

*Force of Nature Media Report :
The Environmental Movement
in the Media from an
Independent Perspective.*

The Industry Strikes Back !

Part 1.



The Industry Strikes Back !

Part 1.

21/06/2009

Notable quotation.

<< **A** *s we wait patiently for the hammer to drop ... >>* 2 of 18.

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The class action is moving forward

Thursday June 18, 2009

E-Mail Transmission



Good Afternoon,

As we wait patiently for the hammer to drop, I would like to bring a couple of things to light.

The speed at which this will be done is directly related to the amount of funds.

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The class action is moving forward and the judicial review application is proceeding. Both of these efforts will continue until the funding is exhausted. Monies collected by PLCAO [**Professional Lawn Care Association of Ontario**] have gone directly to this effort and were paid directly to the lawyers.

I am currently working with organizations from outside Ontario that have offered financial support, but they are stunned about the lethargic efforts by the industry in Ontario. Please take the time to speak to everyone you know in the industry and ask them if they are making an effort.

Funding for this project has been provided by a small number of companies. At this point M-REP Communications has not recouped their cost for the provincial project. At this point, further efforts will not be explored.

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Landscape Ontario [**LO**] has asked to meet on the subject of a government relations plan and an update on our current efforts. We have not decided at this point if we are going as we are not under contract with LO.

I would suggest everyone that has not forwarded any funding to PLCAO [**Professional Lawn Care Association of Ontario**] to contact them and commit to an amount.

I will be forwarding a request for information to all licensed applicators through PLCAO, PIRC [**Pesticide Industry Regulatory Council**] and LO on Monday, June 22nd, 2009. Please take 20 minutes and respond.

Please forward any questions via email as I am out of the office dealing with a family matter, but I do have access to email.

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Sincerely,

Jeffrey Lowes

Director of Government & Industrial Relations

M-REP Communications

PO Box 24010
1201 Division Street
Kingston Ontario, Canada
K7K 7A6

direct	613.531.2657
cell	613.483.7855
fax	514.221.4176

jplowes@mrepcommunications.com

www.mrepcommunications.com

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Jeffrey Lowes is the principal investigator for M-REP Communications. M-REP Communication is part of an international coalition of companies that provide consulting services through a network of technical and research based companies and agencies in North America and the EU. M-REP Communications focuses on sound environmental policy and communications.

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Notable quotations.

<< We may well have reached the point of asking all people in the Green Space Industry to cancel their memberships with those trade associations and groups that have earned a grade of « failure », for failing to challenge the prohibitions. >>

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<< All people in the Green Space Industry may consider preferentially supporting those organizations that are challenging prohibitions, such as Professional Lawn Care Association of Ontario (P.L.C.A.O.). >>

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Background Information from an Independent Perspective.
Adapted Excerpts from TURF & Recreation Magazine.

The 9/11 Era of the Green Space Industry !

We are now living in the era of « 9-11 » of the « *Green Space Industry* ». The prohibition conspiracy against pest control products has now attained NATIONAL proportions. The provinces are falling like dominoes. The « *Professional Lawn Care Industry* » is systematically being annihilated by « *environmental terrorism* » across Canada, with the resulting loss of revenues, business failures, bankruptcy, unemployment, leading to despair and destitution for THOUSANDS of people in the « *Green Space Industry* ». Our adversaries in the « *environmental movement* » have VIRTUALLY LIMITLESS FUNDS, in the MILLIONS OF DOLLARS, to wreak their havoc, since they are heavily financed by government grants, as well as by the public and private sector. They understand full well that THERE IS NO UNITY within the « *Green Space Industry* ». First municipal, then provincial, and finally national in scope, their first destructive attack will be complete within one or two years. And then. Soon after the « *environmental movement* » has tasted victory by obliterating the « *Professional Lawn Care Industry* », the hated « *Golf Industry* » will be targeted in the next attack. This time, the « *Golf Industry* » will be totally alone, and devoid of any allies to help defend itself. The « *Golf Industry* », because of its attitude of denial and protectionism and mock-dismay at any form of criticism, is ignoring the supreme historic opportunity to join forces with the « *Professional Lawn Care Industry* », and litigate against the forces of environmentalist evil. A failure to do so will be lethal and final, and future generations will ask the question — « *Why did you not act ?* ». For the first time in all of our collective history, it can honestly be said that there is NO LONGER A HOPEFUL FUTURE for anyone in the « *Green Space Industry* », young or old.



