

An aerial photograph of a massive ocean wave, showing the crest and the white foam of the breaking water. The water is a deep blue, and the foam is bright white. The wave is moving from the top left towards the bottom right of the frame.

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*Positive  
Waves*

# Positive Waves



## Outstanding and Innovative Ideas for the Green Space Industry

### RISE on the Road with DeBug The Myths

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March 19<sup>th</sup>, 2010

Media Release



WASHINGTON, D.C. — Debug the Myths, a consumer education program sponsored by RISE ( Responsible Industry for a Sound Environment ), is hitting the road to help people understand the benefits of pesticide and fertilizer products. The Debug the Myths BRANDED RV will be making stops ALL ALONG THE EAST COAST, starting in Tampa, Florida, and ending in Buffalo, New York, featuring INTERACTIVE OPPORTUNITIES for both kids and adults to engage in.

Participants at the road show stops will experience the following :

- The chance to star in their own Honey, I Shrank the Kids moment by taking a picture in front of a green screen and choosing a « *pest's eye view* » background to add to the image.
- Learn what invasive pest matches their personality by taking the What Pest Are You ?
- Help with a community clean-up to demonstrate how pest management and plant health products protect and beautify green areas.
- Discover where pests might be hiding in their home by taking a virtual house tour to uncover unexpected house guests.

The Debug the Myths RV can be tracked on the Debug the Myths Web Site ( [www.DebugtheMyths.com](http://www.DebugtheMyths.com) ). Photos, videos and response from tour participants will be posted on the site throughout the tour.

# Positive Waves



Outstanding and Innovative Ideas for the Green Space Industry

The screenshot shows the 'EVENTS' page of the Debug My Myths website. The page features a navigation menu with categories like NEWS, THE FACTS, HEALTH, HOME & COMMUNITY, ENVIRONMENT, EVENTS, BLOG, and TAKE ACTION. The main content area is titled 'EVENTS' and includes a sub-header 'DEBUG MY HOUSE | DEBUG THE MYTHS ROAD SHOW | TAMPA BAY | WESTCHESTER COUNTY'. The primary article is 'ABOUT THE DEBUG THE MYTHS ROAD SHOW', which describes a road show starting in Tampa, FL and ending in Buffalo, NY. It lists several activities: taking a 'pest's eye view' photo, a 'What Pest Are You?' quiz, writing letters to local officials, a 'Community Clean-Up', and a 'virtual house tour'. A map shows the route through Florida, Georgia, South Carolina, North Carolina, Virginia, West Virginia, Pennsylvania, Washington D.C., Delaware, Maryland, and New York. Other articles on the page include 'TAKE ACTION!', 'READING THE LABEL', and 'HOUSEPESTS: UNCOVERED'. A diagonal watermark 'RISE Web Site' is overlaid on the right side of the screenshot.

# N

**FORCE OF NATURE** WAS LAUNCHED FOR CONTINUOUS TRANSMISSION ON THE INTERNET ON JANUARY 1<sup>ST</sup>, 2009. IT IS A SERIES OF E-NEWSLETTERS DESTINED FOR THE GREEN SPACE INDUSTRY, THE ENVIRONMENTAL-TERROR-MOVEMENT, GOVERNMENT OFFICIALS, AND THE MEDIA, NATION-WIDE ACROSS CANADA, THE UNITED STATES, AND OVERSEAS.

# O

FORCE OF NATURE IS THE BRAINCHILD OF WILLIAM H. GATHERCOLE AND HIS ENTOURAGE. NORAH G IS ACTUALLY AN ACRONYM FOR THE STABLE OF ANONYMOUS PRODUCERS AND WRITERS THAT CONTRIBUTE TO THIS E-NEWSLETTER AND HAVE NOW REPLACED MR. GATHERCOLE. THEY CONSIST OF PEOPLE FROM THE FOLLOWING INDUSTRIES : DISTRIBUTION, FERTILIZER, GOLF, LAWN CARE, MANUFACTURING, MUNICIPAL, NURSERY, AND ORCHARD. MANY OF THESE PEOPLE ARE LEADERS IN THEIR OWN INDUSTRIES. THE OPINIONS EXPRESSED IN FORCE OF NATURE, EVEN THOUGH FROM AN INDEPENDENT PERSPECTIVE, MAY NOT REFLECT THOSE OF EVERYONE IN THE GREEN SPACE INDUSTRY, OR MR. GATHERCOLE'S MANY ASSOCIATES. BE WARNED ! FORCE OF NATURE MAY SOMETIMES BE VERY IRREVERENT AND FEARLESS WITH THESE E-NEWSLETTERS. MR. GATHERCOLE IS NOW RETIRED FROM FORCE OF NATURE, ALTHOUGH HIS NAME CONTINUES TO APPEAR AS THE FOUNDER.

