



The Modern Professional Lawn
Care and Golf Industries
SHOULD Adopt This
OUTSTANDING, INNOVATIVE
and INTERESTING IDEA



Interesting and Innovative Idea that should be adopted by the Modern Professional Lawn Care and Golf Industries

## **Breathing New Life** Into Toronto Park

December 6<sup>th</sup>, 2011

Media Release

Selected and adapted excerpts





## Interesting and Innovative Idea that should be adopted by the Modern Professional Lawn Care and Golf Industries

After five weeks playing host to OCCUPY TORONTO PROTESTERS, the lawn at Toronto's Saint James Park suffered SEVERE DAMAGE, with the lawn TRAMPLED TO DEATH.

But local residents concerned about the condition of their communal gathering space can be assured it will be BROUGHT BACK TO LIFE.

Landscape Ontario is partnering with the Nursery Sod Growers Association of Ontario, Project EverGreen, and the community, to restore some greenery in Saint James Park with a NEW LAWN.

Turfgrass is an ENORMOUS ENVIRONMENTAL BENEFIT that is so often underestimated with its incredible ability to keep Toronto clean, green and healthy.

According to Tony DiGiovanni, Executive Director of Landscape Ontario —

<< There is a huge volunteer effort that will be happening here. There will be more than 10,000 rolls of sod, and at least 23 dump trucks of soil, and an incredible number of people being very charitable. >>



## Interesting and Innovative Idea that should be adopted by the Modern Professional Lawn Care and Golf Industries

Volunteers from member Landscape Ontario and Nursery Sod-Growers Association firms will be on site to begin preparation work.

The noticeable difference will happen as an army of volunteers LAYS THE NEW SOD to replace that which was damaged during the Occupy Toronto protest.

Restoring the lawn at Saint James Park is an effort on par with planting a forest of trees when it comes to cleaning our air and creating the best situation for a healthy environment.

According to Kyle Tobin, owner of LawnSavers Plant Health Care, and a manager of the Saint James Park project —

<< A green and healthy lawn is just as important as a tree. We have a unique opportunity right now before winter to restore the lawn and take advantage of ideal conditions. We will get in there and it will go from brown to green immediately and flourish next spring. >>



# Interesting and Innovative Idea that should be adopted by the Modern Professional Lawn Care and Golf Industries

A lush, green lawn is more than just pleasing to the eye.

Did you know that ...

- 220 square feet of turfgrass produces enough oxygen for a family of four that means restoring the turfgrass in Saint James Park will produce enough clean air for 545 families.
- North American lawns store billions of tonnes of carbon, making turfgrass a leading contributor to off-set carbon and reduce global warming.
- The average front lawn has the cooling effect of 8.5 tonnes of air conditioning lawns will be 18°C ( 30°F ) cooler than asphalt and 7°C ( 14°F ) cooler than bare soil in the heat of summer.
- Turf improves water quality by storing and filtering the water that would otherwise go into catch-basins and into the lake.
- A 10,000 square foot lawn will contain six grass plants per square inch, 850 plants per square foot and 8.5 million plants total think of your lawn as a forest of grass plants.

A CITY WITHIN A PARK

## St. James Park

120 King Street East

MITORONTO Parks, Forestry & Recreation 🔞 🚰 🙆 🖅 🔞 🖫











The Modern Professional Lawn Care and Golf Industries can be Described as the Planet's **Great Conservationist with** Outstanding and Innovative Ideas

The Modern Professional Lawn Care and Golf Industries can be described as the PLANET'S GREAT CONSERVATIONISTS with their OUTSTANDING AND INNOVATIVE IDEAS.

Day after day after day — written in the newspapers, heard on the radio, seen on the television, and displayed throughout cyberspace ...



... the Anti-Pesticide Movement (a.k.a. the ecology or natural lawn care movement ) is urging for measures to TERRORIZE and DESTROY the Professional Lawn Care and Golf Industries, with ideas that have little basis in fact or science.

In fact, the use of pest control products to enhance the Urban Landscape is GOOD for the environment.