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The Industry Report Card.

As a consequence, we have prepared a « *Report Card* » to enlighten our readers. The grading is based upon an association's ability, or willingness, to adequately confront the issues of conspiracy to prohibit pest control products in Ontario. This « *Report Card* » has become infamous, especially among those leaders whose trade associations have been given a grade of « *failure* ». Well ... the mock-dismay of these leaders is about to get worst ... please read on.

Those who have failed the Green Space Industry so far.

A grade of « *failure* » must be assigned to the following industry trade associations and groups that have done NOTHING since the announcement of legislation to prohibit pest control products in the « *Province of Ontario* ». —

- « *Canadian Golf Superintendents Association* » (C.G.S.A.).
- « *CropLife Canada* ».
- « *International Society of Arboriculture* » (I.S.A.).
- « *Landscape Ontario* » (L.O.).
- « *Royal Canadian Golf Association* » (R.C.G.A.).
- « *Urban Pest Management Council* ».

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Many believe that NONE of these groups have stepped up to the plate, and adequately challenged the Ontario « *Cosmetic Pesticides Ban Act* ». These groups have sadly become totally DISINTERESTED PARTIES, preferring instead to hide behind their own rhetoric of « *What ? Me worry ?* ». Some people believe it is time to re-assess whether these groups deserve our support, since, in desperate times, they have utterly failed us. So far. Perhaps the money that they receive from the industry should be re-directed towards those who are currently defending it from those who conspire to prohibit pest control products.

We may well have reached the point of asking all people in the « *Green Space Industry* » to CANCEL their memberships with those trade associations and groups that have a grade of « *failure* », for failing to challenge the prohibitions. All people in the « *Green Space Industry* » may consider PREFERENTIALLY SUPPORTING those organizations that are challenging prohibitions, such as « *Professional Lawn Care Association of Ontario* » (P.L.C.A.O.).

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Landscape Ontario.

« *Landscape Ontario* » (L.O.) has disappointed us with its attitude of « *laissez faire* », since it appears that it has decided to BOW TO THE INEVITABLE CATAclysm OF THE PROHIBITION. We must acknowledge that, early in the battle against « *environmental terrorism* » in Ontario, L.O. expended vast amounts of its resources, which sadly, have become less available today. In essence, L.O. has reduced itself to merely presiding over and « *assisting* » the funeral of an industry that it once staunchly defended. In the L.O. « *Annual Report 2008* », the following « *eulogy* » was written. —



«< *There is a great deal of concern about future viability. Our role is to assist in the transition [towards the pesticide prohibition].* >>

One current bright spot in L.O. is **Tony DiGiovanni**. In « *Letters to the Editor* » across Ontario, DiGiovanni has also personally spoken out against terrorists and prohibitions on a **VERY** frequent basis. We should all thank DiGiovanni for his efforts.



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CropLife Canada.

« *CropLife Canada* » is the group that represents the manufacturing sector. « *CropLife Canada* » is the trade association representing the manufacturers, developers, and distributors of plant science innovations — pest control products and plant biotechnology — for use in agriculture, urban and public health settings. Here is one of their « *wishy-washy* » and non-committal statements on the matter of the Ontario prohibition. —



«< *We support a focus on eliminating the improper or unnecessary use of pesticides.* >>

(CROPLIFE CANADA 2008 ANNUAL REPORT.)

