

## Helpingstine Named National Sales Manager for Woodace Products

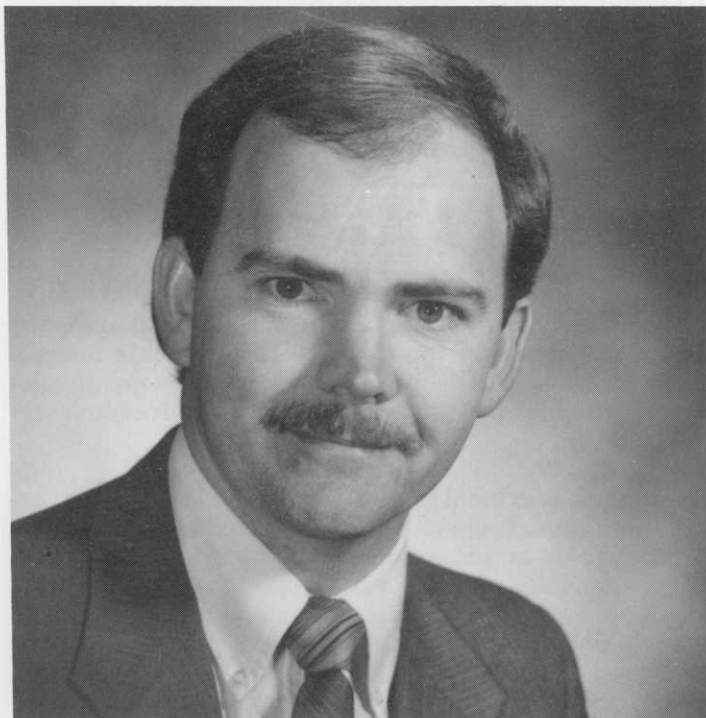
Richard K. (Rick) Helpingstine has been named National Sales Manager for Woodace products by Irvn B. Stacy, III, Director of Marketing, Specialty Products division of Estech Branded Fertilizers.

Helpingstine is a native of Centralia, Illinois, and graduated from Southern Illinois University with a degree in Business Administration.

He joined Estech in 1983 as the Product Promotions Manager and was promoted in 1985 as the Woodace Products Manager. Prior to coming to Estech, he had fourteen years' experience in the wholesale nursery and landscape business.

Woodace products are a complete line of ornamental nursery and greenhouse fertilizers featuring long-lasting IBDU Briquettes, IBDU, Estech, and Perk. In his new assignment, Helpingstine will be responsible for the marketing of the complete line of ornamental fertilizers as well as the development of a nationwide sales organization to call on both distributors and growers.

Helpingstine is married and has two children. He will continue to be located at the Estech headquarters in Fairview Heights, Illinois. ■



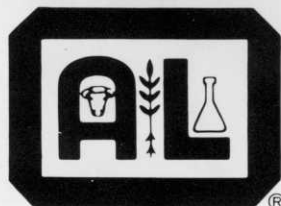
*Rick Helpingstine*

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