

SUPPORTER OF THE MONTH

The recent reorganization of Hooker Chemical Corporation has implemented a functional change in the BEST Product Division. To further strengthen its technology and marketing facets, BEST Products has been made a division of the Zoecon Corporation.



BEST PRODUCTS

Zoecon, headquartered in Palo Alto, California is internationally known for its developmental work in insect growth regulators. The people of Zoecon are dedicated to the development of environmentally safe pesticides, and invest over 3.5 million dollars in research and development of these products annually. Their primary area of research emphasis today is in the synthetic pyrethroids. These are a class of chemicals easily broken down by large animals, but effecting the nervous system of target insects.

Speaking for the Institutional Department, I believe this "marriage" is the best thing that has happened to us and for you, our customers, since the development of Turf Supreme. With this new management vigor, technological strength, marketing expertise, we intend to become a national leader in plant nutrients and pesticides for turfgrasses and ornamentals.

We sincerely thank you for your continued support over the past years and certainly hope that you will continue to contact you local BEST Distributor for the BEST products available.

Best regards,

Wayne Burk
Professional Sales Division
Best Products
Zoecon Corporation

Best Products Division  INDUSTRIAL • INSTITUTIONAL • GARDEN & LAWN
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DRESS CODE

I have had several people in the Association tell me they thought the required tie was not necessary and out-of-date. I for one do not agree, but that is just my opinion. I feel that it is a good chance for us to dress up and maybe just show off a bit. I also feel that if we relaxed our dress code, some people might start showing up in Levis and "T" shirts--so where do we draw the line. Stan