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One bright spot in « *CropLife Canada* » is **Lorne Hepworth**. In « *Letters to the Editor* » across Canada, **Hepworth** has personally spoken out against terrorists and prohibitions on a **VERY** frequent basis. Unfortunately, **Hepworth** appears to be a lone voice among those manufacturers who are refusing to get more directly involved to fight the prohibition conspiracy, except, of course, for « *Dow AgroSciences* », the company that is currently challenging the Quebec prohibition.



The Golf Industry.

Incredibly, the « *Golf Industry* » has declared itself **SATISFIED** with the Ontario prohibition, without regard for the much larger implications to the entire « *Green Space Industry* ». It is unfortunate that the near-sightedness of this industry's leaders will prevent it to ever join forces with « *Professional Lawn Care Industry of Ontario* » (**P.L.C.A.O.**). The same « *environmental terrorist* » groups that once pressured the « *Government of Ontario* » to legislate the « *Cosmetic Pesticides Ban Act* » will soon set their sights on the **ELIMINATION** of the **GOLF EXCEPTION STATUS**.

Here is a protectionist « *la-dee-da* » statement from one of the « *Golf Industry* » leaders, issued in **April 2008**. — 10 of 18.

<< [...] *associations like the CGSA, Royal Canadian Golf Association (RCGA) [...] applauded McGuinty and the governing Liberals for making this announcement [regarding the prohibition] . [A] reason for the golf industry's support of this provincial initiative stems from the fact we will be exempted.* >>

(GREENMASTER, APRIL 2008.)



Despite the shortcomings of its trade associations, the « *Golf Industry* » can boast having had strong and impressive public affairs leaders, such as those listed below. We should thank them, and many others, for their hard work. —

- **Jarrood Barakett.** « *Ontario Golf Superintendents Association* » (**O.G.S.A.**).
- **Bob Burrows.** « *Canadian Golf Superintendents Association* » (**C.G.S.A.**).
- **Teri Yamada.** « *Royal Canadian Golf Association* » (**R.C.G.A.**).

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Those who have made a bit of an effort.

A grade of « *average* » must be assigned to « *Ontario Parks Association* » (O.P.A.) for their insightfully truthful response to the Ontario prohibition. However, this group **SHOULD DO MORE**. Here is an excerpt from a letter written by O.P.A. on **September 2nd, 2008**. —

<< *While IPM programs and appropriate cultural practices are able to significantly reduce weed infestations in sports fields, in some instances, the use of pesticides is the only viable solution.* >>

Those who have served the Green Space Industry with distinction.

— A grade of « *high achiever* » must be assigned to the following groups

- « *Ontario Golf Superintendents Association* » (O.G.S.A.).
- « *Ontario Vegetation Management Association* ».
- « *Professional Lawn Care Association of Ontario* » (P.L.C.A.O.).

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They are the true **HEROES** of the « *Green Space Industry* », and appear to have done what the other associations are apparently unable or unwilling to do. Successful petitions and lobbying. Good literature and commentary. Consistent and steady response to the issues. They are the defenders of the « *Green Space Industry* », and should have our thanks and our gratitude.

A personal « *honourary mention* » should be made in recognition of **Jeffrey Lowes**, who, with the blessing from **P.L.C.A.O.**, has conducted himself immaculately. He truly embodies the critical concept that « *We must defend our industry, whatever the cost may be !* ». We are lucky to have him.



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Professional Lawn Care association of Ontario.

The « *Professional Lawn Care Association of Ontario* » (P.L.C.A.O.), in conjunction with its membership, and **Jeffrey Lowes**, has been **VERY** decisive regarding the Ontario « *Cosmetic Pesticides Ban Act* ». It has recently launched a legal action.



This legal challenge will be expensive. **Fifty to one-hundred thousand dollars** will likely be the price tag for a lawsuit that challenges the « *Cosmetic Pesticides Ban Act* ». In comparison, when the industry challenged the « *Town of Hudson* », the path to « *The Supreme Court of Canada* » ultimately cost **one-hundred and twenty-five thousand dollars**. People seem to forget that when you lose a challenge, you must pay the opposition's legal bills as well as your own.