# R

WILLIAM H. GATHERCOLE IS A PRINCIPAL FOUNDER OF THE MODERN PROFESSIONAL LAWN CARE INDUSTRY IN BOTH ONTARIO AND QUEBEC. HE HOLDS A DEGREE IN HORTICULTURE FROM THE UNIVERSITY OF GUELPH, AND ANOTHER PURE AND APPLIED SCIENCE DEGREE FROM MCGILL UNIVERSITY. HE HAS WORKED IN VIRTUALLY ALL ASPECTS OF THE GREEN SPACE INDUSTRY, INCLUDING GOLF AND PROFESSIONAL LAWN CARE, AND HAS SERVED IN PUBLIC AFFAIRS, WORKPLACE SAFETY, AND ENVIRONMENTAL COMPLIANCE. MR. GATHERCOLE HAS SUPERVISED, CONSULTED, PROGRAMMED, AND/OR OVERSEEN THE EXECUTION OF HUNDREDS OF THOUSANDS OF PEST CONTROL APPLICATIONS IN THE URBAN LANDSCAPE. HE HAS TRAINED, INSTRUCTED, AND CONSULTED WITH THOUSANDS OF TURF MANAGERS AND TECHNICIANS. MR. GATHERCOLE HAS ALSO BEEN AN AGRICULTURAL AGRONOMIST. FOR MANY YEARS, MR. GATHERCOLE WAS A CONTRIBUTING COLUMNIST FOR TURF & RECREATION MAGAZINE, CANADA'S TURF AND GROUNDS MAINTENANCE AUTHORITY.

# A

MR. GATHERCOLE HAS FOLLOWED THE EVOLUTION OF ENVIRONMENTAL-TERRORISM FOR OVER A QUARTER-CENTURY. HIS INVOLVEMENT IN ENVIRONMENTAL ISSUES REACHED A FEVERED PITCH IN THE 1990s, WHEN HE ORCHESTRATED, WITH HIS COLLEAGUES, LEGAL ACTION AGAINST THE PROHIBITION OF PEST CONTROL PRODUCTS IN THE TOWN OF HUDSON, QUEBEC. FOR FIFTEEN YEARS, THE STRATEGIES DESIGNED AND IMPLEMENTED BY MR. GATHERCOLE AND HIS COLLEAGUES GUARANTEED THE CONTROL OF ENVIRONMENTAL-TERROR FOR THE ENTIRE MODERN GREEN SPACE INDUSTRY ACROSS CANADA. MR. GATHERCOLE IS PERSONALLY CREDITED FOR CRAFTING THE GOLF INDUSTRY EXCEPTION STATUS, THAT ENDURES TO THIS DAY. HE IS ALSO THE CREATOR OF THE SIGNS THAT ARE NOW USED FOR POSTING AFTER APPLICATION. ALTHOUGH HE CAN BE ACCUSED OF BEING ANTI-ENVIRONMENT-MOVEMENT, HE IS, IN FACT, SIMPLY A STRONG ADVOCATE FOR THE MODERN GREEN SPACE INDUSTRY. HOWEVER, THIS POSITION HAS NOT PRECLUDED HIM FROM CRITICIZING THE GREEN SPACE INDUSTRY ITSELF. HIS VAST KNOWLEDGE OF OUR LONG JOURNEY WITH ENVIRONMENTAL ISSUES IS UNDENIABLE. ( HOPEFULLY ! )

# H

THE EVENTS, CHARACTERS, COMPANIES, AND ORGANIZATIONS, DEPICTED IN THIS DOCUMENT ARE NOT ALWAYS FICTITIOUS. ANY SIMILARITY TO ACTUAL PERSONS, LIVING OR DEAD, MAY NOT BE COINCIDENTAL. ALL DOCUMENT EXCERPTS AND PICTURES CONTAINED IN FORCE OF NATURE WERE FOUND SOMEWHERE ON THE INTERNET. THESE DOCUMENTS AND PICTURES ARE IN THE PUBLIC DOMAIN, SERVING ONE OF THE FOLLOWING PURPOSES : ARCHIVE, EDUCATION, PROMOTION, PUBLICITY, OR PRESS RELEASE.

