

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-

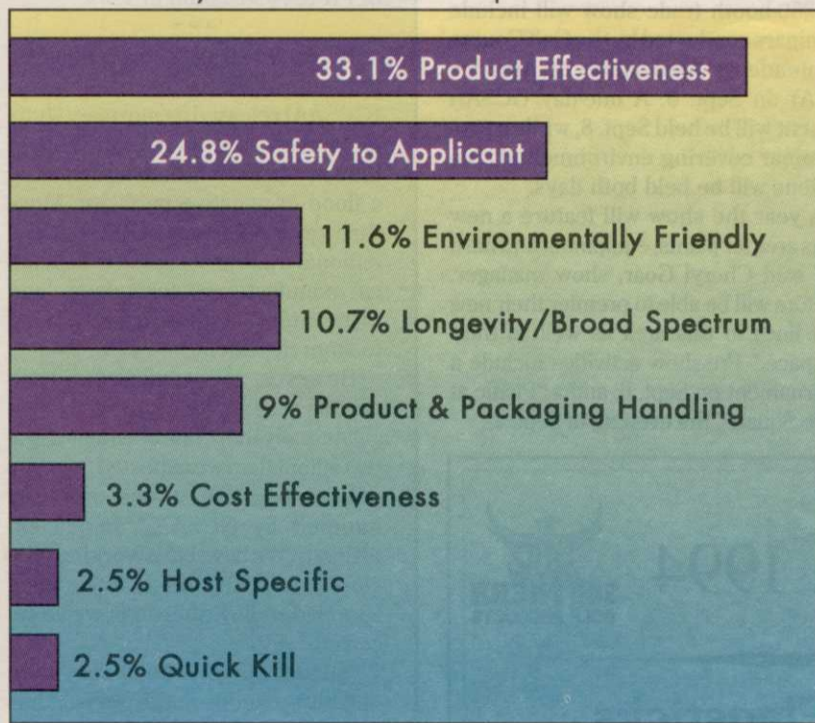
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NEW PRODUCT OF THE MONTH

"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?



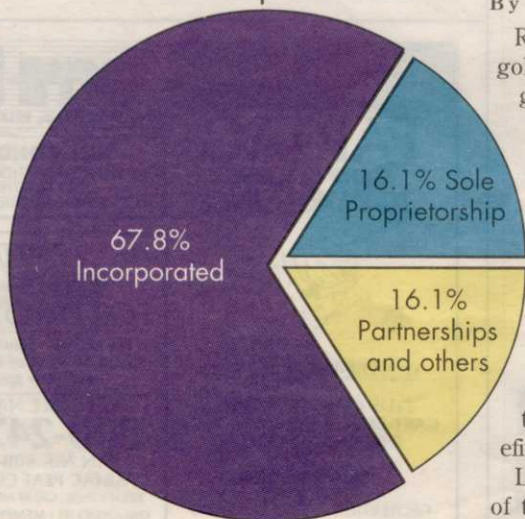
What is your preferred method of application?

Spray	44.4%
Spreader	8.9%
Broadcast	3.2%
Combination (granular/spray)	2.4%
No response	41.1%

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

Continued on page 33

GCSAA unveils new show policies

LAWRENCE, Kan. — The board of directors of the Golf Course Superintendents Association of America (GCSAA) will implement several new policies for the association's International Golf Course Conference and Show.

Before being presented to the board for approval, the policies were reviewed by GCSAA's Industrial Advisory Council (IAC). GCSAA's 66th International Golf Course Conference and Show is scheduled for Feb. 20-27, 1995, in San Francisco.

The new policies are:

- Prior approval is now required for exhibitors planning guest appearances, promotional giveaways and contests to ensure these events are appropriate for all attendees.
- All exhibitors at GCSAA's trade show must have goods and services that relate to the golf course management industry.
- Guest hall vouchers have been eliminated, but a more attractive trade show-only pass will be offered.
- Spouses of attendees, distributors and exhibitors will be allowed on the trade

show floor at no charge.

Members of the IAC include GCSAA Secretary/Treasurer and IAC Chairman Bruce R. Williams, CGCS; Michael Alexander, director of marketing, Club Car Inc.; Carla Barebo, vice president marketing, Otterbine-Barebo; Dennis Brown, manager marketing services, The Toro Co.; Jim Byrnes, advertising manager, Jacobsen Division of Textron; Jeff Cook, business manager specialty products, Sandoz; Steve Garske, president, Par-Aide Products; Emil Gram, general manager, Flowtronex PSI Ltd.; Sandi Gridley, advertising manager, Ransomes America; Dave Heegard, vice president, The Scotts Company; Bill Kenney, vice president, Smithco; Bill Liles, director, Ciba Turf & Ornamental Products; Clair Peterson, advertising manager, Deere & Co.; Gary Shampeny, vice president sales and marketing, Bunton Co.; Doug Toews, director marketing and Latin America operations, International Seeds; and Roger Underwood, president, Becker Underwood.

Mid-Am Show moves to Navy Pier for '96

CHICAGO — The city's newest exposition facility, Navy Pier, is slated to become the new home of the Mid-Am Trade Show, beginning in 1996.

