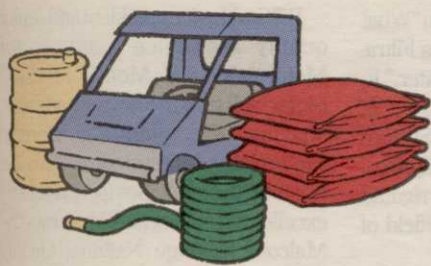


## Briefs



## CORNBELT SEMINARS SCHEDULED

Cornbelt Chemical Co. of McCook, Neb. is sponsoring 21 specialty seminars in nine states during November and December as part of its 8th Annual Cornbelt Specialty Seminars.

The classroom-style sessions run from 9 a.m. to 4 p.m. and cover a wide range of topics including application techniques, brush control, ornamental weed control, selective weeding, aquatic weed control, equipment, turf weed control, tree/turf/ornamental insect control, bare-ground weed control, noxious weed control and pesticide safety.

Dates and locations of the seminars are Nov. 12 in Kearney, Neb. and Great Falls, Mont.; Nov. 13 in Lincoln, Neb., and Billings, Mont.; Nov. 14 in Norfolk, Neb., and Bismarck, N.D.; Nov. 15 in Fargo, N.D.; Nov. 18 in Montrose, Colo.; Nov. 19 in Pueblo, Colo.; Nov. 21 in Fort Collins, Colo.; Nov. 22 in Casper, Wyo.

Dec. 3 in Joplin, Mo.; Dec. 4 in Tulsa, Okla.; Dec. 5 in Oklahoma City, Okla.; Dec. 9 in Dodge City, Kan., and Sioux Falls, S.D.; Dec. 10 in Wichita, Kan., and Rapid City, S.D.; Dec. 11 in Salina, Kan., and Scottsbluff, Neb.; and Dec. 12 in Kansas City, Mo.

For more information on the free seminars contact Dann Watson at 800-652-9306.

## SYNCRIFOLO HIRES THRAILKILL

SyncoFlo, an international pumping station manufacturer, recently named David Thrailkill national sales manager of its Irrigation Division.



David Thrailkill

Thrailkill will be responsible for U.S. irrigation market sales including sales representative management, architect and designer support, seminars and training.

Thrailkill has 13 years experience in the golf, turf and irrigation industry. Prior to joining SyncoFlo, he managed sales and design of total irrigation systems for a Toro distributorship.

## GRATZ REJOINS AERATION

CHASKA, Minn., — Aeration Industries International, Inc. has appointed Michael S. Gratz vice president for North American sales.

Gratz rejoins Aeration Industries after serving two years as national sales manager for Carbonair Services, a firm specializing in the decontamination of water, soil and air.

Gratz initially joined AIII in 1983, creating and implementing the company's customer service program. In 1984, he was promoted to Northeast regional sales manager and was named national sales manager in 1985.

In his three years as national sales manager, sales increased more than 200 percent by expanding the range of services offered from simple aeration systems to complete turnkey wastewater treatment projects.

Gratz earned a bachelor of arts degree from the University of Wisconsin, Madison.

# Environmental marketing can mean big bucks for golf industry suppliers

*Manufacturers can use green marketing to distinguish their products from other competitors*

By Peter Blais

With the vast majority of Americans calling themselves "environmentalists," green marketing is becoming the hottest topic to hit advertising in years, according to a pair of marketing experts.

"Brand after brand is being forced to look at the implications of manufacturing, packaging and marketing on the environment. These trends usually start on the consumer side, but eventually impact the business-to-business side. The golf industry is no exception," said Dennis Chase, executive editor of the advertising trade journal *Ad Age*.

Chase and Owen Towne, product manager/fungicides/turf and ornamentals for Ciba-Geigy's Agricultural Division, made their comments during a recent Golf Course News-sponsored marketing seminar in Oak Brook, Ill.

A recent *Ad Age* survey asked consumers to rate marketers and brands on how concerned they appeared to be about the environment. Procter & Gamble Co. (named by 6 percent) and McDonald's (4 percent) were rated the top two environmentally conscious firms.

But most respondents (66 percent) — including many self-proclaimed "strong environmentalists," who said environmental

consciousness weighed heavily in their buying decisions — could not name a single environmentally conscious company.

Such contradictions plague green marketers. Advertisers constantly struggle with consumers' belief that all brands of a certain product are basically the same.

For example, while the soft-drink manufacturing industry rated high in environmental consciousness (probably because of recyclable bottles and cans), individual companies like Coca-Cola, Pepsi-Cola and Seven-Up all received basically the same approval ratings.

