

C-G promotes Towne, Watson

GREENSBORO, N.C. — Owen Towne has been named manager of international Turf and Ornamental Products at Ciba-Geigy.

Formerly product manager for fungicides in the U.S. Turf and Ornamental Products group, Towne will be responsible for establishing worldwide markets for Ciba-Geigy Turf and Ornamental Products. Towne, who will be based in Paris, assumed his new duties in mid-September.

Towne joined Ciba-Geigy in 1985 as a market researcher with

the Agricultural Division. He has been product manager for fungicides in Turf and Ornamental Products since 1988.

Dr. Eileen Watson has been named Towne's replacement in the U.S. Turf and Ornamental Products group.

Watson, who holds a doctorate in plant pathology, has been with Ciba-Geigy for 10 years. She joined the company's Agricultural Division as a research specialist and has worked as a state registration specialist.

Hendrix and Dail enter turf services industry

GREENVILLE, N.C. — Hendrix and Dail, a member of the soil and fumigation business for 28 years, has expanded into the turf services industry. Hendrix and Dail turf services now include aeration, Yeager Twose, Verti-Drain, Verti-Cutting and Aerway. It also offers laser leveling of golf tees, complete golf course renovation and construction, and turf consulting services. Hendrix and Dail has five locations: Greenville, N.C.; Oxford, N.C.; Tifton, Ga.; Palmetto, Fla.; and Frankfort, Ken. For more information, call 1-800-662-4130.

ASPA conference Feb. 3-5 in the Crescent City

NEW ORLEANS — The American Sod Producers Association (ASPA) 1993 Midwinter Conference and Exposition will be held here Feb. 3-5, at The Fairmont Hotel, University Place.

With topics ranging from environmental issues to agronomics — with an emphasis on family business management — the program is sure to provide something of interest for everyone.

Further, the manufacturers and suppliers of the latest in machinery, products and technology will be featured in three days of open displays in the Fairmont.

For more details on the exposition, the ASPA or membership, call 708-705-9898.

Ohio Issue Five

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"badly flawed." Other opponents on record include the Ohio Environmental Protection Agency, The Director of the Department of Agriculture, and the Food Industries Center. The group Ohioans for Responsible Health Information also opposes the measure, saying that it is one thousand times more stringent than current measures, ten times more stringent than the California law, and that it is likely to scare consumers, produce unnecessary warnings, and seriously harm Ohio's business climate.

The initiative is sponsored by the Nader-affiliated group Ohio Citizen Action. Ed Hopkins, environmental policy director, said a similar California law has been successful in reducing exposures to toxic substances by encouraging manufacturers to replace toxic ingredients with those which do not require a label.

Buying habits

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know, some guy who shows up once a year at budget time," said Fearis. "It behooves the sales rep to be more knowledgeable and it behooves the sales person to educate the superintendent. That develops trust. It'll pay off in the long run."

Said Hiers: "There are salesmen who can really help you — what's working and what's not working. Who's been using a product and where to find him. I'll buy from that guy."

On the advertising side, superintendents said they looked dimly on the testimonial genre. Ads should be short, attention-grabbing and to the point, said Stewart.

Other subjects of discussion during the two-day conference included:

- An golf course-centric look at Asian economic development from Tom Gorman, president of CCI-Asia Pacific Ltd.

- An in-depth portrait of new product development (Poly-S technology) from marketing executives at O.M. Scott.

- Advertising and direct mail "dos and don'ts" from telemarketing consultant Mac McIntosh.

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