

HINTZE JOINS SANDOZ MARKETING

DES PLAINES, Ill. — Sandoz Agro, Inc. announces that Gene D. Hintze has joined the company as marketing services manager for the Specialty Products Business Unit. Hintze's responsibilities include managing advertising, public relations, promotions, market research and trade shows for Sandoz in the turf, ornamental, industrial vegetation management, public health and professional pest control markets. Hintze joins Sandoz after six years at Bader Rutter & Associates, where he served as account supervisor on a variety of agricultural, turf, ornamental and professional pest management accounts.



Gene Hintze

NEW PRESIDENT FOR SOLATROL

SAN DIEGO — Dan Clawson has been appointed president and chief executive officer of Solatrol, Inc., manufacturer of the world's only ambient light-energized irrigation control system. Clawson has previously held top executive positions in sales, marketing and operations with Toro Irrigation, Johnston Pump, IIT Jabsco, Johns-Manville Buckner and Febco AG-Turf. He is also partner of Growth Marketing Associates, a management/marketing consulting group based in Fresno. Clawson has a BS degree in metallurgical engineering from the University of Arizona, Tucson.

YOUNG TO LEAD EII HUMAN SERVICES

CALABASAS, Calif. — Environmental Industries, Inc. (EII) has announced the appointment of human resources professional Phil Young as Director of Human Resources. Young will oversee the national human resources programs and policies of the construction, maintenance and nursery businesses that comprise Environmental Industries, Inc. Most recently he was Manager of Human Resources at ABEX/NWL Aerospace Division.



Phil Young

ZOELLER, GREEN TEAM WITH OLSEN

SALEM, Ore. — Fuzzy Zoeller and Hubert Green, who have an exclusive endorsement agreement with Olsen-Fennell Inc., were recent guests of the company as part of a three-day program here. The agenda included a pro-am golf tournament, a tour of Olsen-Fennell Offices, warehouses, and research facilities, and ended with a day of fishing on the Oregon Coast. Close to 100 Olsen-Fennell distributors from more than 20 states and four countries participated.

RISE Annual Meeting goes south; set for Sept. 8-11

By HAL PHILLIPS

NAPLES, Fla. — The last 12 months of legislative action and the 12 to come will dominate proceedings at the fourth Annual Meeting of RISE (Responsible Industry for a Sound Environment). After three years in the nation's capital, RISE will hold its yearly membership conference here at the Ritz-Carlton, Sept. 8-11. While RISE has routinely enjoyed solid attendance at past get-togethers, this year's venue on the Gulf of Mexico should be popular with members of the specialty chemical trade association.

"We certainly want to encourage a strong participation from our members," said RISE Executive Director Allen James, "and I anticipate this year's site won't keep anyone away."

The theme is, "Informed, Involved and Unified for Progress," and the three-day speaking program features Charles Cook, editor of *Cook's Political Report*, who will comment on "Current Washington Political Analysis."

Also scheduled to speak are Washington insider David Crow on "Federal Issues that Affect Us All"; Mark Foley, a state senator from Florida now running for Congress; and a panel on new worker protection standards.

For more information on the Annual Meeting and its weekend events, contact the RISE offices at 202-872-3860.

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James may have planned his association's annual meeting for sunny Naples, but his business remains in Washington, D.C., where the House and Senate are mulling controversial amendments to the Clinton Administration's FIFRA (Federal Insecti-

