoughts on what the future holds as well as seasoned veterans to offer practical advice on how they are responding to current issues in the field. The complete schedule for The Lawn Care Summit, sponsorship information, and registration materials will be available by August 3 at npmapestworld.org/events and LandcareNetwork.org/do/eventList.

PLANET is an international association serving lawn care professionals, landscape management contractors, design/build/installation professionals, and interior

plantscapers. PLANET provides its members with a good business foundation to help them evaluate, plan, and better manage their companies. Some of these professionals have taken the extra step of becoming certified through PLANET and bear the distinction of being known as Landscape Industry Certified.

NPMA, a nonprofit organization with more than 7,000 members, was established in 1933 to support the pest management industry's commitment to the protection of public health, food and property, reflected both in the continuing education of the pest control professional and the dissemination of timely information to homeowners and businesses.



SMARTER WAYS TO GROW™

Agrium Inc. improved business operations by recently reorganizing its professional products division, known as CPS Professional Products, a national distributor in the United States and is now operating as Agrium Advanced Technologies Distribution.

Agrium Advanced Technologies (AAT) Distribution is a national distributor of green industry products of all the key manufacturers that supply fine products to the golf course, lawn care, and sports turf, and ornamental markets throughout Iowa and the United States. Supported by unsurpassed customer service, AAT Distribution offers access to an extensive proprietary line of premium quality plant protection and fertilizer products, as well as proudly continue to distribute for: Arysta, BASF, Bayer Crop Science, Cleary Chemical, Diamond Pro, Dow AgroSciences, DuPont, FMC, Loveland Products, NuFarm, PBI Gordon, Seed Research, Syngenta, Valent and many more. For additional information on Agrium Advanced Technologies and its full line of products and services, call a AAT Distribution sales representative or visit www.AgriumAT.com.

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Syngenta Announces North American Lawn & Garden Appointments

by Tom Mentzer, Gardner & Gardner Communications

- Tim Kroenke is now Head, North American Lawn & Garden Division
- Keelan Pulliam to lead Flowers Professional Business
- Scott Reasons to lead Turf & Landscape/Consumer Business

Greensboro, N.C., USA, June 3, 2010 – Syngenta has announced several key management appointments for its North American Lawn & Garden leadership team.

Tim Kroenke is now head of the company's North American Lawn & Garden Division. He most recently led the North American Professional Flowers business. His responsibilities will include overall management, and profit and loss for Syngenta's plant protection, flowers, and growing media businesses throughout the region.

Keelan Pulliam is head of the Flowers Professional organization and will oversee management of the businesses that serve the professional greenhouse and nursery industry:

- Syngenta Flowers, Inc., the wholesale genetics organization which combines the seed and vegetative genetics for the professional greenhouse and nursery industries under the brands Goldsmith®, Goldfisch®, and Yoder®
- The ornamental plant protection business, producers of such products as Daconil® and Heritage®

fungicides, Barricade® herbicide, Avid® insecticide, and Bonzi® plant growth regulator.

- Conrad Fafard, Inc., producers of professional growing media and consumer growing media under the Fafard brand,
- Syngenta Horticultural Services distribution business.

Pulliam joined Syngenta in 1979 and has held various leadership positions in Crop Protection and Professional Products. Most recently he was president of Conrad Fafard, Inc.

Scott Reasons is head of the North American Turf & Landscape/Consumer business and will oversee numerous customer categories for Syngenta , including Golf, Turf & Landscape, Aquatics, Home Care and Consumer Products.

Since 1986, Reasons has held various commercial roles at Syngenta, in both Crop Protection and Lawn & Garden. His most recent position was head of marketing for the Turf, Landscape and Consumer businesses.

The Lawn and Garden businesses at Syngenta combine the company's diverse technical understanding and broad product portfolios to deliver unique solutions to its customers and enrich the living experiences of the final end-consumer.

Upcoming Events

**August 30, 2010: ITI/Iowa GCSA Benefit Tournament
Des Moines Golf & Country Club - West Des Moines, Iowa**
Host Superintendent: Rick Tegtmeier, CGCS
Details Forthcoming

**January 18-20, 2011 : 2011 Iowa Turfgrass Conference &
Trade Show
Polk County Convention Complex & Marriott Hotel
Des Moines, IA**

Iowa Turfgrass Office Updates

by Jeff Wendel, Executive/Communications Director, Iowa Turfgrass Institute



Turfgrass Office Changes

The demanding economy, coupled with software changes and the difficult weather in 2010 have led to some changes in the Iowa Turfgrass Office. Patti Woo left the office on May 1st, we wish Patti the very best in her future endeavors. ITI will not replace the administrative position in the immediate future but will reevaluate as financial considerations improve.

