



George Jones

Northrup's Jones elected president of ASTA

George L. Jones of Edina, Minn., chairman of the board of Northrup King Co., has been elected president of the American Seed Trade Association.

Elected at the association's recent convention, Jones leads a new slate of officers that includes First Vice President John A. Studebaker of Hudson, Ohio, president and chief executive officer of Agrigenetics Co., a division of Lubrizol Corp., and vice president of Lubrizol; and Second Vice President Art Armbrust of Sharp Bros. Seed Co. in Healy, Kansas.

Regional vice presidents are Jim Girardin, president of Arrow Seed Co., Inc. in Broken Bow, Neb., in the second year of a three-year term in the North Central Region; David Knutson, owner of Stover Seed Co. in Los Angeles, in the last year of a three-year term in the West; Jim Billings, president of Stanford Seed Co. in Buffalo, N.Y. in the second year of a three-year term in the Northeast; Joseph "Steve" Byrum, president of Byrum Seed Co., elected to a three-year term in the Southeast.

Also, John T. Moss, general manager of East Texas Seed Co. in Tyler, Texas, in the second year of a three-year term in the South; Michael Stephenson, president of Great Lakes Hybrids in Michigan, elected to a three-year term in the Central Region; and Lloyd Dyck, chief executive officer and chairman of the board of Brett-Young Seeds, Ltd. in Manitoba, in the last year of a three-year term for Canada.

Jones was president of Cargill, Inc.'s Seed Division before joining Northrup King in 1983.

He is a director and past president of the American Seed Research Foundation, director of the U.S. Feed Grains Council and past president of the Western Seedsmen's Association.

Studebaker, who serves on the board of directors of Mycogen Corp., served as president of Asgrow in 1981 and manager of Upjohn's International Division in 1985 until moving to Agrigenetics in 1986.

Armbrust has been chairman of the ASTA Conservation Committee of the Farm Seed Division and a director-at-large.

He is past president of the Kansas Seed Dealers, Inc. and the Kansas/Oklahoma Section of the Society for Range Management and chairman of its Advisory Council.

Course builders seek executive vp

The Golf Course Builders of America has set a Jan. 15 deadline to select a new executive vice president, according to President Perry Dye.

Dye, of Dye Designs, Inc., said that during a recent GCBA meeting at his Colorado headquarters the board of directors voted to actively search for someone to replace Don Rossi, who died March 11.

Eight of the 12 board members attended the session and voted unanimously to make the executive vice presidency a full-time position. "That was a major step forward,"

said Dye, explaining that GCBA had shared Rossi with the National Golf Car Manufacturers Association, whom Rossi also served as executive vice president.

The GCBA will need a full-time leader to fulfill the vow Dye made when Rossi died: "to become the biggest and most powerful (association) in the industry in Don's honor."

The organization wants to step up to "the next level" of professionalism, adding accreditation for builders and committing to a leadership role in the industry.

ASSOCIATION NEWS

Each member is being encouraged to sponsor a new member prior to the 1991 convention, Feb. 11 in Las Vegas, Nev.

Immediately after Rossi's death, Jerry Pierman of International Golf Group in North Palm Beach, Fla., handled the more pressing GCBA business.

Then the association hired Roy McRae of Palm Beach Gardens, Fla., as interim executive vice president.

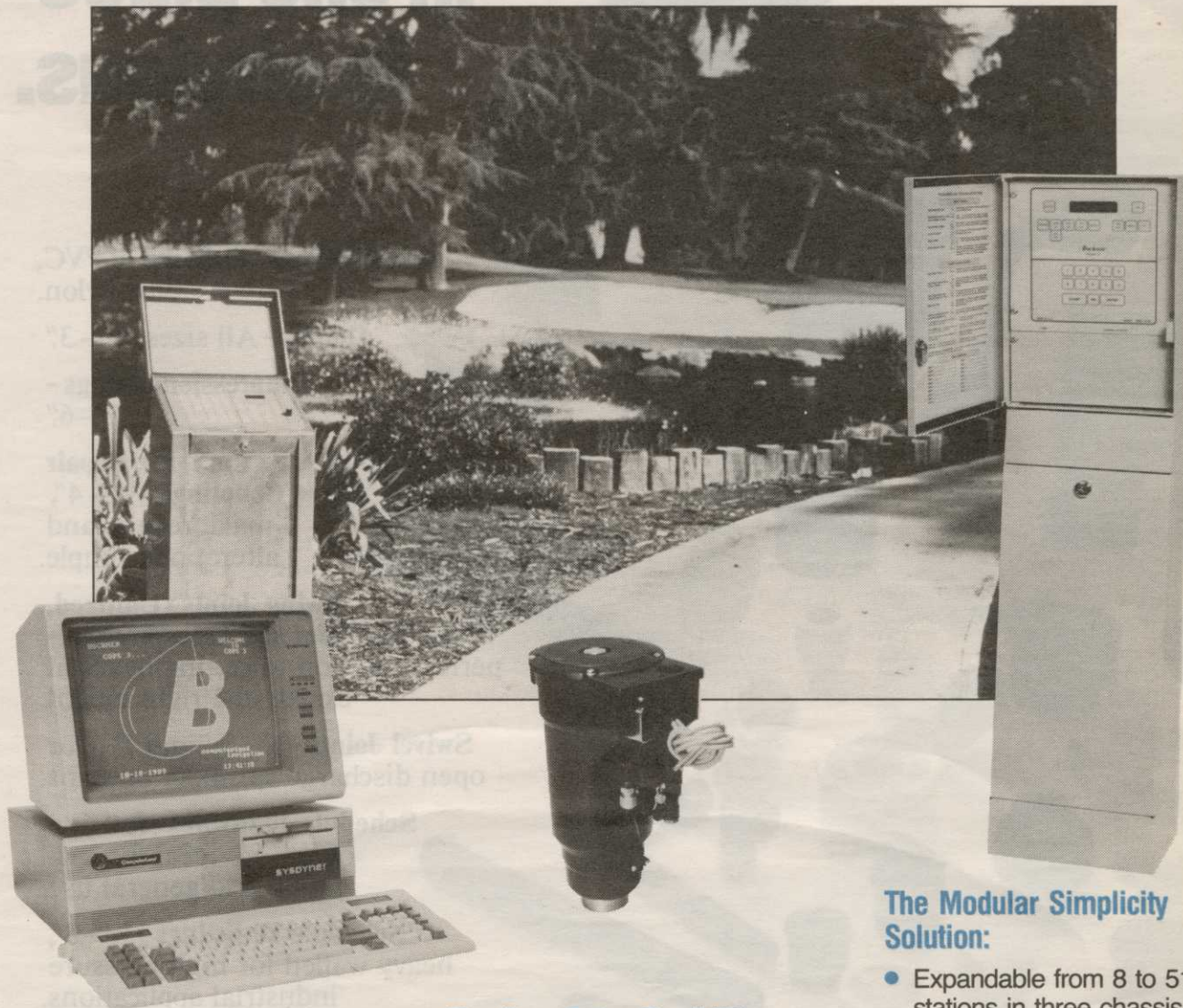
Dye said the GCBA's search will start by soliciting the allied golf associations before advertising in the

media. The GCBA is looking for a person with "rounded golf experience," and will pay the executive vice president \$45,000 to \$50,000 a year plus car, office and travel expenses, according to Dye Design's O'Brien McGarey.

Initial interviews will be conducted by Dye, Jerry Pierman of International Golf Group in North Palm Beach, Fla., and Troy McNeil of Transamerican Soil Blenders in Lubbock, Texas.

The person who is hired will decide where the association will be headquartered, Dye said.

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