The « *Professional Lawn Care Association of Ontario* » has correctly recognized that this is our last chance to prevent the prohibition, and save the industry and our future. « *We must defend our industry, whatever the cost may be !* »

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Please contact and give financial support to the P.L.C.A.O. at 519-836-4906 or plcao@gti.uoguelph.ca

Environmental terrorism CAN BE vanquished !

The entire « *Green Space Industry* » must act **NOW** to vanquish the Ontario prohibition. Otherwise, the price of indifference will be catastrophic to everyone. The people of the « *Green Space Industry* », the simple folks who operate small businesses or manage turf maintenance or golf course operations, should know that most of their leaders and their trade associations **INTEND TO DO NOTHING** to fight the prohibitions against pest control products !

If the « *Green Space Industry* » was willing to do its duty, if nothing were to be neglected, if all resources and finances were dedicated towards eradicating the « *Cosmetic Pesticides Ban Act* », and if the best legal representations were made, « *environmental terrorism* » could be vanquished in Ontario. The terrorists would be demoralized across the continent.

This is assuming that there is a willingness to do these things.

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The readers must demand that their leaders and associations support Jeffrey Lowes in his bid to legally challenge and exterminate the environmental terrorists once and for all.

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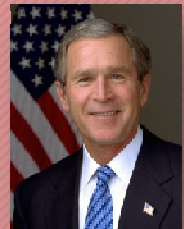
*We must defend our industry,
whatever the cost may be !*

(ADAPTED FROM CHURCHILL, 1940.)

Which side are you on ?

On **September 20th, 2001**, in an address to a joint session of Congress following the « **9-11** » attacks, U.S. President **George W. Bush** made the following inspirational statement. —

<< *Either you are with us, or you are with
the terrorists.* >>



This is our concluding rant to all who work in the « **Green Space Industry** ». We can assure everyone in the « **Green Space Industry** » that the mistakes of the Hudson-Supreme-Court affair will not be repeated again. Either you stand and fight **AGAINST** « **environmental terrorism** », or you stand **WITH** the « **terrorists** » themselves. Stand up and be counted. If we do not successfully defeat these people NOW, the consequences will be devastating.

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The Consequences of Failure Against Environmental Terrorism.



Elimination of employment.

The destructive policies advocated by the environmental movement will lead to the needless elimination of tens of thousands of stable jobs.

Tens of thousands unemployed.



Annihilation of companies.

The destructive policies advocated by the environmental movement will lead to the needless annihilation of thousands of stable businesses.

Thousands of business failures.



Disruption of home life.

The destructive policies advocated by the environmental movement will lead to the needless disruption of tens of thousands of stable homes.

Tens of thousands homes lost.



Destitution and despair.

The destructive policies advocated by the environmental movement will lead to needless suffering and hardship for tens of thousands of professionals.

Tens of thousands suffering.

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From June 19th to 21st, 2009, the crescent moon will seem to make a series of cosmic pit stops as it hovers near several planets and a star cluster in the predawn skies. Weather permitting, this chain of conjunctions, seen in the following illustration, will be easily visible to the naked eye.

