GCSAA continues new tack, joins RISE as associate member

By Hal Phillips

LAWRENCE, Kan. — After three years of keeping its distance, the Golf Course Superintendents Association of America (GCSAA) has joined the specialty chemical trade organization RISE (Responsible Industry for a Sound Environment) as an associate member.

Under the regime of former Executive Director John Schilling, GCSAA had made a point of refusing membership in several allied organizations, including RISE, which was formed in 1991 by manufacturers, formulators and distributors of specialty chemical products. But GCSAA's about-face reaffirms its continued commitment to mend industry fences under the leadership of new Executive Director and Chief Executive Officer, Steve Mona.

"We get the same support from everyone else. Why shouldn't we reciprocate?" said Mona, who joined GCSAA in late 1993. "One of our mandates here was to restore the relationships with our allied organizations: RISE, the USGA, PGA, etc. This really goes to the heart of what we're trying to accomplish and become as an organization."

"When you look at RISE, you're looking at some of our larger advertisers and exhibitors. We're involved with environmental issues and so are they. This is the logical thing to do, and our board thought it was the right thing to do." Mona explained that he will meet with RISE Executive Director Allen James sometime in July to "see what we can reciprocate." Continued on page 64

Continued on page 63

ISK Biotech now the American division of ISK Biosciences Inc.

OSAKA, JAPAN — Ishihara Sangyo Kaisha (ISK) plans to strengthen its position in the world agricultural chemical industry by unifying the ISK agrochemical business under the global identity of ISK Biosciences, effective immediately.

In November 1990, Ishihara acquired ISK Biotech Corp. of the U.S.A. as a strategic step to increase its existing presence in the Americas. To manage the new market focus and responsibility to manage the business strategy on a global basis.

ISK Biotech now functions as a single entity, with the ISK American division of ISK Kaisha (ISK) plans to strengthen its position in the world agricultural chemical industry by unifying the ISK agrochemical business under the global identity of ISK Biosciences, effective immediately.

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This move is intended to improve the capability of the corporation to develop technologies and services while strengthening market focus and improving resource productivity.

The newly unified ISK Biosciences, with headquarters here, is composed of three divisions: Asia-Pacific, Europe and Africa, and the Americas. To manage the new organization, the ISK Biosciences Executive Committee has been formed at the ISK corporate office here to develop objectives, set policy, and provide strategic direction. The three divisions have the primary responsibility to manage the business strategy on a global basis.

John Helde

EXECUTIVE DIRECTOR & CEO

Steve Mona,
GCSAA Executive Director & CEO

Continued on page 63

May 1994

Golf Course News