

your customers would originate. Once you have done the complete market analysis, you will then have identified the various problems as well as opportunities. Peter Drucker is given credit for stating, "Problems are nothing but brilliantly described opportunities." In my twenty-five years of consulting work, I have come to believe this. I could cite several instances where companies have turned problems into opportunities. Once you have identified the various problems and opportunities, the third step is to develop a marketing strategy.

When developing a marketing strategy it is essential to identify those objectives that you are striving to accomplish. The objectives are dependent upon the mission that you have set forth for your company. The four key areas of a marketing strategy are once again, the four **P's**, product,

price, promotion and place.

In summary, you have four areas with which you can make marketing decisions, product, price, place and promotion. Which of these four is the most important? The answer to that question is the one in which you are the weakest. You must have the right product or services and perform them well, good prices, a good market area and, of course, communicate this to the public if you are to be successful. If you are weak in any one of those, the chances of your success are greatly reduced.

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Abstract

Brown, K. W. 1986. **Hazardous waste disposal. What are the options?** Grounds Maintenance 21 (2): 84, 86, 122.

Anyone who must dispose of more than 100 kg (200 pounds or approximately 30 gallons) of pesticide solution or rinse water each month is a hazardous waste generator, as the result of recent federal legislation. Such waste must be treated as a hazardous waste and must be stored and disposed of only by approved methods. Because many of the commonly used pesticides are on the EPA list of toxic substances, all surplus spray solutions, container rinsate water, spray equipment rinsate, solutions resulting from spill cleanup and misformulated solutions are hazardous wastes and must be dealt with accordingly. In the past, the common practice has been to wash the excess spray and rinse down the drain and into the sewer or allow it to run off into adjacent drainage ways. These practices will now likely be banned or abandoned because of the adverse impact on the environment when the pesticides flow or leach from such systems into surface or underground water resources.