

# THE FRONT OFFICE

## OPINION PAGE

### RESTORING FAITH IN THE PESTICIDE PROCESS



A tremendous cooperative effort among specialty chemical suppliers that began more than a year ago is beginning to gather steam. This fall, select green industry publications will carry an insert designed to restore faith in the scientific process that applicators, suppliers and the Environmental Protection Agency (EPA) follow to protect our environment.

The project is sponsored by Responsible Industry for a Sound Environment (RISE) based in Washington, DC. RISE represents specialty pesticides used in turf, ornamental, pest management, vegetation control and other non-agricultural applications.

The insert is being produced by editors of industry publications, not by the chemical companies or their marketing departments. This is the first time that editors from competing magazines have agreed to work together on the same project. We all have assignments and deadlines above and beyond our regular load. Furthermore, publishers have given full support to their editors and are donating other services.

The insert is intended to be a pass-along piece for those concerned about specialty chemicals at your facility. Thousands of extra copies will be available from RISE so that you can correct some of the misconceptions they may have about chemicals. It will be attention-getting, easy to read, objective, and considerably more "user friendly" than a product label or a material safety data sheet.

We hope the insert will open a line of communication on the subject of pesticides and deflate the fear tactics of anti-pesticide groups. It has already improved cooperation among competitors in the chemical and publishing industries.

Allen James, executive director of RISE, was just appointed to a new EPA pesticide advisory committee. The panel is comprised of federal and state government policy makers, industry leaders, and consumer and environmental spokespersons. RISE might be the organization to finally unite the specialty chemical industry — from the manufacturer to the applicator to the customer.

Bruce F. Shank

# EVENTS

## CALENDAR

### JUNE

**18-19** Golf Clubhouse Design and Site Planning Course and Workshop, Harvard University, Cambridge, MA, Contact: Office of Development and External Relations, GSD, Harvard University, (617) 495-4315, fax (617) 495-5967.

**22** Northeastern Golf Course Superintendents Association Fund-Raiser Golf Tournament, Normanside Country Club, Delmar, NY. Contact: NEGCSEA (518) 765-1322.

**22-23** Golf Course Design Course and Workshop, Harvard University, Cambridge, MA, Contact: Office of Development and External Relations, GSD, Harvard University, (617) 495-4315, fax (617) 495-5967.

**24-25** Resort Development, Planning and Design Course and Workshop, Harvard University, Cambridge, MA, Contact: Office of Development and External Relations, GSD, Harvard University, (617) 495-4315, fax (617) 495-5967.

### JULY

**1** 1992 Cornell Turfgrass Field Day, Pine Island, NY. Contact: New York State Turfgrass Association (800) 873-TURF.

**15** Maryland Turfgrass Field Day, Cherry Hill Turfgrass Research Facility, Silver Springs, MD. Contact: Peter Dernoeden, Department of Agronomy, University of Maryland, (301) 405-1337.

**21-23** Pan Pacific Industry Conference & Trade Show, Neal S. Blaisdell Center, Honolulu, HI. Contact: Landscape Industry Council of Hawaii (808) 545-1533.

*Send announcements on your events two months in advance to editor, sportsTURF magazine, P.O. Box 8420, Van Nuys, CA 91409 or FAX to (818) 781-8517.*