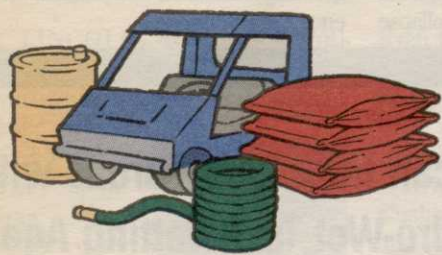


## Briefs



## HUNTER PROMOTES KEARBY

SAN MARCOS, Calif. — Mike Kearby has been named Hunter Industries' regional golf sales manager, announced Gard Crow, golf sales and marketing manager.

Kearby will coordinate the regional sales program of new Hunter golf course irrigation products, and will provide technical and educational support. He was the Hunter district manager in Florida for three years.



Mike Kearby

Based in Dallas, Kearby will be working with the Hunter golf products distribution network in the United States and Canada. Kearby operated a landscape contracting business in Texas. He is a graduate of North Texas State University.

## NEW ASTA COMMITTEE MEETS

WASHINGTON, D.C. — The American Seed Trade Association's newest committee, a biotechnology panel, met here recently to organize and chart a course for 1991 and beyond.

Sub-working groups will track specific areas of interest to the seed industry. A full committee meeting is due at the ASTA convention in San Diego, Calif., June 23-27.

For members interested in biotechnology, ASTA has a handbook entitled "Briefbook: Biotechnology, Microbes and the Environment." Cost is \$15.

The ASTA said Briefbook offers a wealth of information to decision-makers in all sectors of the seed industry. It details the controversy surrounding deliberate release of genetically engineered microbes in easy-to-understand language.

Copies may be obtained from Leslie Schuchart at the ASTA office.

## KINKADE TO HEAD MARKETING

LINCOLN, Neb. — Gregg W. KinKade has been appointed director of marketing for Ransomes America Corp.

Ransomes America Corp. includes Cushman Inc., also in Lincoln; Ransomes, Inc. in Johnson Creek, Wis.; Steiner Turf Equipment in Orrville, Ohio; and Brouwer Turf Equipment in Keswick, Ontario, Canada.

KinKade joined Ransomes America in 1989 as director of creative support services. He had been senior account executive with Miller Friendt Ludemann Advertising in Lincoln, where he worked on the Cushman/Ryan account.

He had been director of marketing communications for Flexible Steel Lacing Co., and national sales promotion manager for Schwinn Bicycle Co., both in the Chicago area.

KinKade has bachelor's degrees from Western Illinois University, Macomb, and attended graduate school at Northwestern University in Evanston, Ill.

# Ore. & Idaho turfgrass seed growers volunteer to reduce field burning

By Bob Spiwak

Oregon and Idaho turfgrass seed growers have volunteered to greatly reduce field-burning, while politicians in the Northwest have set aside research money and still struggle to resolve the dispute through legislation.

Even as legislative action is threatened and public resentment grows, Oregon and Idaho growers moved to defuse the controversy and improve their image.

In Oregon, where 500,000 acres are devoted to turfgrass seed, growers say they will cut back burning from 250,000 acres today to 75,000 by 1996.

Idaho growers vow to reduce burning by 20 percent.

Oregon, Idaho and Washington grow 95 percent of the nation's turfgrass seed, and annual late-summer field-burning has been instrumental in purging the growing fields each year for decades. But several years ago in Oregon a chain-reaction car crash was

caused by smoke from a field-burning and seven people died.

Intense opposition to the field-burning and the U.S. Forest Service's annual burning of forest debris resulted.

In Washington, which has the smallest percentage of seed acreage in the tri-state area, burning is limited to 16 weekdays a year. Burning is monitored and adjusted according to weather conditions.

Meanwhile, the state of Idaho recently set aside \$100,000 for research at the University of Idaho to determine if there is a better way to produce bluegrass seed than burning. In addition to removing stubble and thwarting disease, the fires appear to shock plants into producing seed and removing live and dead matter that shades the plants. The seed industry has kicked in \$50,000 in cash and \$160,000 in-kind contributions.

In March, the Idaho Legislature killed three bills that would have cut back field-burning. The compromise to an absolute ban was

supported by many growers and distributors. In the end, no action was taken, angering burning opponents who promised tougher legislation in the future.

