

CIBA HIRES SENIOR TECHNICAL SUPPORT SPECIALISTS

GREENSBORO, N.C. — Ciba has hired turfgrass researchers Dr. Michael Agnew and Dr. Joseph DiPaola as senior technical support specialists.

Agnew, who earned his Ph.D. in horticulture from Kansas State University, has spent the last 10 years at Iowa State University, most recently as a extension turfgrass specialist. With Ciba, he will be based near Philadelphia to serve the northeast United States.

DiPaola earned his Ph.D. in turf physiology from Texan A&M University, then joined North



Dr. Joseph DiPaola Dr. Michael Agnew

Carolina State University where he worked as a professor of crop sciences, academic coordinator and graduate administrator. DiPaola will serve the East-Central U.S. and will relocate near Columbus, Ohio. He will address issues about Primo, Ciba's turf growth management tool.

GOLF ASIA SHOW MANAGER CHANGES MAILING ADDRESS

SINGAPORE — The International Exhibition Division of Connex Private Limited, the firm responsible for managing the annual Golf Asia trade show and conference, has changed address. The new location is 7500A Beach Road #04-302, The Plaza, Singapore, 0719. The phone (65-296-6961) and fax (65-293-5628) numbers remain unchanged.

GCSAA Asia

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meeting here in late May, Chief Executive Officer Steve Mona and his board of directors decided to continue their relationship with Asia-Pacific's largest golf conference and trade show.

"One of the things we did at the board meeting," Mona explained, "was pass a set of guidelines to guide us in any international dealings — eight to 10 things that have to be present in order for us to do business. I know there are members who might criticize us

because we've been over there two years and, frankly, we've suffered some financial losses.

"But we can say that won't happen again. We can ensure that members' dollars won't subsidize any overseas ventures. We won't spend any of our members' equity. We won't take away any of the programs we have in place for domestic members to pay for overseas ventures.

"This deal, if it comes off as proposed — and we're confident it will — will not lose money."

Mona would not divulge the guidelines that guarantee GCSAA a break-even proposition in Asia. But he did note the association is far ahead of last year's pace, in terms of planning and preparation.

Last year at this time, GCSAA was coming off its own trade show, which stood in direct competition to Golf Asia '93. Last year, the superintendents association did not agree to partner with Connex or IMG until early July.

"We're off to a quicker start than we were a year ago," said Mona. "At this time last year, things were completely unresolved. We feel we'll be more successful this year because we can get started immediately.

"We've already had preliminary talks with IMG and Connex. Whether that translates into more exhibitors and more traffic, I can't say... But we really feel IMG, and particularly Bart Collins [one of IMG's representative in Singapore], is willing to work with us. We feel more confident in our relationship with IMG."

Mona also asserted that, finances aside, the association has an educational obligation to maintain a presence in Asia-Pacific.

"Look at our mission statement," he said. "One of the principles we're about is to advance the profession. We feel two things: First, we have to serve our members, and we have members in that part of the world. And second, we have to advance the profession in general, and that accounts for the other superintendents in the region."

GCSAA seems prepared to address the issue of professional advancement in the area of education. Following the GCSAA-sponsored seminars at Golf Asia '94, some attendees complained the subject matter was too rudimentary. Following Golf Asia '93, others complained the program was too technically advanced.

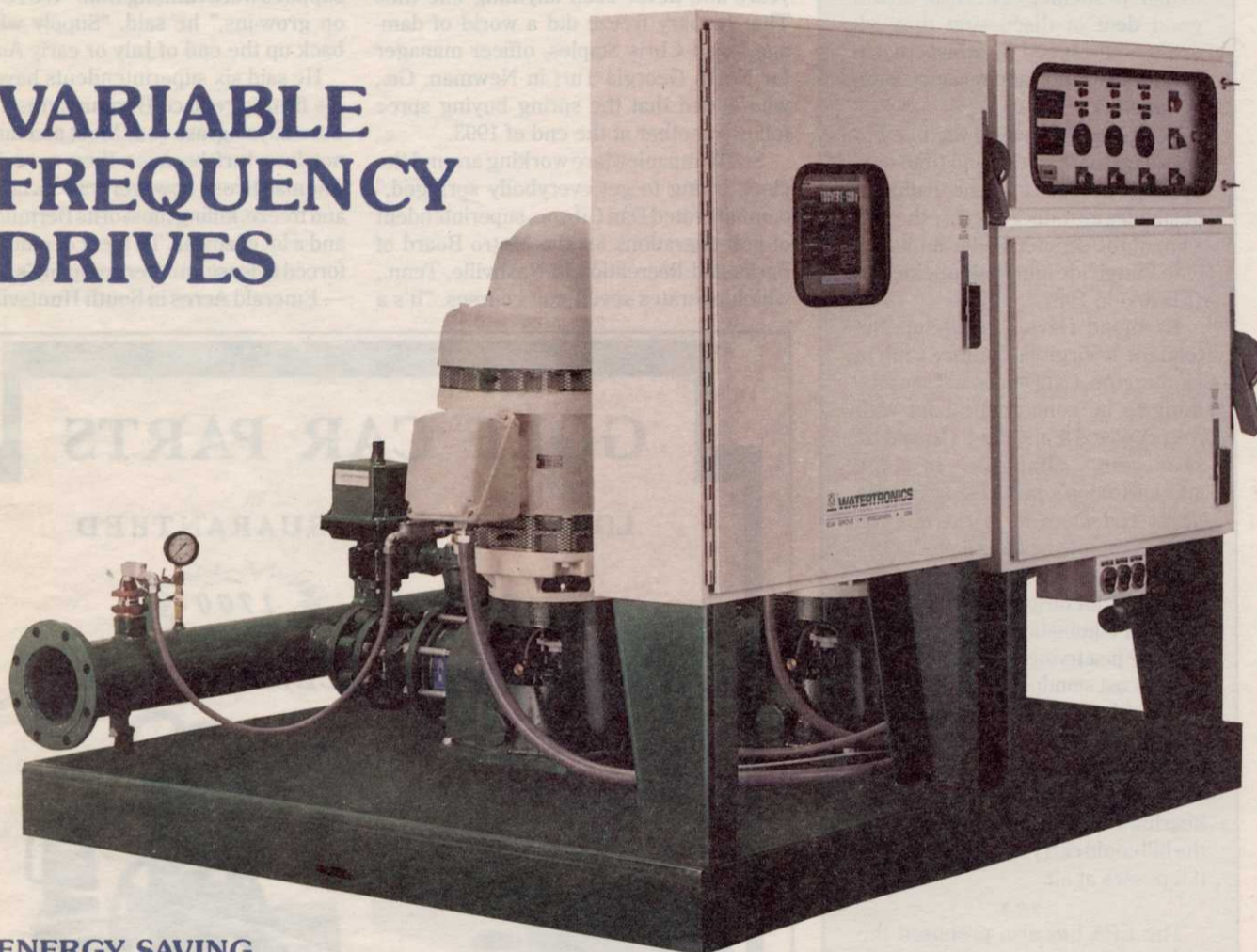
Mona said the association is looking into alternatives.

"This is real preliminary, but we're talking about establishing two different tracks," he said. "One would be for those who are not certified, with less experience, from developing areas and need continuing education.

"The second would be for those desiring higher education. One of the things we noticed vividly last year was there are some highly educated superintendents out there. And frankly, the basics we presented were below them."

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