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

Continued on page 64

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 agrochemical industry. To date the two organizations have operated separately, however, they will function as a single entity with common corporate objectives and a unity of purpose. All plans and directions will be unified and the functions of development, manufacturing, sales and distribution will be coordinated more efficiently on a global basis.

This move is intended to improve the ability 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.
Questions aplenty regarding Golf Asia '95

Continued from page 59

Comer, who held separate shows last year. The results — according to Roy Reilly, a "industry" exhibitors — were mixed. The general consensus declared the lack of traffic, though those in attendance seemed qualified and ready to buy. "We were happy with the people who stopped at the booth," said Carla Holmquist, who represents The Toro Co. in Asia-Pacific. "There were a lot of good customers looking at actual packages. As far as the number of people, it wasn't a steady stream. Traffic was pretty light.

According to Corbin Reilly of O.M. Scott, which exhibited at both shows in 1992, "The traffic was a little bit less than in prior years, but better than last year. The first morning was slow and the last day was slow. But the other two days were quite busy. "This is our fourth year at Golf Asia. It continues to be an integral part of our Asia-Pacific strategy."

Added Holmquist: "It was an excellent show for us. There was a lot of interest from China, Indonesia and Vietnam. We even got some interest from India, which surprised me... So overall, we were pleased with the show."

Will you be back next year? "Yes," she said. "Will GCSSA? That's not clear."

The past six months have seen the superintendents' association pursue its overseas commitments considerably: closing its Singapore office, discontinuing its Spanish- and Japanese-language publications, and reducing the size of its education program here at Golf Asia M.

"We had a one-year agreement that went through this year's Golf Asia show," said Mona. "If we do go forward, we'll need a new agreement... We have planned a meeting of the board for late May to discuss our role in Asia... GCSSA President Joe Baidy, Don Brattin and I met with many superintendent organizations and U.S. expatriates during our stay in Singapore. We have to make some decisions on information sharing in that part of the world. "But there's a larger issue here — what we're going to do internationally. When we talk internationally, we automatically think of Asia. But there's more to it than that. And you have to balance that with domestic concerns."

Reilly said the presence of GCSSA is not all-important. "We were there before GCSSA, and we'll be there if they're not," he said.

On the subject of Golf Asia's education program, Mona noted the GCSSA-conducted sessions were "sold out. The responses we've received from the surveys were very positive," he added. "The acid test for this type of thing is the question: Would you attend next year? "All but one said Yes." Yet, the GCSSA did cut back on the number of sessions and it didn't go unnoticed, said Reilly. "The feedback we're getting from superintendents was the education sessions were a little bare-boned," he said. According to Holmquist, the trade show's less-than-robust attendance should be considered when future schedules are drawn up. "As trade people," she said, "we would rather they didn't hold sessions during the trade show. It's okay during the U.S. show because attendance is so massive, but you can't get away with it in Asia. The floor was dead during the sessions."

ISK Biosciences
Continued from page 59

Biosciences headquarters will also continue to be the headquarters of the Asia-Pacific division. ISK has also established an ISK European headquarters in Brussels to manage the business activities of all ISK group agricultural chemicals and industrial chemicals products in Europe and Africa. With support from the Americas division, the office in Orpington, Kent, U.K. will continue to be the headquarters for the agricultural chemical business of Europe and Africa.

FROM TURF-SEED, INC.

BrightStar

When you check the National Trials and all the turf data, you'll find why we claim it's...

The Best Ryegrass Yet!

Why you'll want to specify BrightStar perennial ryegrass for your turf:
- The darkest ryegrass ever
- High tiller density
- At the top of the National perennial ryegrass trials!
- High turf quality ratings
- Low vertical growth for less clipping removal
- High endophyte level for natural insect resistance
- Reduced need of fertilizer and chemical tools for an environmentally conscious industry
- Resists turfgrass diseases

Extremely dark green BrightStar outshines all other perennial ryegrasses in this winter overseeding turfgrass trial.

Marketed by:

TURFSEED

PO Box 250
Hubbard, OR 97032
1-800-247-6910
503-651-2130
FAX 503-651-2351

BrightStar is used in blends and mixtures exclusively from Turf-Seed, Inc., such as Sonoran brand blend.