One aim of researchers at the University of Idaho is to examine the biochemical and genetic components of the plants and attempt to create new cultivars that will produce seed without intervention by fire. Additionally, alternatives are being sought to remove and dispose of field residue, control pests and fertilize grass.

Superintendents may recall in the early 1980s when Penncross bentgrass was nearly unavailable. As a result of the Oregon highway tragedy, immediate burning bans were threatened and bentgrass customers bought up all available supplies.

Penncross is again readily available. But seed industry officials fear the next round of public indignation could yield even deeper cuts in supplies of turfgrasses if legislatures tighten the screws on growers.



Allen James, (front row, far right), is the new director of RISE. Joining Nash in the front row are Charles Nash, left, and Peter Machin. The rest of the governing board includes, back row left to right, Richard Stahl, William Liles, David Duncan, Allen Haws, Paul Mengle and Bill Culpepper.

## James named RISE executive director

WASHINGTON, D.C. — Allen James has been appointed executive director of Responsible Industry for a Sound Environment, a new organization formed to address the issues affecting the \$1.3-billion specialty pesticides industry.

Dr. David Duncan, chairman of the RISE search committee, said, "James brings considerable management experience and broad knowledge of the industry to this important environmental position."

James quickly announced election of the Governing Board.

William Liles, director of Ciba Geigy's Turf & Ornamental Department, will serve as chairman of the board.

"The primary intention of RISE," said Liles, "is to communicate the environmental, health and safety benefits of the proper use of pesticides to policymakers, the general public and end users."

Bill Culpepper, commercial director for specialty products at Dow Elanco Co., has been elected vice chairman of the board, and Peter Machin, general manager of the Andersons' Lawn Products Division, is treasurer.

Other members are Dr. David Duncan, director of government affairs at Monsanto Agricultural Co.; Allen Haws, manager of the Spe-

cialty Products Group at Mobay Co.; Paul Mengle, manager marketing and sales at Turf Products Lebanon Chemical Co.; Charles Nash, business manager at Professional Products ICI Americas; and Richard Stahl, vice president of professional sales for The Scott Co.

Anative of North Carolina, James comes to RISE from the International Sanitary Supply Association in Chicago, where he served as president since July 1987. Prior to ISSA, he was executive director of the national Delta Sigman Phi Fraternity organization. Previously, he was county executive director of the Agricultural Stabilization and Conservation Service of the U.S. Department of Agriculture.

One of RISE's main functions is to explain to society and legislators the benefits that come from the proper use of pesticides, including public health. Membership in the new group will be drawn primarily from the basic manufacturers, formulators and distributors of specialty pesticides, as well as associations, media, academia, and equipment manufacturers.

RISE defines specialty pesticides as products that serve the turf and ornamental, pest control, and vegetation management segments of the industry.

## Ciba-Geigy & Biosys reach agreement

GREENSBORO, N.C. — Ciba-Geigy has reached a marketing agreement with Biosys, a producer of biological insect-control products. The agreement gives Ciba-Geigy exclusive rights to market Biosys nematode-based insecticides to professional turf and ornamental markets throughout the United States and Puerto Rico.

Under the agreement, Ciba-Geigy will market current and future products developed for commercial turf and ornamental markets by Biosys, a privately held company based in Palo Alto, Calif. For the past year, Ciba-Geigy has worked under a development contract that allowed the company to test the efficacy and marketability of Biosys products.

The first product resulting from the agreement, called Exhibit, is available. The insecticide controls a variety of difficult pests, including black vine weevils on nursery stock, fungus gnats on greenhouse-grown plants and surface feeders on turf.

Entomogenous nematodes are microscopic invertebrates that aggressively seek out and kill a broad spectrum of soil-inhabiting insect pests.

## Fire destroys Ga. fertilizer plant

EATONTON, Ga. — A fire April 7 destroyed the recently constructed Gro Tec fertilizer plant, but safeguards prevented environmental and pollution problems.

Dan Pennington, Gro Tec vice president, said: "The plant was designed to protect the environment in the event of a major catastrophe and it worked."

No one was injured. Environmental Protection Agency air-quality samples taken during the fire indicated no measurable level of toxic materials released into the air.

A new, larger plant is scheduled for completion by November.