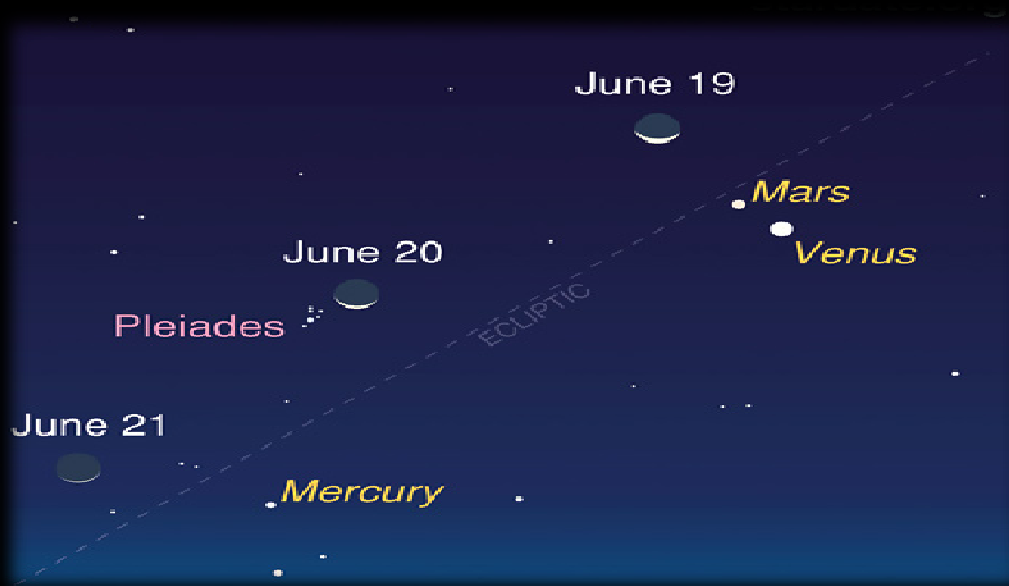
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*The villagers of F.O.N.
are very happy ...*



*... since the stars are now
aligned against the hated
environmental movement.*

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Force of Nature was launched for continuous transmission on the Internet on January 1st, 2009. It is a series of e-newsletters destined for the *Green Space Industry*, the *environmental movement*, politicians, municipalities, and the media, nation-wide across Canada, and parts of the United States. *Force of Nature* is produced in two parts. First. The *Media Report* itself that reports on the current events affecting the future of the *Green Space Industry*. Second. *Independent Perspective*, which is a running commentary, which is sometimes more technical in nature.

Force of Nature is the brainchild of William H. Gathercole and his entourage. The opinions expressed in these e-newsletters, 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 ! Mr. Gathercole and his team may sometimes be very irreverent and fearless with these e-newsletters.

William H. Gathercole 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 public affairs, personal safety, and environmental issues. Mr. Gathercole has been a consultant and instructor for decades. Mr. Gathercole has been following 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 others, legal action against unethical and excessive municipal regulations restricting the use of pest control products. (i.e. the Town of Hudson.) Although he can be accused of being *anti-environment-movement*, he is, in fact, simply a strong advocate **FOR** the *Green Space Industry*. However, this position has not precluded him from criticizing the industry itself. Nonetheless, his vast knowledge of our long journey with environmental issues is *undeniable*. (Hopefully !) For many years, Mr. Gathercole has been a contributing columnist for *TURF & Recreation Magazine*, Canada's Turf and Grounds Maintenance Authority.

All pictures contained in *Force of Nature* were found somewhere on the Internet. We believe that they are in the public domain, as either educational tools, industry archives, promotional stills, publicity photos, or press media stock.

Information presented in *Force of Nature* has been developed for the education and entertainment of the reader. 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.

The following titles are currently available. (Or, will be available in the near future.) ● Alberta Prohibition ● British Columbia Prohibition ● Canadian Association of Physicians for the Environment ● Consequences ● David Suzuki Foundation ● DDT and Our World of Politicized Science ● Death and the Environmental Movement ● Golf and Landscape Trade Industries ● June Irwin, The Princess of Junk Science ● Kazimiera Jean Cottam ● Kelowna BC Prohibition ● New Brunswick Prohibition ● Nova Scotia Prohibition ● Ontario Prohibition ● Organic Fertilizers ● Pets and Lawn Care Chemicals ● Prince Edward Island Prohibition ● Quebec Prohibition ● Rachel Carson, The Queen of Junk Science ● Randy Hillier, The Next Premier of Ontario ● Salmon Arm BC Prohibition ● The Industry Strikes Back ! ● The 9/11 Era of the Green Space Industry ● The Failure of Integrated Pest Management ● The Misconceptions About Cancer ● The Wisdom of the Solomons ● Wisconsin Fertilizer Prohibition ● **ASK FOR A COPY OF ANY BACK ISSUE TODAY.**

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