

Bayer realigns sales team; taps Childers, Dotson

KANSAS CITY, Mo. — Cecil Childers has accepted the position of sales specialist with Bayer Corp, which has realigned its sales force.

Childers' territory includes Virginia and West Virginia. Since joining Bayer in 1975, he has served as pest control product manager, manager of the Southern area, regional technical manager and technical service representative. Childers received a master's degree in plant pathology and a bachelor's degree in agronomy, both from Virginia Polytechnic Institute.

In other Bayer news, Jim Dotson has accepted a senior sales representative position, covering the newly created territory in southern Illinois and eastern Missouri. Since joining Bayer in 1982, he has been involved with insecticide research, field development research and most recently was research product manager for turf and ornamental products. Dotson holds a master's degree in entomology from the University of Missouri-Columbia and a bachelor's degree in zoology from Southwest Missouri State University.

Bayer has realigned certain sales territories.

Scott Harms began work with Bayer in March as the sales representative for Kentucky and Tennessee. During college, he spent three years working on a golf course. He recently received a bachelor's degree in communications from the University of Louisville at Kentucky.

Eric Lentz, whose territory includes Georgia and Alabama, worked as an intern for Bayer during the summer of 1995 and started work as a sales representative in November. He recently received a bachelor's degree in entomology from the University of Delaware.

Jorge Moreno joined Bayer in January as a sales representative for the southeastern coast of Florida. He holds two master's degrees and a bachelor's degree from the University of Florida, where he studied horticulture and agronomy. He joins Bayer from Ciba, where he was a research assistant.

Jim Rollins' territory includes Michigan and Ohio. He joined Bayer in 1977 as a sales representative. He then moved on to district sales manager and most recently, bar code project administrator. He received a bachelor's degree in horticulture from Ohio State University.

Richard Skorepa joined Bayer in 1991 as a sales representative in Michigan and Ohio. His new territory is northern Florida. He holds a master's degree in plant pathology and a bachelor's degree in agronomy, both from the University of Missouri-Columbia.



Cecil Childers



Jim Dotson

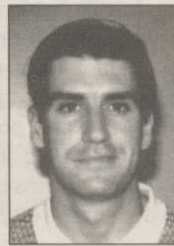


Jim Collins



Richard Skorepa

Also joining the Bayer sales force (from left): Jorge Moreno, Eric Lentz, and Scott Harms



Bayer offers new fax info service

Bayer Specialty Products has announced a new option on its information line: fax-on-demand service.

Now the 800-number (1-800-842-8020) offers product information via fax as well as a question and answer line.

Fax-on-demand enables callers to request literature on pest control and turf and ornamental products. Product labels, material safety data sheets and product information sheets are available for: Premise, Tempo,

Baygon, Dipterex, Bayleton, Dylox, Merit, Morestan, Nemacur, Oftanol and Sencor.

When customers call the product information line they immediately get the option of going to the fax-on-demand system. After choosing that prompt, callers can choose to have an index of what's available faxed to them or punch in order numbers, provided they know them.

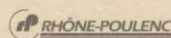
It takes approximately 30 minutes to receive a fax.

A FEW WORDS ABOUT NEW CHIPCO ALIETTE SIGNATURE.

Yes,
It Is The Most Cost-Effective
Way To Manage Turf Stress.

Yes,
It Gives You More Tankmix
Options Than Ever.

Nothing is perfect. But new CHIPCO® ALIETTE® SIGNATURE™ fungicide is the perfect choice when it comes to enhancing turf vigor and quality during those peak stress periods. You already know how effective CHIPCO ALIETTE is when used in tankmix combination with FORE® or CHIPCO 26019 fungicides. CHIPCO ALIETTE SIGNATURE now lets you apply a tankmix of DICONIL ULTREX® or generic mancozeb as well. It's designed to give you the same high levels of protection against Rhizoctonia and Pythium you've come



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