Turf and ornamental plants BENEFIT from the use of pest control products.

Nonetheless, the Anti-Pesticide Movement has gained some powerful allies, such as law-makers and policy-makers who are spineless and naïve co-conspirators.

Many versions of the following phrase have been heard ...

... the world would be a better place if lawns and golf courses were maintained more ecologically or more naturally.

If each of us received five cents every time we heard this phrase, we would be literally spitting gold ingots.

Let's think for a minute!

Here is another phrase ...

(continued)

#### The public wants thicker, greener, pest-free LAWNS and LANDSCAPES

How does this phrase really apply to the Modern Professional Lawn Care and Golf Industries?

It's not complicated.

The Modern Professional Lawn Care and Golf Industries CAN BE DESCRIBED AS THE PLANET'S GREAT CONSERVATIONIST that supply the public with what it wants -

THICKER, GREENER, PEST-FREE turf and ornamental plants.

THICKER, GREENER, PEST-FREE turf and ornamental plants are the HIGH STANDARD of a MODERN LIFE-STYLE CHOICE.



The use of pest control products to enhance the Urban Landscape is GOOD for the environment.

Overall, turf and ornamental plants can be maintained with products that are GOVERNMENT-APPROVED, FEDERALLY-LEGAL, SCIENTIFICALLY-SAFE, and PRACTICALLY-NON-TOXIC.

For generations, the Modern Professional Lawn Care and Golf Industries have been maintaining and conserving the world's largest ground cover vegetation.

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## Anti-Pesticide Lunatics prefer JUNK LAWNS and JUNK LANDSCAPES







The Modern Professional Lawn Care and Golf Industries have CONTRIBUTED EXTENSIVELY TO THE BEAUTIFICATION OF OUR URBAN LAND-SCAPES, and THE PRESERVATION OF OUR ENVIRONMENT

By contrast, Anti-Pesticide Activists, and their Environmental Terrorist Organizations, can be more precisely identified as RADICAL PRESERVATIONISTS that could not care less about the beautification of our Urban Landscape.

Anti-Pesticide Activists PRETEND that the use of pest control products is not compatible with natural settings.

Nonetheless, Anti-Pesticide Activists have pretentiously proclaimed that the natural environment needs their stewardship.

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## Why don't you knock it off with them NEGATIVE WAVES?

Anti-Pesticide Activists are obsessed with preserving our world with ANTI-MODERNIST and ANTI-TECHNOLOGY thinking.

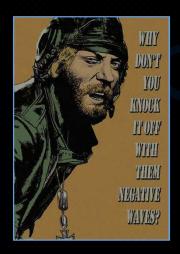
They thrive on JUNK SCIENCE, and resort to LIES rather than the truth.

It is a fact that Anti-Pesticide Activists are inherently OPPOSED to the modern maintenance of turfgrasses and the beautification of the Urban Landscape.

( One notable exception is Audubon International, but not Audubon state organizations.)

Anti-Pesticide Activists PREFER JUNK LAWNS and JUNK LANDSCAPES that are unaltered by human activity, and are INFESTED with damaging

weeds, insects, and disease ... just as the Activists INFEST our society.



Anti-Pesticide Activists particularly DESPISE the cosmetic standards used for the maintenance of GOLF FACILITIES, which are arbitrarily considered too lofty.

Anti-Pesticide Activists are re-enacting the needless conspiracy against DDT.

They are proceeding to TERRORIZE and ANNIHI-LATE the Modern Professional Lawn Care and Golf Industries, just like they did with the makers of DDT!



We are living in the 9|11 Era of Anti Pesticide Terrorism where at least ONE SUBVERSIVE ACT OF TERROR is Perpetrated EVERY SINGLE DAY by enviro lunatics

We are living in the DARK AGE OF ANTI PESTICIDE TERRORISM where sound science is trumped by FAKE SCIENTISTS, JUNK SCIENCE and UNVERIFIABLE SECRET EVIDENCE through FABRICATION, INNUENDO, and INTERNET RUMOUR — scientific research PROVES that pest control products CAUSE NO HARM and can be USED SAFELY.

