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## CHIPCO: "The Right Approach" End User Program

Rhone-Poulenc Inc. announces their Chipco "The Right Approach" to quality Turf and Ornamentals End User program. This program was designed exclusively for Turf Managers, including Golf Course Superintendents, Lawn Care Companies, Landscape Companies and Ornamental Growers. As the program is written, Turf Managers who purchase Chipco products will be awarded valuable points which can be redeemed for business related items.

To qualify for the program points, Turf Managers must place an initial order of \$500, or more (there is no minimum on subsequent orders). Then, based on their purchases of Chipco products, they will earn points as follows:

26019	32 points/lb.
Ronstar G	2 points/lb.
Buctril	62 points/gal.
Turf Kleen	18 points/gal.
Turf Herbicide D	22 points/gal.
MCPP	22 points/gal.
Mocap	2 points/lb.
Microgreen	20 points/gal.

In order to claim points, when Chipco products are ordered, the Distributor Sales Representative will complete a special Chipco awards point claim form and forward it to award headquarters. Periodically during the program, award headquarters will report back on total Chipco purchase, and the number of points earned to date. This program will include all purchases made between November 1, 1982 and September 30, 1983. All claims must be submitted and received at award headquarters by October 10, 1983.

At the special request of the Florida Golf Course Superintendents Association, Rhone-Poulenc has agreed to allow the Turf Managers to donate all or part of their award points to the Florida Turf Grass Association Scholarship and Research Fund. By pooling the award points, this will allow the FGSA and FTGA to purchase much needed equipment to assist in Turf Grass research. Rhone-Poulenc is very excited to participate in such a worthwhile cause, and feels that the Florida Golf Course Superintendents have demonstrated once again their dedication to quality Turf Grass management. ■

**54<sup>TH</sup>  
International Turfgrass  
Conference & Show**



**ATLANTA**

**February 19-25, 1983**

**Reach out!**