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HELP WANTED

BUSINESS REP POSITION FOR ASIA PACIFIC GOLF REGION
I’m seeking an agent position to represent golf course product distribution in the Asia Pacific Region. Based in Manila with easy and affordable access to all of the Asian market. Years of Asian golf business experience – I know the market and people. Well networked and tapped in throughout this growing golf region. Impeccable industry leadership credentials worldwide.
Contact me in strictest confidence at AsiaPacificGolfBusiness@gmail.com

LEIBOLD IRRIGATION AND CONSTRUCTION SEEKING CONSTRUCTION SUPERVISOR
Qualifications:
• Minimum of 3 years experience in golf construction
• Experience with irrigation system construction/installation
• Ability to direct workers
• Travel required
• Relocate to Chicago vicinity
• Wages and benefits based on experience
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Contact ERNST SEEDS today.
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### HELP WANTED

**Product Marketing Manager – Turf and Ornamental**

**Organic and Bio-stimulants**

Lebanon Seaboard Corporation, a leader in the landscape and golf course industry, is seeking qualified applicants for Product Marketing Manager. LebanonTurf, the professional division of LSC, is poised for growth in the organic and bio-stimulant markets after several recent acquisitions of organic/bio-stimulant companies. LebanonTurf seeks an astute team player to join the energetic and supportive Marketing Team. The position is based in Lebanon, Pennsylvania, headquarters of Lebanon Seaboard Corporation.

**Position Objective:** Responsible to develop and implement product strategies for current and new products within an assigned organic/bio-stimulant product portfolio. Responsibilities include product positioning, product development, product specification, competitive intelligence, packaging design, labeling, and development of product marketing and training materials.

**Reports to:** Director of Marketing

**Job Dimensions and Responsibilities**

- Develop and implement “Go to Market” strategies for new and current products
- Provide annual volume forecasts for all products
- Lead product development in assigned product and market segments
- Develop and implement price strategies and positioning of all assigned products to compete in the market, achieving corporate volume and profit objectives
- Design and implement Market Research ensuring full understanding of end user behavior, requirements and product needs
- Develop and implement training programs and training delivery to insure leading performance of distribution and field sales personnel
- Manage product research for current and future products working with internal research personnel and university/industry resources
- Develop product offering annually including rationalization of the offering and enhancing the offering to lead the market
- Develop and implement sales programs to achieve sales volume objectives and profit performance
- Lead annual and quarterly market plan activity
- Maintain excellent interdepartmental communication
- Develop and maintain detailed reporting of sales, profit and competitive market position
- Development of the content in brand/product marketing materials, trade show materials, advertising strategy materials and web promotion

**Position Qualifications**

- Superior interpersonal skills required
- 4-year degree in Agronomy, Horticulture, Turf Management, Ag Sciences or Ag Business required
- Minimum 5-8 years Product Management and/or Product Development experience desired
- Prefer 2-4 years experience with Organic/bio-stimulant products
- Minimum 2 years of B2B sales experience required
- Strong analytical, computer, web skills required; Fully capable in Word, Power Point, Excel. Access needed along with capability to learn in house systems quickly
- Periodic travel required (Approx. 20% of the work time)

*Position is based at corporate headquarters in Lebanon, PA

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to have so many additional irrigation options for daily resort play and especially for tournament preparation. The ability to isolate water distribution uniformity to site-specific areas means Chris and his staff can provide consistent playing conditions for resort guest as well as U.S. Open contestants.

Chris explains how Pebble Beach is more water friendly that ever:

- Courses use less water by irrigating an area with only one sprinkler head rather than a group of heads. That means less overlap and less water.
- Playing conditions are more consistent thanks to eliminating overly wet or dry spots.
- He's better able to manage kikuyugrass removal and control. Isolating water distribution allows him to establish a turf grass foundation to compete with the encroaching kikuyu along coastal areas.
- Additional irrigation heads operated on a specific schedule mean fewer under-watered areas.

Water issues are only going to get more serious, and very soon, in many parts of the country - as well as around the world - water could become more precious than oil. It is a precious resource that has to be shared with every other living thing on the planet. The example of Pebble Beach shows that we all have to work hard and intelligently - and not wait until the last minute - to address these issues. Because if we don’t find new ways to use less water, we soon won’t have any water at all.