NORAHG is National Organization Responding Against HUJE that seek to harm the Green Space Industry.

NORAHG represents the VAST SILENT MAJORITY of people in the Green Space Industry who are OPPOSED to PROHIBITION.

NORAHG is a NATIONAL NON PROFIT NON PARTISAN organization dedicated to reporting the work of RESPECTED and HIGHLY RATED EXPERTS who promote ENVIRONMENTAL REALISM and PESTICIDE TRUTHS

Anti Pesticide HUJE are enviro lunatics and lawn haters who particularly DESPISE the golf industry — they are Hateful Underhanded Jokes as Environmentalists who have been WRONG FOR OVER 50 YEARS.

There is NO RECOURSE but LITIGATION against these HUJE, as well as CANCELLATION of GOVERNMENT GRANTS and REVOCATION of the TAX EXEMPT STATUS of their organizations. HUJE should Get OFF Our grASS, and they should Roast In Hell.

Anti Pesticide HUJE are advised that all names, statements, activities, and affiliations have been ARCHIVED for eventual CRIMINAL CHARGES.

NORAHG manages The Library of Force Of Nature Reports and References for all Anti Pesticide Terrorist Acts of Subversion

The NORAHG of Library Force Of Nature Reports and References is a VAST ARCHIVE of DOCUMENTS, AUDIO CLIPS, and VIDEOS on ALL Anti Pesticide Activities has been made AVAILABLE through NORAHG to anyone interested in LITIGATION.

These ARCHIVES contain names, statements, activities, and affiliations of ALL anti pesticide vermin, including government officials, as well as charitable prohibition terrorist organizations that DO NOT DESERVE ANY tax exempt status.

Interested parties need only to send NORAHG their REQUESTS for ANY INFORMATION needed in the War Against Lunatic Terrorist PROHIBITION.

NORAHG also produces FORCE OF NATURE, reports that present THE WHOLE TRUTH FROM AN INDEPENDENT PERSPECTIVE about environmental issues including anti pesticide terrorism.

FORCE OF NATURE is a series of reports destined for the green space industry, the environmental terrorist movement, governments, and the media, nationwide across Canada, the United States, and overseas.

FORCE OF NATURE is committed to SOUND SCIENCE, as well as ground breaking original reporting that informs, entertains, and creates real change.

The Force Of Nature Series of Reports — Agriculture • ALBERTA Conspiracy • Bee Colony Collapse Disorder • Benefits of the Turfgrass Industry • Beyond Pesticides • Books That Screwed Up the World • BRITISH COLUMBIA Conspiracy • Canadian Cancer Society • Canadian Association of Physicians for the Environment • CARNAGE and Consequences of Lunatic Terrorist Prohibition • Controversial Prohibitions • Culprits of the Prohibition Conspiracy • Daffodils, Toxic Pesticide Treated Flowers Soaked Formaldehyde • Dating Services for Environmental Cancer • David Suzuki Foundation • DDT and Our World of Politicized Science • Death and Illness (Alleged) • Departure Letters • Ecojustice Canada • Energy Sector • Environmental Terrorists UNMASKED • Environmental Terrorist Organizations • Enviro PROFIT • Environmental Defence • FAILURE of IPM, Pesticide Manufacturers, Prohibition, Trade Associations • Famous Quotations About Enviro Lunatics • Fertilizer TER-ROR • Food and Farming • Get Off Our grASS • Global Warming, The Scam of Our Lifetime • Glyphosate Herbicide • Golf Industry • Green Alternatives • Green Party • Halloween Terror • Happy Holidays • Health Canada • Health Concerns with Pest Control Products • Heroes Speaking Out Against Environmental Terror • History of Environmental Terror in Canada • History of the Turfgrass Industry • Letters to the Editor • LIARS and Lying Sacks of (Enviro Maniac) Cwap • Mock Advertisements • Mock Speeches • Myth BUSTING • NATIONAL Prohibition • NEW BRUNSWICK Conspiracy • NoProhibition Exception for AGRICULTURE Industry • NO Prohibition Exception for GOLF Industry • NOProhibition Conspiracy • North America Free Trade Agreement (NAFTA) • ONTARIO Conspiracy, Haven For Environmental Terrorists • Ontario College of Family Physicians • Organic Golf Courses • Organic Maintenance • Organizations of the Prohibition Conspiracy • Pesticide Q & A (Questions about Enviro Lunatics & Maniacs • Rachel Carson, The Queen of Junk Science • SASKATCHEWAN Conspiracy • Pesticide Q & A (Questions About Enviro Lunat

