



force of nature

Positive Waves

**Interesting and Innovative Ideas
that should be adopted by
the Green Space Industry**

Turfgrass

The Rodney Dangerfield
of Landscape Plants ?!?!

January 4th, 2011

Ron Hall

LM Direct !

Turfgrass. We walk on it, play games on it, picnic on it, receive our diplomas on it, sometimes get married on it, bury our loved ones under it, and some of us let our dogs poop on it. (Hey, pick that up !)

Stop for a minute and consider the role it plays in our businesses, our landscape industry, our neighbourhoods and our society.

As vital as it is to our lifestyle, TURFGRASS IS ALSO THE LEAST APPRECIATED SINGLE LANDSCAPE PLANT IN NORTH AMERICA.

Or so it sometimes seems.

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*Turfgrass is the least appreciated
single landscape plant in North America*

Least appreciated ?

Consider that the Sustainable Sites Initiative (SITES), which has the potential to have a dramatic impact on the Professional Green Industry, for the most part IGNORES TURFGRASS.

If you're not familiar with SITES (<http://sustainablesites.org/>), become familiar with it.

The project (a partnership of the American Society of Landscape Architects, the Lady Bird Johnson Wildflower Center and the United States Botanic Garden) is overseeing the development of a voluntary system to rate the sustainability of our man-made ecosystems, including the landscapes that we design, install and maintain.

Many of the 150-plus pilot projects now underway to develop the SITES rating system SEEK WAYS TO REDUCE THE AMOUNT OF TURFGRASS WITHIN OUR LANDSCAPES OR TO REPLACE IT WITH OTHER PLANTS OR MATERIALS.

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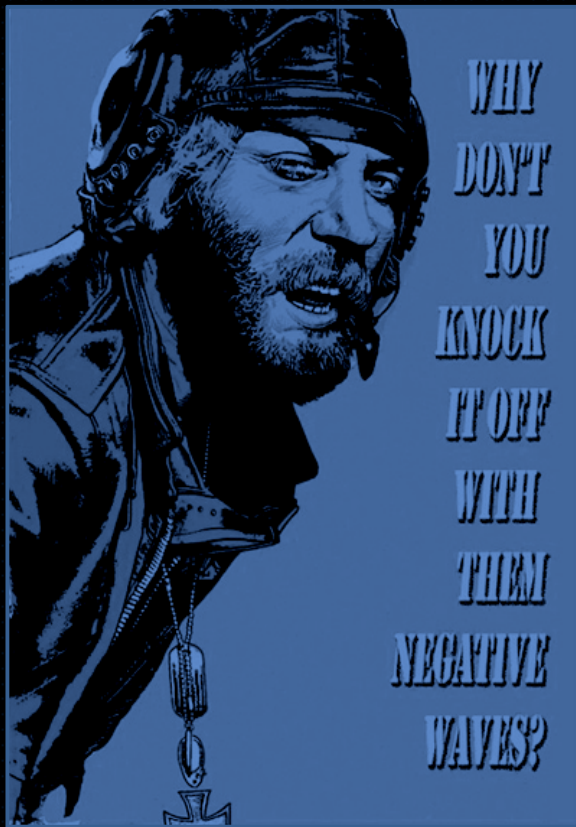
*There are MANY environmental and social benefits
of turfgrass in our Urban Environments as
our society's most valuable landscape plant*

While the effect of SITES upon our turf care and landscape maintenance businesses will be difficult to gauge until the rating system is rolled out perhaps as early as 2013, its reach is ambitious and encompasses everything from residential landscapes to national parks.

Because SITES is still in its development phase, people within the Professional Green Industry are hopeful that the project will yet recognize the MANY ENVIRONMENTAL AND SOCIAL BENEFITS OF TURFGRASS IN OUR URBAN ENVIRONMENTS.

For example, Dr. Frank Rossi, Associate Professor of Turfgrass/Horticulture at Cornell University, has proposed that SITES award points in its rating system for using turfgrass on landscapes as long as the species are appropriate to a site's climate, and that grass OFFERS BENEFITS, such as preventing erosion, serving as a carbon capture or encouraging sport or recreation, beyond being merely something to admire through the week and mow each weekend.

The Modern Green Space Industry can be Described as the Planet's Great Conservationist with its 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 Environmental-Terror-Movement (a.k.a. the ecology or natural lawn care movement) is urging for measures to TERRORIZE and DESTROY the Modern Green Space Industry, with ideas that have little basis in fact or science.

