

## Strictly Business



OFFICE NOTES

**Barb Mikel,**  
GCSANC Association Manager

I'm looking forward to Florida for the GCSAA Golf Industry Show. I haven't been to Orlando in a number of years. Hope the weather is better in February that it was this past summer/fall. I was raised in Los Angeles - (before I got smart and moved to Northern California!) - and survived the 1972 earthquake just fine. I'd prefer earthquakes any day to hurricanes!

Membership renewals are progressing. If your membership information has changed, make sure I get a copy of the renewal questionnaire. That's the only way to keep up with your career changes. If you want to continue receiving job notices and meeting notices, I need your updated email addresses and fax numbers. This is a must. I routinely get bounced emails and no answers on faxes. Calling each of you each time this happens is not the best use of my limited time (even though I try.)

I want to give a big thanks to all the outgoing Board of Directors and retiring officers. I certainly appreciate all the professionalism they have brought to the association. Terry Grasso is completing his second tenure on the board. My thanks go out to him for all his able efforts. Maybe we can talk him into a third term in the future? Bob Lopic joined the ranks of the Past President's crew -- a select group indeed. Thanks Bob for all your hard work. Mike Hill will be retiring from the board and I really do want to thank him for his "calm and casual" handling of anything and everything that came his way. Lastly, my thanks and appreciation go out to Greg Fernald for all his efforts this year. Greg really stepped up as Affiliate Representative when called on for all kinds of jobs. Thanks guys, we are going to miss your involvement.

The California Hospitality Suite in Orlando is going to be at the Pac Man Café. You don't want to miss it.



Gathering at the Annual Holiday Party

## BASF Turf & Ornamental Hires Fred Eckert as Sales Specialist for Western Region

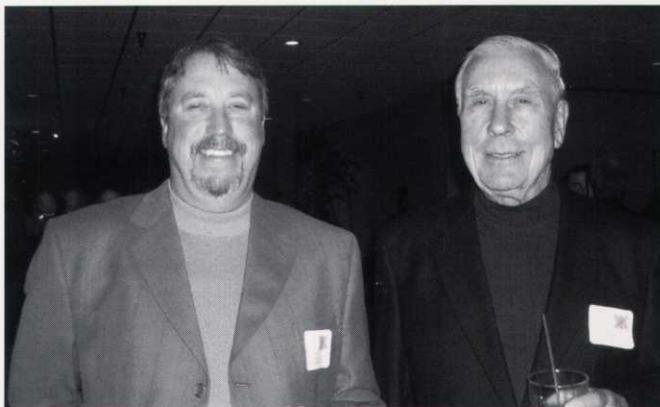
BASF Corporation has hired Fred Eckert as the company's Turf & Ornamental sales specialist for Arizona, California, Idaho, Nevada, Oregon, Utah, and Washington. Based in Southern California, Eckert will work with distributors, golf course superintendents and lawn care operators to help them select efficient, cost-effective science solutions for regional turf challenges.

Prior to BASF, Eckert was the business manager for the Turf Division at Target Specialty Products for 17 years and responsible for coordinating marketing, sales and customer support. He began his career there in 1977 as a customer service representative.

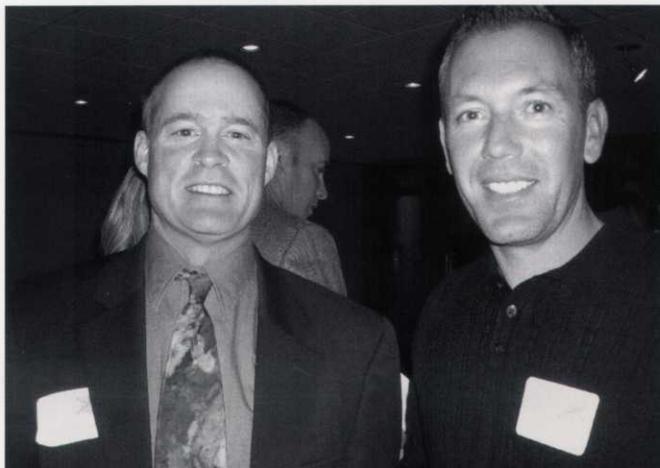
"Fred's extensive experience and understanding of the many challenges faced by today's professional turf care industry makes him a valuable resource for golf course superintendents and turf care professionals in the western United States," said Allison Moskal, BASF T&O regional sales manager.

Eckert earned a bachelor's degree in soil science from Cal Poly, San Luis Obispo. He is also a licensed California pest control advisor and a certified crop advisor. Additionally, he has served as past president of the Southern California Turfgrass Council and commercial liaison to the Golf Course Superintendents Association of Southern California.

## From The Holiday Party



Gill Stiles and Wayne Mikel



PJ Spellman II and Dale Simpson