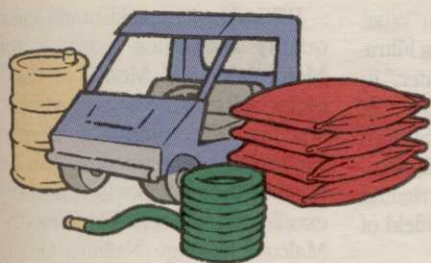


## Briefs



## 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

SyncroFlo, 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 SyncroFlo, 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.

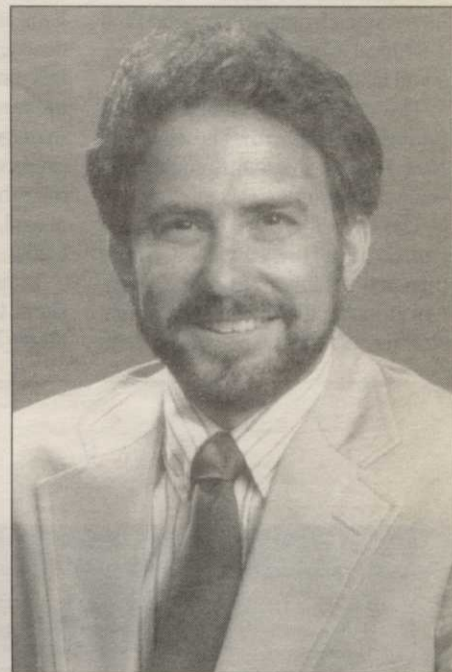
The green consumer is one willing to make purchasing decisions based on concern that a product or its packaging may help or harm the environment. Successful green marketers capitalize on that concern.

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

# Water conservation to be focus of Irrigation Exposition

SAN ANTONIO, Texas — Water conservation — a critical issue of global concern — is the focus of the 1991 International Irrigation Exposition and Technical Conference being sponsored by the Irrigation Association.

The conference, entitled "Water: Enough for Tomorrow," is being held Nov. 10-13 at the San Antonio Convention Center.

The exposition, which opens at 4 p.m. Sunday, Nov. 10, will host more than 200 exhibitors from the irrigation industry, displaying and demonstrating state-of-the-art water man-

agement products and services, and revealing their 1992 new-product lines.

More than 30 technical presentations and seminars, experts from industry, government and academia will talk on water conservation — addressing the ways in which water management techniques can help preserve water resources and maximize the quality of agricultural, recreational, commercial and residential lands.

In addition to the technical sessions, the conference will feature industry leaders and management spe-

cialists speaking to the bottom-line concerns of the irrigation industry.

A session on chemigation will offer the most current information on chemigation practices, research and safety issues.

In a concurrent session, attendees will get a comprehensive picture of the current product liability issues from LaVerne Stetson of the U.S. Department of Agriculture, Richard Freidrick of Alfa Engineering, and attorney Dale Hicks of Plunkett, Gibson & Allen.

Sessions on agricultural technol-

ogy will include information on "What To Look for When Selecting a Filtration System for Irrigation Water," to be presented by Barbara Lovett of Yardney Water Management System in Riverside, Calif.; and the "Impact of Higher Energy Prices on Irrigated Agriculture," by Dr. Les Sheffield of the University of Nebraska.

Joe Henggeler of the Texas Extension Service in Fort Stockton, will discuss ways of "Managing Automatic Systems for Better Uniformity" during the session on management of turf/landscape systems.

Bill Smith, vice president and senior quality assurance manager for Motorola's Land Mobile Products sector, will give the keynote address, sharing the planning behind Motorola's commitment to zero defects and the strategies for quality and excellence that earned Motorola the Malcolm Baldrige National Quality Award.

Guest speaker Dr. Don A. Rice, director of the Thomas A. Read Center for Distribution Research and Education and coordinator of the Industrial Distribution Program at Texas A&M University, will discuss profit improvement strategies in his presentation, "Planning and Managing for Greater Profit."

In his presentation, "Outlook for the U.S. Economy," David S. Hefter, manager of Economic Studies for DuPont in Wilmington, Del., will share his thoughts on current and predicted economic trends, and their effect on the irrigation industry.

Hefter, who directs the analyses of domestic and international economic data for DuPont and its customers, has worked in the DuPont economist's office for 25 years and has extensive experience in forecasting economic trends.

In addition to the sessions and exposition events, the IA will convene the School of Irrigation as well as a Landscape Irrigation Auditor Training Course, and certification exams prior to the start of the conference.

## Burning

Continued from page 29

Under the agreement, growers in both states have a 45-day window — Aug. 1 to Sept. 15 — during which to burn. And they can only burn on 14 days.

"We gave up Fridays, weekends and holidays," Jacklin said, "so it's actually down to a 24-day window."

But, within this window, growers "can pick better days to have maximum smoke dispersion — so we can send the smoke in the direction of farming areas instead of residential areas," he said.

The question now is what will come out of the renegotiations. The last year saw "some hot and heated debate — times when people got up and left," Jacklin said. "But people simmered down and came back together, under the guidance of the Agriculture Bureau division of the Spokane Chamber of Commerce, which controls the burning in Spokane County.

While burning opponents will likely ask for further reductions in burning days, Jacklin said: "We don't know if we can give more days because weather factors change from year to year. This year was an optimal year to burn. The weather was absolutely super for us. In a year that we have a rainy season, we may end up using the whole 14 days we're allocated.

"If we give up anything, it will probably be in the form of days. I suspect we could give up two days, but I would be very reluctant to give up any more than that."



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Pictured above: The world's largest bunker — adjacent to the 13th hole on the Valley of Giza Country Club.



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