But the consumer's view of overall parity also gives the smart green marketer the chance to break away from the pack, especially with the green consumer, Chase said.

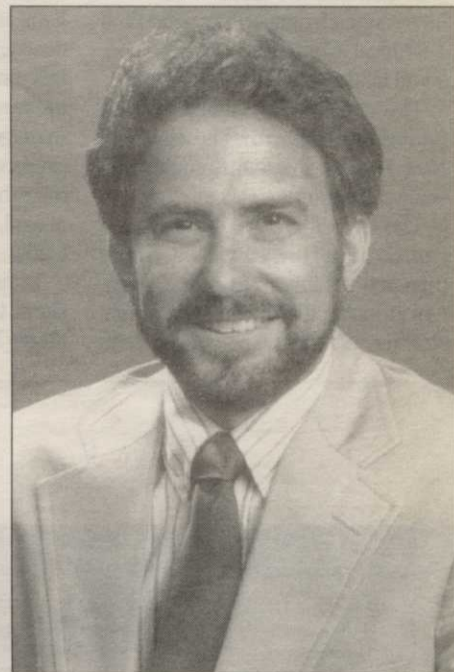
The green consumer is one willing to make purchasing decisions based on concern that a product or its packaging may help or harm the environment. Successful green marketers capitalize on that concern.

Government and business are not concerned enough about the environment, according to about three-fourths of those surveyed. Yet, when companies tout the environmental advantages of their products, barely half (51 percent) believe the advertising information is accurate.

"Clearly, the public has more confidence in individuals with credibility... than with the federal government or business," Chase said.

"From Fuji film to Phillips Petroleum, everyone is wrapping themselves in green.

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*"These trends usually start on the consumer side, but eventually impact the business-to-business side. The golf industry is no exception."*

— *Ad Age's Dennis Chase*

## Field burning accord reached in Northwest

By Mark Leslie

Field-burning opponents, government agencies and turfgrass seed growers have hammered out an agreement that may end decades of argument over burning practices in Washington and Idaho.

The two states are major suppliers of proprietary grass seed used on golf courses. Growers annually purge their fields of pests and disease by burning them. But with population growing in the region, the practice has brought increasing opposition.

Glenn Jacklin, Post Falls grower services manager for Jacklin Seed Co. of Post Falls, Idaho, said this first year under the negotiated burning limits "went very well — maybe too well."

He explained that this fall's weather conditions were optimal for burning. And because the burns went so well, opponents may demand even more concessions when the two sides renegotiate the so-called Bi-State Regional Smoke Management Plan.

Jacklin said: "Our general feeling is guarded optimism. But we still are cautious because we've done battle with these folks so long that we don't want to let our guard down."

Jacklin said growers were gathering in early November with the other groups, including the Bonner, Kootenai and Spokane county clean air coalitions, to "try to find some areas where we can give a little more. And I'm sure they are going to want us to give quite a bit more. And if we don't give what they want, it's entirely possible things could get heated again. They could go back to the Idaho Legislature for action. Those are the chances you take when you negotiate with people like that."

The Bi-State Regional Smoke Management Plan was drafted following 19 meetings between representatives of 16 groups, organizations and agencies, starting last November.

Grass growers in Washington and Idaho are under different regulations and would burn at different times. That caused con-

sternation, especially when the wind was blowing into Spokane, Wash., from Idaho or into Coeur d'Alene, Idaho, from Spokane County.

"The regional management plan brought the two areas together and treated it as a regional problem," Jacklin said. "We regulated it so we don't send smoke at each other."

Clean-air groups and Spokane County wanted some kind of entity in Idaho to control the burns there. The Intermountain Grass Growers in Idaho have always regulated themselves. They did so again this year, but under the bi-state plan.

This year, Jacklin said, "we're going to the Idaho Legislature to try to form some type of smoke management advisory board or similar agency."

In the past, growers in Idaho could burn their fields seven days a week and those in Spokane were given 16 consecutive days to burn.

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## Mobay's parent company reorganizes, changes name

PITTSBURGH — Bayer USA Inc., the U.S. management holding company of Bayer AG of Leverkusen, Germany and parent company of Mobay Corp., will become an operating company, effective Jan. 1.

At the same time, the company will change its name to Miles Inc., presently the name of its largest subsidiary, with the major U.S. subsidiaries being merged into divisions of the new Miles.

"We are confident the new organization is best suited to manage the \$6-billion business of our operating subsidiaries in

the U.S.," said Helge H. Wehmeier, president and chief executive officer of the present holding company, who will hold the same position in the new company.