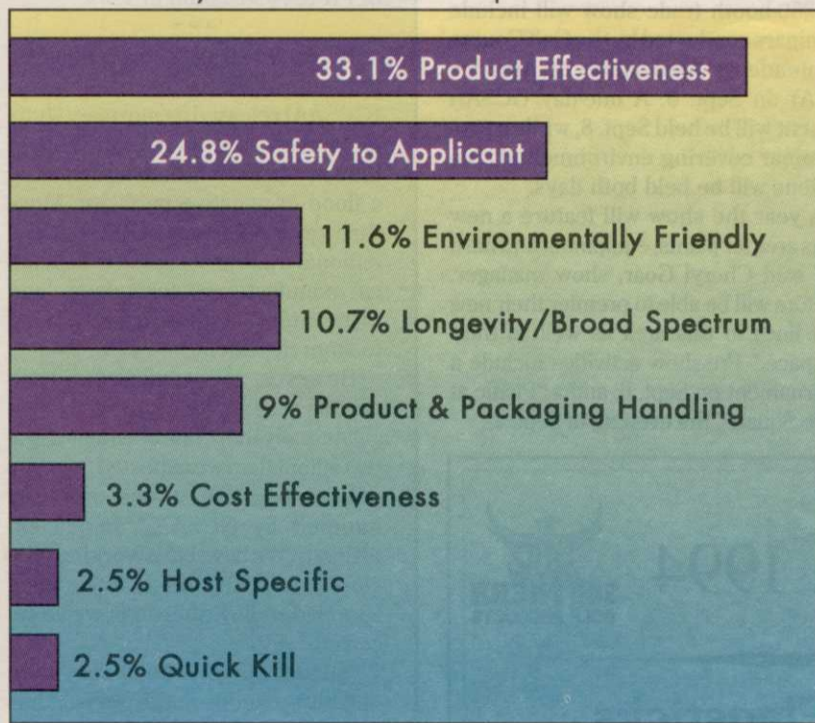
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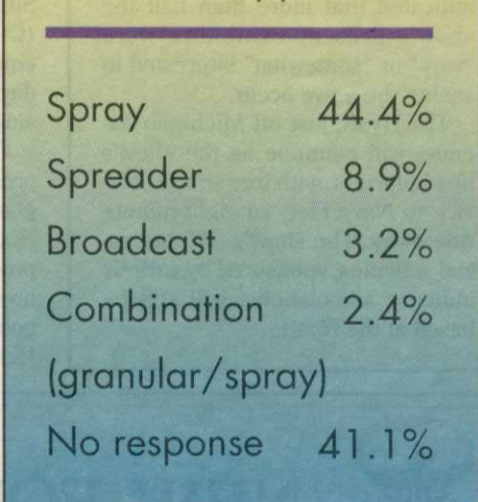
NEW PRODUCT OF THE MONTH

"The Eradicator" Fire Ant Eradication System, manufactured by the Eradicator Corp. of Houston, is a spot treatment featuring a subsurface thermal fogging device to destroy entire colonies. The active ingredient is Resmethrin, a wax-based pyrethroid with zero solubility in water, to avoid leaching. If exposed to sunlight through tilling or erosion, it photodegrades into harmless elements, including water. For more information, call 1-800-NO-MOUND. For more new products, see page 33.

What is the most important feature you look for in a pesticide?



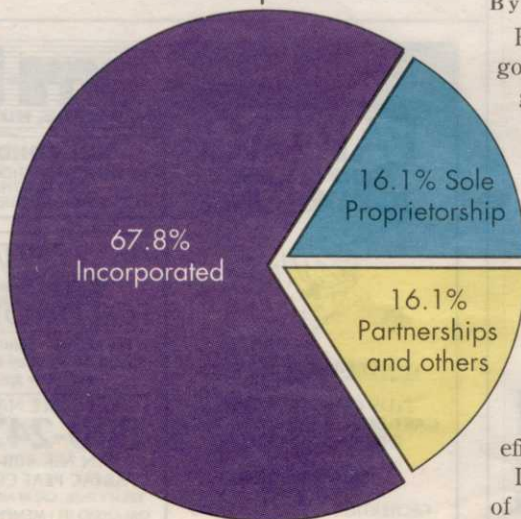
What is your preferred method of application?



AMERICAN CYANAMID CO. POLLS SUPERS

American Cyanamid Co. surveyed 125 superintendents during the GCSAA show in Dallas. When asked to rate the importance of environmental issues to their job, on a scale of 1 to 10, 82.4 percent answered 8 or higher.

U.S. Sod Producer Ownership Structure



Source: American Sod Producers Association

ASPA launches Turfgrass Resource Center

By HAL PHILLIPS

ROLLING MEADOWS, Ill. — While the golf course industry struggles to pull together its far-flung resources to form a single clearinghouse for environmental information, the American Sod Producers Association (ASPA) has launched a source of its own.

The Turf Resource Center has been created to assist industry and media members in gathering factual, scientifically supported information about all facets of the turfgrass sod industry, with an emphasis on what the ASPA calls "the environmental benefits provided by this amazing little plant."

Led by Doug Fender, executive director of the ASPA, the Center is designed to provide timely information on the turfgrass

Newly released member survey profiles sod industry

sod industry and new research findings. A former director of communications for the Golf Course Superintendents Association of America, Fender's staff is bolstered by communications assistant Lisa Kallal.

The Center shares office space with the ASPA and office hours run from 8:30 a.m. to 5 p.m., Central Standard Time. The fax machine (708-704-8347) is operative 24 hours a day, while the toll-free telephone number (1-800-405-TURF) is available during office hours.

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One of the Turfgrass Resource Center's first acts of dissemination was issuance of

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