The information presented in FORCE OF NATURE has been developed for the education and entertainment of the reader by providing a sequence of events WITH COMMENTARY, striving for accuracy in history, politics, and science.

FORCE OF NATURE is TOTALLY INDEPENDENT and provides NO guarantee regarding accuracy or completeness. In no event shall FORCE OF NATURE be liable for any incidental or consequential damages, lost profits, or any indirect damages.

NORAHG also produces A LOOK AT, a series of reports providing TECHNICAL INFORMATION on issues such as Career Management, Golf Course Maintenance, Green Alternatives, Summer Stress, Turfgrass Pests, and Turfgrass Species.

Finally, NORAHG frequently responds to anti pesticide activists in LETTERS TO THE EDITOR in newspapers across Canada and around the world.

All information, excerpts, and pictures contained in FORCE OF NATURE, A LOOK AT, and LETTERS TO THE EDITOR were retrieved from the Internet, and may be considered in the public domain.

FORCE OF NATURE, A LOOK AT, and their various incarnations, was the brainchild of William H. Gathercole and his colleagues in 1991. Mr. Gathercole is now retired, although his name continues to appear as founder.

Here is a brief summary of Mr. Gathercole's career  $\,-\,$ 

Fields of study — Horticulture/Agriculture, Mathematics, Physics

Alma mater — McGill University • University of Guelph • the first person ever to obtain university degrees and contribute to both the professional lawn care and golf maintenance industries

## NORAHG

Expertise in — environmental issues and anti-pesticide terrorism • turf and ornamental maintenance and troubleshooting • history of the industry • sales and distribution of seeds, chemicals, fertilizers, and equipment • fertilizer manufacturing and distribution

Notable activities — worked in virtually all aspects of the green space industry, including golf, professional lawn care, distribution, environmental compliance, government negotiations, public affairs, and workplace safety • supervisor, consultant, and, programmer for the successful execution of hundreds of thousands of management operations in the golf and urban landscape, as well as millions of pest control applications • advisor, instructor, and trainer for thousands of turf and ornamental managers and technicians • pesticide certification instructor for thousands of industry workers • founder of the modern professional lawn care industry • prolific writer for industry publications and e-newsletters • first to confirm the invasion of European Chafer insect in both the Montreal region and the Vancouver / Fraser Valley region • with Dr. Peter Dernoeden, confirmed the presence of Take All Patch as a disease of turf in Eastern Canada • with Dr. David Shetlar, confirmed the presence of Kentucky Bluegrass Scale as an insect pest in South Western Ontario, and later, in the Montreal and Vancouver regions

Special contributions — creator of the exception status that has allowed the golf industry to avoid being subjected to anti pesticide prohibition • creator of the signs that are now used for posting after application • co-founder of annual winter convention for Quebec golf course superintendents • the major influence in the decision by Canadian Cancer Society to stop selling for profit pesticide treated daffodils • the only true reliable witness of the events of anti pesticide prohibition in the town of Hudson, Quebec • retired founder of FORCE OF NATURE and A LOOK AT reports

Notable award — the very first man of the year for contributions leading to the successful founding of Quebec professional lawn care industry, which served as a beach-head against anti pesticide activists in the 1980s and 1990s

Legacy — Mr. Gathercole and his colleagues ... designed and implemented strategies that reined anti pesticide activists to provide peace and prosperity for the entire modern green space industry across Canada • orchestrated legal action against anti pesticide activists in the town of Hudson, Quebec • launched the largest founding professional lawn care business in Canada • quadrupled the business revenues of one of the largest suppliers in Canada

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