The biggest challenge of this change is the Iowa Turfgrass Office phone, and I apologize if you call and get the voicemail. The office number ‘rolls over’ to the voicemail if both lines are busy, so please leave a message and I will try very hard to call back by the end of the day. In the last six weeks I have asked many callers to ‘hold’ while I answer the other line, my apologies for that also. Please call my cell phone if you need to 515-231-2890 or email to jeff@iowaturfgrass.org.

Avectra

On June 15th ITI entered into an agreement with Avectra for our AMS. AMS is the commonly used acronym for association management software. The number one thing an AMS does is ‘house’ our member database – keeping track of our members, their contact information, preferences, history and more in one central, comprehensive system.

The learning curve is a little steep for a ‘one-person’ office, but I think the long term effect will be worth the growing pains. The new ‘system’ will allow members to update their contact information online, automate the membership renewal process and register for events with ‘real time’ confirmations. One of the great benefits will be a ‘searchable online directory’ for members of all the ITI affiliates.

If you have further interest in the application, visit the Avectra website at: <http://www.avectra.com/> I am excited to get the system up and running, our current projected ‘launch date’ is September 1st.

Iowa Turfgrass Conference & Trade Show

Planning for the 2011 Iowa Turfgrass Conference & Trade Show is going well. We have not settled on a keynote as of this date but that announcement is close. We have Dr. Brian Horgan of the University of Minnesota confirmed and are working with a number of other speakers. Thanks to Dr. Minner for the huge number of phone calls he makes to get the program together. With

the challenges presented by the ‘interesting’ winter of 2009-2010, unbelievable rains & flooding and the heat and humidity of the summer season we are trying to put together a number of topics on stress physiology and related plant responses.

Please let us know if you have a topic idea or have an interesting speaker to suggest. Also, call the Iowa Turfgrass Office or Dr. Minner if you have any kind of turfgrass problem. Information about diseases, insects or other problems really helps us alert people about the current problems facing Iowa Turfgrass managers.

Plan now to attend the 2011 Conference & Trade Show; in addition to education, networking and the tremendous support of our Industry partners at the Trade Show, the conference income is critical to Turfgrass Research, Turfgrass Extension and the operation of the Iowa Turfgrass Office.



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Issue Briefing (July 2010): Clean Water Act Regulation

by the Professional Landcare Network

Several pending federal actions under the Clean Water Act would severely limit the ability of private landowners to maintain their property through the judicious use of Environmental Protection Agency (EPA)-approved pesticide products. The application and use of pesticides is already strictly regulated by EPA under the Federal Insecticide Fungicide and Rodenticide Act (FIFRA). Further regulation under the Clean Water Act is duplicative and will lead to unnecessary confusion and litigation, without providing any additional protection of the environment.

Before a pesticide can be registered by EPA, it must undergo extensive scientific studies to determine the chemical properties of the product, how it changes or behaves in the environment, and its toxicity or unintended impact on people, plants and animals that are not the original target of the product. Toxicity tests and scientific measurements are conducted in compliance with exacting standards, approved procedures, and strict requirements mandated by EPA. The EPA registration and approved product label determine the site or crop on which the pesticide may be used; the amount, frequency and timing of its use; and storage and disposal practices. Clean Water Act National Pollutant Discharge Elimination System (NPDES) permits, which are used to regulate discharges of pollutants from factories and other point sources, should not be required when pesticides are applied according to the FIFRA label, which already contains rigorous water quality safeguards during the pesticide registration process.

In response to numerous activist lawsuits alleging that pesticide applications require NPDES permits, EPA issued its aquatic pesticides rule in November 2006. That rule stated that NPDES permits were not needed for applications to or over U.S. Waters when the pesticide was applied in compliance with the EPA-approved FIFRA label.