According to Wehmeier, the new organization and name change are designed to create and develop a common corporate culture; improve competitiveness; better meet customer needs; streamline the management structure by shortening lines of communication, decision-making and reporting; and improve efficiency by using synergies in the service functions of the company.

Under the reorganization, Miles Inc. will be composed of eight operating divisions and two service organizations. The current principal Bayer USA subsidiaries — Mobay Corp., Miles Inc. and Agfa Corp. — will be merged into the new divisions. The smaller operating companies — Haarmann & Reimer Corp., Rhein Chemie Corp., Deerfield Urethane, Inc., and H. C. Starck, Inc. and NRC Inc. — will remain separately incorporated, but will be integrated operationally into the new divisions.

"Our plan is to broaden recognition of

Continued on page 32

# Successful marketers use environment to their advantage

Continued from page 29

There is nothing wrong with this until the natural tendency for advertising to exaggerate comes into play. Then it becomes unseemly.

"Marketers that make small, well-meaning gestures toward the environment and mention them quietly enough so as not to add to the noise pollution in this area are probably safe."

How important is the environmental movement? According to the Ad Age survey, 23 percent of the respondents classified themselves as "strong environmentalists" and 56 percent as "environmentalists." That's more than 185 million people projected nationally.

"If they are serious, that's a revolution. We think they are serious," Chase said.

Ciba-Geigy is the largest manufacturer of plant protection products in the world, Towne said. Green marketing, or product stewardship as Ciba-Geigy calls it, is important because it costs so much to get a product to market that a company can't afford to have it taken away because of misuse.

Obtaining Environmental Protection Agency approval and getting a new product to market takes seven to 10 years and more than \$20 million from the time the active ingredient is first discovered, Towne said. And because of patent limitations, a company usually has only about a half-dozen years to recoup its investment.

"If the product has to be withdrawn from the market because of adverse effects, corporate profits suffer. We are environmentally aware. Marketing products responsibly is just good business sense," he said.

The new chemistry is expensive and people must be taught to use it properly, Towne said. Application rates are changing from pounds per acre to grams per acre.

"The new chemistry is more sophisticated than the old atrazine where you put two pounds out and kill all the weeds. There are a lot more silver bullets out there that have limited effects on the environment and kill just one, two or three diseases," Towne said.

So what is product stewardship and how does Ciba-Geigy use it?

It is more than four-color ads, Towne said. It is an integrated approach that includes product development, marketing, sales and support. The goal is to make Ciba-Geigy products more environmentally safe, while realizing that no chemical manufacturer will ever make it to the top of the environmental movement's "Most loved" list.

Promoting responsible use of its products is one way Ciba-Geigy minimizes their effect on the environment. That can mean not selling as much product this year as the company could have.

But a willingness to postpone sales and promote safe use can keep a product from being prematurely

pulled off the market. That can result in more sales down the road.

Basic research can be more environmentally sound if screened compounds must conform to current and expected environmental parameters including low application rates, safe manufacturing processes and envi-



Owen Towne

ronmental fate.

Production is also important. Ciba-Geigy spent \$50 million over and above EPA requirements to upgrade its manufacturing facilities during the 1980s.

Distributors can help with product stewardship. A competitor, Rhone-Poulenc, has an excellent distributor training program, Towne said.

Superintendents invariably mention safety to applicators, golfers and turf as their top consideration when buying a fungicide, Ciba-

Geigy's market research consistently shows. In response, the company introduced Pace, the first pesticide in a water-soluble bag placed inside a cardboard box, Towne said.

"The response has not been as great as expected, although it has been fairly strong," Towne said. "People say they will pay more for a product, but they don't. Or at least they won't pay a lot more, and this is about 40 percent more than anything else on the market."

"We learned a couple of things.

There is a segment out there that will pay a lot of money for a product with environmental benefits. But don't bet the ranch on it. Although people don't talk about the cost issue a lot, cost is important."

To be environmentally sound, product support must include more than just providing an 800-number to answer questions, Towne said. Ciba-Geigy has mandatory twice-yearly technical training sessions for representatives and distributors to make certain they are instructing

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What Could Be Worse  
Than Developing  
A Hydraulic Oil Leak  
While Mowing  
Your Greens?

# Mobay's parent company realigns divisions and personnel

Continued from page 29

Miles as a diversified company with businesses in chemicals, health care and imaging technologies," Wehmeier said.

Dr. Hermann Wunderlich, vice chairman of the board of management of Bayer AG, will continue as chairman of the new Miles board. Dr. Klaus H. Risse, currently president and Chief Executive Officer of Miles, will become vice chairman of the new Miles board.

Reporting to Wehmeier will be

nine executive vice presidents. They and Wehmeier will form the new Miles executive committee.

