

HELP WANTED

**Product Marketing Manager –
Turf and Ornamental***
Product & Market focus =
Organic and Bio-stimulants

Lebanon Seaboard Corporation, a leader in the landscape and golf course industry, is requesting 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 insuring full understanding of end user behaviors, 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 detail 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

All qualified applicants, please forward your resume and cover letter to: David Dell, Director of Marketing, ddell@lebsea.com

LebanonTurf

www.lebanonturf.com

COMPANY	WEBSITE	PAGE
Aqua Aid	www.aquaaid.com	11
Aquatrols	www.aquatrols.com	12, 21, 68
Aspire Golf Consulting	www.aspire-golf.com	70
Bayer Environmental Science	www.backedbybayer.com	5, 19
Becker Underwood	www.beckerunderwood.com	55
Bruce Williams Golf Consulting	www.williamsgolfconsulting.com	71
Executive Golf Search	www.egsinc.com	70
FMC	www.fmc.com	24, 25
Horizon	www.horizononline.com	31
Irrigation Consulting	www.irrigationconsulting.com	71
Jacobsen	www.jacobsengolf.com	84
John Deere Golf	www.johndeere.com	13
JRM	www.jrmonline.com	79
Lebanon Turf Products	www.lebanonturf.com	57

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OHP	www.ohp.com	27
PBI/Gordon	www.pbigordon.com	54
Petro Canada	www.civitasturf.com	59
Plant Food Systems	www.plantfoodsystems.com	16
Rain Bird	www.rainbird.com	17
Range Cart	www.rangecart.com	18
Sipcam/Advan	www.sipcamadvan.com	83
Superthrive, LP	www.superthrive.com	26
Syngenta Professional Products	www.syngentaprofessionalproducts.com	56, 63
Toro	www.toro.com	29
Turf Diagnostics and Design	www.turfdiag.com	32
Turfco	www.turfco.com	2, 32
TurfMax	www.turfscreen.com	33
Underhill International	www.underhill.us	32
Wiedemann North America	www.terraspikeusa.com	26

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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.

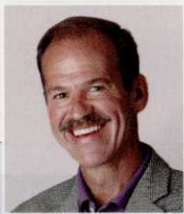
Chris explains how Pebble Beach is more water friendly than ever:

- 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.
- Specific playing features – such as bunker banks, fairway perimeters, and putting greens – get extra water only where required. As an example, south-facing bunker slopes can now be irrigated on a limited area without soaking the entire sand feature.
- They can be sure of a more controlled

dry down for tournament play with fewer man-hours of labor and an even distribution of water. This would have greatly enhanced the USGA's "brown is the new green" philosophy during the 2010 U.S. Open Championship.

It's true, PBC is better able than many facilities to have the financial resources to implement this kind of program. But that doesn't mean other courses, clubs, and resorts can't find new ways to improve their water systems while improving the game and their relationship with their local environment and their neighbors. Every superintendent should be devoting time and resources to water. Both individually and as an industry, we must keep doing this and conducting turf grass research on all levels.

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. **GCI**



Pat Jones is editorial director and publisher of Golf Course Industry. He can be reached at pjones@gie.net or 216-236-5854.

MY GREAT LAKE

GCI's intergalactic headquarters sits a half-mile or so from the banks of Lake Erie. On quiet mornings, I'll occasionally hear the low-pitched horn of tugboats as they haul humongous container ships out into deep waters. The sound reminds me that I live and work right next to one of America's Great Lakes.

The big lake is pretty clean now thanks to decades of improvement in waste disposal driven by the Clean Water Act which, ironically, was spurred by the fact that the Cuyahoga River was so damned dirty it caught fire 43 years ago. Now, you can eat all the perch and walleye you want and the beaches are crowded with swimmers who do not seem to be growing extra appendages or keeling over after frolicking in the lake's gentle waves.

Occasionally we hear concerns about the big dead zones in the middle of the lake where nothing grows. For a while, activists pointed fingers at agricultural and lawn-care chemicals (just because we're an easy target) but most scientists now believe it's a natural phenomenon. The bigger threat to the lake is invasive species like the snakehead carp and the now ubiquitous zebra mussel...a couple of Asian imports we could have done without.

The lake dominates our weather. God forbid you live on the eastside of town when the big snow machine kicks into high gear. Buffalo ain't got nothing on us when the north wind blows across Erie and deposits a foot of snow on your doorstep.

For Clevelanders, the lake represents many things. For some, it's a symbolic connection to the past when Erie was a superhighway for goods and raw materials processed here before the city starting rusting away. For others, it's a playground for boating, fishing and shore-side living. And, for the smart few who think harder, it's

by far the biggest and most valuable asset the city has, for that blue water is really gold for the future.

Erie is a relatively puny member of the Great Lakes family. It's dwarfed by the bigger and deeper Michigan, Huron and Superior. But, even though it's the runt of the litter, the lake that sits in my proverbial front yard represents about 2.5 percent of the usable fresh water in the world. The Great Lakes as a whole are 21 percent of every drop the planet has to drink.

How we manage fresh water – who can use it, who controls it and how it is allocated – is the single largest

and regionally be challenged by rationing, statutory reductions in acreage, dramatically higher pricing and forced conversion to non-potable sources. It probably won't happen in one sweeping new law or some other catastrophic blow, but it will come in the form of "death by a thousand tiny cuts."

Am I being melodramatic? You decide, but I'll ask you once again: Do you seriously believe our industry's use of fresh water will go unchallenged for much longer?

Many of you are ahead of the curve based on today's dictates about turf irrigation. You're being proactive

Do you seriously believe, our industry's use of fresh water will go unchallenged for much longer?

resource question facing humanity. Overpopulation, desertification, deforestation and a bunch of other "ations" are soaking up water faster than Mother Nature's slow, steady cycle can replenish it. It's a quiet crisis that I suspect will be far noisier in the lives of our grandchildren and their grandchildren. In the scary George Jetson version of the future, we'll all be gadding about with jetpacks but we'll be thirsty as hell.

Golf is a pimple on the ass of the overall water crisis we face as a species. In the very long term – say 200 years from now – it's hard to imagine that a wise civilization would allocate one drop of a life-sustaining, precious resource to a goofy recreational activity involving sticks, balls and plaid pants. Perhaps we'll have conquered desalinization and I will have been dead wrong. Mostly I'll be dead so I'm not concerned about being wrong.

I've written before that your golf course's water "rights" will gradually

because you hate wasting resources, you're trying to save money or you simply dialed it back to see what you could get away with. Whatever the reason, kudos to those of you who are already in conservation mode.

But, although we use water more wisely, we still use a lot. And our water use is perceived by many non-golfers to be frivolous. You can shout all you want about how golf contributes economically, environmentally and recreationally, but politically it won't matter a whit unless we can also show we're pioneering efforts to save water.

That's why I'm looking forward to seeing what emerges from the USGA's Water Summit this fall. At the very least, I'm heartened that our most respected industry group is taking the issue seriously.

The question is whether we as an industry can come to grips with the inevitable: golf must evolve or the game will simply dry up and blow away like dust in the wind. **GCI**

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SipcamAdvan is all about minimizing turfgrass stress and maximizing turfgrass health. With that focus in mind, we are devoting considerable resources to our exclusive line of ETQ™ turf fungicides. Supported by lab and field research, these science-based solutions blend proven active ingredients with ETQ technology. The result is simultaneous disease control and protection from UV light, heat and other stress factors. Your reward is improved turf color, strength, density and consistency . . . along with excellent disease control. ETQ technology. Discover the benefits.



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