In January, 2009, the 6th Circuit struck down the final rule in National Cotton Council v. EPA and declared that while a pesticide itself is not a "pollutant," its residue or excess is. Under the Clean Water Act "pollutants" are considered point sources subject to NPDES permits. A court order requires that these permits be in place by April 9, 2011. EPA issued a draft version of the permit on June 6, 2010 that would cover 6 states and U.S. territories. Forty-four states will need to develop and implement their own permits by the April 9, 2011 deadline.

EPA's draft permit does not require NPDES permits for

terrestrial pesticide applications. However, numerous activist groups have threatened to sue EPA to expand the scope of the permit. The lawn care industry is concerned that activist groups will attempt to pressure EPA to require NPDES permits for terrestrial applications of pesticides to farms, golf courses, home lawns and other residential areas. Please oppose any efforts to require NPDES permits for terrestrial pesticide applications through either legislation or regulation.

The concerns mentioned above could be even further exacerbated if Congress expands the reach of the Clean Water Act to traditionally non-federal waters. The "Clean Water Restoration Act" (S. 787) and "America's Commitment to Clean Water Act" (HR 5088) would amend the Clean Water Act by replacing in the federal law the words "navigable waters" with "waters of the United States." The removal of the word "navigable" would open the door for unprecedented intrusion of the federal government on private property, enabling the federal government to consider virtually any body of water -- including many golf course water hazards, farm ponds, roadside ditches, irrigation canals, desert washes, streets and gutters, and even to a puddle of rainwater as a water of the United States and thus subject to federal regulation by the EPA and U.S. Army Corps of Engineers. Further, it opens all of these wet areas up to potential citizen action lawsuits, which are allowed under the Clean Water Act.

Any expansion of the Clean Water Act, including new NPDES permits, will not only create an additional costly and unnecessary layer of regulation for lawn care operators, it will also create an enormous resource drain on already financially strained state governments who would be charged with issuing permits.

REQUESTED ACTION:

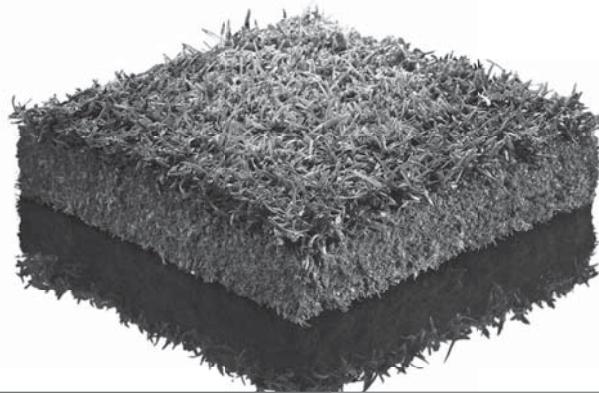
1. Oppose any efforts by EPA to require industrial NPDES permits for terrestrial applications of EPA-approved pesticides to home lawns, golf courses and other areas.
2. Oppose the Clean Water Restoration Act (S. 787) and the America's Commitment to Clean Water Act (HR 5088).



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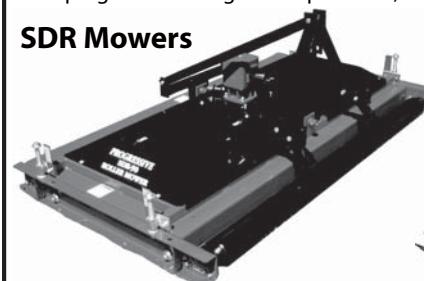
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About the Iowa Professional Lawn Care Association

The Iowa Professional Lawn Care Association was founded November 22, 1983. The original Board of Directors consisted of: Gerald Boulton, Daniel Corrigan, Alan Duey, Patrick Freemire, Michael Grooms, Norman Hummel, Dayl Inglett, Daryle Johnson, Richard Mulder, Dennis Pennington, and Doug Tyrrell. Dennis Pennington acted as the first President. IPLCA became a very active professional group in 1987 with the Ground Water Act. IPLCA joined with the Iowa Turfgrass Institute for the purpose of increasing educational opportunities in 1995. IPLCA has earned the respect of regulators and legislators in working to maintain fairness in public policy. In 1987, IPLCA awarded Daryle Johnson, of All American Turf Beauty, the Distinguished Service Award for his service to the lawn care industry. In 1995, IPLCA moved its office to Ames in association with the ITI, Iowa GCSA and ISTMA. IPLCA is committed to serving its membership and advancing the professionalism of lawn care specialists throughout the State of Iowa.