Among the future Miles Inc. operating divisions, their locations and the respective executive vice presidents of the corporation are:

- Crop Protection and Animal Health Division, Kansas City, Missouri. Heinz K. Wehner, currently executive vice president for Mobay's Agricultural Chemicals and Animal Health Divisions, will become executive vice president of Miles Inc. This new division

will include the Crop Protection and Animal Health businesses of Mobay, both located at Kansas City, as well as the current Miles Consumer Household Products business in Chicago.

- Diagnostics Division, Tarrytown, N.Y., will be headed by Dr. Roger G. Stoll, currently executive vice president, Miles Diagnostics. Stoll will continue to have worldwide responsibility for the company's Diagnostics Business Group.

- Industrial Chemicals Divi-

sion, Pittsburgh. Dr. Richard L. White, currently executive vice president for Mobay's Industrial Products Divisions, will become executive vice president of Miles Inc. This division will consist of the current Mobay Inorganic Chemicals, Pigments and Ceramics, and Coatings businesses. White also will assume the additional responsibility for the company's H. C. Starck and NRC businesses.

- Organic Products Division, Pittsburgh. Dr. Jochen C. Wulff,

currently president and CEO of Mobay Corp., will become executive vice president of this new division, which will include Mobay's dyes and pigments, and organic chemicals businesses, as well as Haarmann & Reimer Corp.

- Polymers Division, Pittsburgh. H. Lee Noble, currently executive vice president for Mobay's polyurethane business, will become executive vice president with responsibility for plastics, polyurethanes, fibers and deerfield urethane.

## Toro

Continued from page 1

used by municipalities. Toro made its initial investment in Olathe in 1985.

Products will be marketed under the Toro brand name and the manufacturing operation will remain in Kansas.

"This acquisition is in line with Toro's strategy to expand our commercial products business and further strengthen our leadership in the growing professional markets," said Toro President David H. Morris.

Under the Hahn deal, Hahn will manufacture its multi-use work vehicles for commercial turf maintenance exclusively for Toro under the Toro brand name.

Hahn shareholders were expected to vote on the agreement sometime in October or November. The deal calls for Toro to acquire a minority interest in Hahn through the purchase of \$1.15 million in outstanding preferred stock in a merger transaction and gives Toro an option to buy Hahn's business assets after two years.

## Environment

Continued from page 31

superintendents how to apply products safely. Superintendent meetings are held in conjunction with distributors to promote safe application practices.

The company gives away diagnostic kits allowing a superintendent to determine what disease is plaguing his course and whether he needs to treat it. Company sales representatives feared that could result in lower product sales. It was a risk. But it was a necessary risk to be a good product steward, Towne said.

Does this sort of pro-environment activity make a difference?

Ciba-Geigy's target market apparently thought so. Respondents to the recent Ciba-Geigy survey rated the company much higher in terms of commitment to the golf course industry than they did four years ago, when the Turf and Ornamental Division was first launched.

That's nice. But what happened to sales?

Revenue from the fungicide Banner, a parity product when introduced in 1987, increased fivefold by 1991. "We've already exceeded our plateau expectations for this product and are expecting sales to increase next year," Towne said.



# Not Kn

It can happen anytime. A sudden hydraulic oil leak. And before you know it, your green is a disaster.

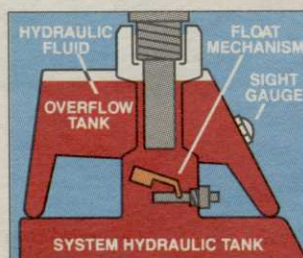
Not with Toro's new Greensmaster® 3100. It features our exclusive Turf Guardian™ hydraulic oil leak detector that protects your green's appearance and playability.

Here's how it works. As the oil warms, it expands. Causing its level to rise and lift a float. Then if a leak occurs, the level descends and the float reaches contact

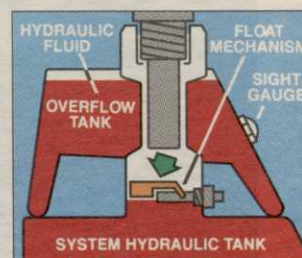
points. Instantly, an alarm sounds and alerts you to move the mower off the green.

Of course, this does not replace routine maintenance. But it does give you greater peace of mind.

And, because Toro is committed to providing operators maximum comfort and ease of operation, the Greensmaster 3100 is exceptionally operator friendly. And proves it with power steering, conveniently



In normal operation, hydraulic fluid expands, running into overflow tank.



When oil leaks, fluid level drops, lowering float mechanism and setting off the alarm.

How The Turf Guardian™ Hydraulic Oil Leak Detector Works.