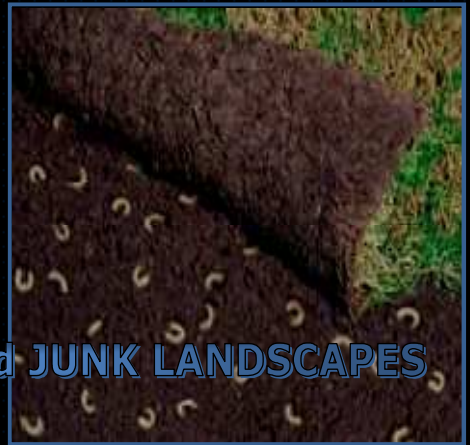
Nonetheless, the Environmental-Terror-Movement has gained some powerful allies, such as law-makers and policy-makers who are spineless and naïve co-conspirators.

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 ! How does this phrase really apply to the Modern Green Space Industry ? It's not complicated.

The MODERN GREEN SPACE INDUSTRY CAN BE DESCRIBED AS THE PLANET'S GREAT CONSERVATIONIST that supplies the public with what it wants — THICKER, GREENER, PEST-FREE LAWNS and LANDSCAPES.



Enviro-Lunatics prefer JUNK LAWNS and JUNK LANDSCAPES

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



NORAHG

Force Of Nature presents THE WHOLE TRUTH FROM AN INDEPENDENT PERSPECTIVE from National Organization Responding Against HUJE that seek to harm the Green Space Industry (NORAHG). It is a series of Reports destined for the Green Space Industry, the Environmental Terror Movement, Governments, and the Media, nationwide across Canada, the United States, and overseas. 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. The neutrality of these Reports might be disputed. Don't thank us. It's a public service. And we are glad to do it.

HUJE are identified on the basis of their statements, activities, affiliations, and whereabouts. Even though each Enviro Lunatic Culprit is a misguided adversary, each still deserves our respect. The use of the terms Lunatic, Maniac, Culprit, Terrorist, or Basterd are not accusations of any legal wrong doing. Force Of Nature is simply holding Enviro Lunatic Activists accountable for conspiring to change public policies that TERRORIZE, HARM, and THREATEN the Green Space Industry.

HUJE is a term used to describe Enviro Lunatic Activists that routinely concoct FEAR MONGERING, FRAUDULENT LIES, MISCONCEPTIONS, COERCION, THREATS, DECEPTIONS, TERROR, and PARANOID CONSPIRACIES that are DESIGNED to SCAM and DECEIVE the public into believing there is some IMAGINARY DANGER with conventional pest control products. HUJE also SCAM and DECEIVE Government Officials into the NEEDLESS, SENSELESS, and MALICIOUS CONSPIRACY to PROHIBIT conventional pest control products that are FEDERALLY LEGAL, SCIENTIFICALLY SAFE, TOTALLY IRREPLACEABLE, and ABSOLUTELY INDISPENSABLE.

HUJE have created LOSS OF REVENUES, BUSINESS FAILURES, BANKRUPTCY, and UNEMPLOYMENT, inflicting DESPAIR and DESTITUTION for THOUSANDS of hapless victims throughout the Green Space Industry. The DEPRAVED INDIFFERENCE of Lunatic Culprit Terrorist Basterd HUJE is viewed as a form of TERROR, HARM, and THREAT against the Green Space Industry.

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Force Of Nature, and its various incarnations, is the brainchild of William H. Gathercole and his colleagues. Mr. 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, PROFESSIONAL LAWN CARE, and CHEMICAL INDUSTRY, and has served in environmental compliance, government negotiations, public affairs, and workplace safety. Mr. Gathercole has supervised, consulted, programmed, and/or overseen the successful and safe 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.

Mr. Gathercole and his colleagues have followed the evolution of LUNATIC ENVIRONMENTAL TERRORISM for over a quarter century. For FIFTEEN YEARS, the strategies designed and implemented by Mr. Gathercole and his colleagues guaranteed the control of the VERMIN OF ENVIRONMENTAL TERROR for the entire Modern Green Space Industry across Canada. Their involvement in Environmental Issues reached a fevered pitch in the 1990s, when he orchestrated, with his colleagues, legal action against the Forces of Environmental Evil in the Town of Hudson, Quebec.

Today, Mr. Gathercole is the ONLY TRUE RELIABLE WITNESS of the Hudson Affair. 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. His vast knowledge of our long journey with Environmental Issues is UNDENIABLE — hopefully ! Mr. Gathercole is now retired, although his name continues to appear as FOUNDER of Force Of Nature.

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The Whole Truth from an Independent Perspective

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