The unanimous relocation decision by the Mid-Am Board followed analysis of an extensive survey which indicated that more than half the show's present exhibitors were "very" or "somewhat" interested in seeing the move occur.

The Hyatt, just off Michigan Avenue, will continue as the show's headquarters, with free shuttle service to Navy Pier, an eight-minute ride away. The show's evening social activities, sponsored by various industry associations, will still be based at the Hyatt.

Southwest Horticulture Show set for Sept. 8-9

PHOENIX, Ariz. — The Arizona Nursery Association has chosen "Best of the Green" as its theme for the 1994 Southwest Horticultural Trade Show, scheduled for Sept. 8 and 9, at the Civic Center here.

The 350-booth trade show will include two seminars conducted by the Golf Course Superintendents Association of America (GCSAA) on Sept. 9. A one-day GCSAA equipment will be held Sept. 8, while a two-day seminar covering environmental considerations will be held both days.

"This year the show will feature a new products area for plants, equipment and hard goods," said Cheryl Goar, show manager. "Exhibitors will be able to premier their new product lines in this area as well as their booth space." Pre-show activities include a golf tournament on Sept. 6, and a "Picnic at Heritage Square" the evening of Sept. 7.

RISE director foresees FIFRA vote come '95

Continued from page 31

icide, Fungicide and Rodenticide Act) and food safety legislation.

What does food safety have to do with golf course maintenance?

"If the situation is not corrected," said James, "products which are registered for agricultural uses will be lost. Unfortunately, there may not be a sufficient non-agricultural market for these same products to justify continued registration, especially in light of many new fees called for in this legislation."

Though James said it isn't likely that FIFRA will be amended in 1994, he testified in July before the Committee on Agriculture's Subcommittee on Department Operations and Nutrition, chaired by Congressman Charles W. Stenholm (D-Texas).

"The challenge that presents itself is that 1995 is also the year the Farm Bill is under consideration," said James. "So there is the risk that compromises may be made with regard to both bills in the Agriculture Committee."

"The Stenholm hearings will be the basis of action next year. Whatever he proposes, whatever comes out of his subcommittee, will be the starting point for any consideration of FIFRA legislation in 1995."

When the Golf Course Superintendents Association of America (GCSAA) released its mortality study in January, the entire golf course industry held its breath anticipating a flood of negative publicity. More than any other group, RISE — as the national trade association for chemical manufacturers, formulators and distributors — stood firmly, hoping to stem the tide.

However, the anxiety level exceeded reality.

"Actually there has been less negative fallout than we expected, to some degree because it was carefully handled by GCSAA," James explained. "We have been working very closely with GCSAA to keep them apprised of any questions we've received."

"Overall, there's been very little negative reaction in the press. It has been cited a couple of times, along with other studies about applicator safety. But we've been well pleased with how it's been received."

Dimension/dithiopyr purchase finalized

PHILADELPHIA, Pa. — Rohm and Haas Company has formally acquired three agricultural products and related assets from Monsanto Company.

The acquisition of Dimension (dithiopyr) herbicide, used by golf course superintendents, lawn care and landscaping professionals to control crabgrass and other problem weeds, was announced in February but finalized only recently.

The deal also included Visor (thiazopyr) herbicide and a developmental fungicide (thifluzamide), both of which have no golf course applications.

The transaction includes the worldwide rights to the pyridine chemistry behind Dimension and Visor.

Rohm & Haas also purchased the state-of-the-art facility that makes the key intermediate product for the herbicides. Monsanto will continue to operate this plant for Rohm and Haas as part of its larger manufacturing operations in Muscatine, Iowa.

Financial terms of the transaction were not disclosed.

Turflines names dealers for Vibratory rollers

ST. CHARLES, Mo. — Turflines, Inc. has announced the following dealers for its patented vibrating greens rolling system:

- West Star Distributing of Sacramento, Calif., serving northern California and Nevada. Call 916-635-3232.
- American Turf Services of Anaheim, Calif., serving southern California and Arizona. Call 714-938-1055.
- Far West Turf of Portland, Ore., serving the state of Oregon. Call 1-800-727-8873.
- Western Equipment of Seattle, Wash., serving Washington state and Idaho. Call 206-872-8858.
- Colorado Golf Turf of Denver, Colo., serving the state of Colorado. Call 303-781-3372.
- Stull Equipment Co. of Pottstown, Pa., serving eastern Pennsylvania and southern New Jersey. Call 215-495-7441.
- Wilfred MacDonald, Inc. of Clifton, N.J., serving northern New Jersey. Call 201-471-0244.
- J.W. Raden Enterprises of Akron, Ohio, serving northeastern Ohio. Call 216-773-2932.
- Turflines, Inc. of Jacksonville, Fla., serving northern Florida. Call 904-346-0566.
- Tomen America of Charlotte, N.C., serving Japan. Call 704-357-0050.



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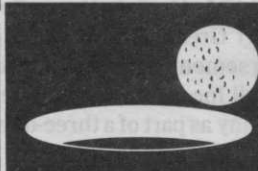
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