# G

FORCE OF NATURE IS THE INSTRUMENT OF NATIONAL ORGANIZATION RESPONDING AGAINST HUIE THAT HARM THE GREEN SPACE INDUSTRY ( **NORAHG** ) BY ROUTINELY CONCOCTING FEAR-MONGERING, FRAUDULENT LIES, MISCONCEPTIONS, COERCION, THREATS, DECEPTIONS, TERROR, AND PARANOID CONSPIRACIES TO DECEIVE THE PUBLIC INTO BELIEVING THAT FAMILIES ARE IN SOME NON-EXISTENT DANGER WITH CONVENTIONAL PEST CONTROL PRODUCTS. THEY ALSO SCAM GOVERNMENT OFFICIALS INTO THE NEEDLESS, SENSELESS, AND MALICIOUS PROHIBITION OF FEDERALLY LEGAL, SCIENTIFICALLY SAFE, TOTALLY IRREPLACEABLE, AND ABSOLUTELY INDISPENSABLE CONVENTIONAL PEST CONTROL PRODUCTS. ENVIRO-MANIAC-ACTIVISTS ARE IDENTIFIED ON THE BASIS OF THEIR STATEMENTS, ACTIVITIES, AFFILIATIONS, AND WHEREABOUTS. EVEN THOUGH EACH ENVIRO-MANIAC-CULPRIT IS A MIS-GUIDED ADVERSARY, EACH STILL DESERVES OUR RESPECT. THE TERMS MANIAC, CULPRIT, TERRORIST, OR BASTERD ARE NOT ACCUSATIONS OF ANY LEGAL WRONG-DOING. FORCE OF NATURE IS SIMPLY HOLDING ALLEGED CULPRITS ACCOUNTABLE FOR CONSPIRING TO CHANGE PUBLIC POLICIES THAT TERRORIZE AND THREATEN THE GREEN SPACE INDUSTRY. THEIR PRETENTIOUS PROHIBITIONIST RANTS HAS CREATED LOSS OF REVENUES, BUSINESS FAILURES, BANKRUPTCY, AND UNEMPLOYMENT, INFLECTING DESPAIR AND DESTITUTION FOR THOUSANDS OF HAPLESS VICTIMS THROUGHOUT THE GREEN SPACE INDUSTRY. THE DEPRAVED INDIFFERENCE OF MANIAC-CULPRIT-TERRORIST-BASTERDS IS VIEWED AS A FORM OF TERROR AGAINST THE GREEN SPACE INDUSTRY. THE INFORMATION PRESENTED IN FORCE OF NATURE HAS BEEN DEVELOPED FOR THE EDUCATION AND ENTERTAINMENT OF THE READER BY PROVIDING A SEQUENCE OF HISTORICAL EVENTS WITH COMMENTARY. ADDITIONALLY, FORCE OF NATURE INSPIRES PEOPLE TO BELIEVE THAT ENVIRONMENTAL-TERRORISM CAN BE STOPPED.

THE FOLLOWING FORCE OF NATURE DOCUMENTS ARE CURRENTLY AVAILABLE — ● A LOOK AT ● A SACK OF ENVIRO-MANIAC CRAP ● ALBERTA CONSPIRACY ● BRITISH COLUMBIA CONSPIRACY ● CANADIAN ASSOCIATION OF PHYSICIANS FOR THE ENVIRONMENT ● CANADIAN CANCER SOCIETY ● CANADIAN ENVIRONMENTAL LAW ASSOCIATION ● CONSEQUENCES ● DAVID SUZUKI FOUNDATION ● DATING SERVICES FOR ENVIRO MANIACS ● DDT AND POLITICIZED SCIENCE ● DEATH AND THE ENVIRONMENTAL TERROR MOVEMENT ● ENVIRO MONEY ● ENVIRONMENTAL TERRORISTS UNMASKED ● FERTILIZER TERROR IS NEXT ● JUNE IRWIN, THE CLOWN OF JUNK SCIENCE ● KAZIMIERA JEAN COTTAM ● LANDSCAPE TRADES CAPITULATE ● MYTH-BUSTING ● NEW BRUNSWICK CONSPIRACY ● NOVA SCOTIA CONSPIRACY ● ONTARIO CONSPIRACY ● ORGANIC FERTILIZERS ● PESTICIDE FREE BC ● PETS AND LAWN CARE CHEMICALS ● POSITIVE WAVES ● PRINCE EDWARD ISLAND CONSPIRACY ● QUEBEC CONSPIRACY ● RACHEL CARSON, THE QUEEN OF JUNK SCIENCE ● REINING A TERRORIST REACTION ● SALMON ARM BC CONSPIRACY ● THE 9/11 ERA OF THE GREEN SPACE INDUSTRY ● THE FAILURE OF INTEGRATED PEST MANAGEMENT ● THE LOOMING GOLF INDUSTRY SHIPWRECK ● THE INDUSTRY STRIKES BACK ● THE MISCONCEPTIONS ABOUT CANCER ● THE NATIONAL ANNIHILATION OF THE MODERN GREEN SPACE INDUSTRY ● THE WISDOM OF BILL BELL ● THE WISDOM OF DRYSDALE ● THE WISDOM OF HEALTH CANADA ● THE WISDOM OF HOLLAND ● THE WISDOM OF LOWES ● THE WISDOM OF MAINS ● THE WISDOM OF THE SOLOMONS ● ASK FOR A COPY OF ANY BACK ISSUE OF FORCE OF NATURE TODAY. READ ALL ABOUT ENVIRO MANIAC ACTIVISTS AND THEIR ENVIRONMENTAL TERROR ORGANIZATIONS IN FORCE OF NATURE ! THE WHOLE TRUTH FROM AN INDEPENDENT PERSPECTIVE ! FORCE OF NATURE IS TOTALLY INDEPENDENT OF ANY TRADE ASSOCIATION OR BUSINESS OPERATING WITHIN THE GREEN SPACE INDUSTRY. DON'T THANK US. IT'S A PUBLIC SERVICE.

## The Whole Truth from an Independent Perspective



*We must promote and  
defend the industry,  
whatever the cost may be !*