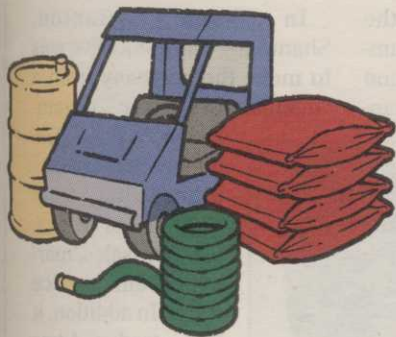


BRIEFS



CHANGES AT DOWELANCO

INDIANAPOLIS — DowElanco Specialty Products has announced several personnel changes within its Urban Pest Management Division. Dave Morris, previously human resources manager, has accepted the position as marketing manager for both the Turf and Ornamental and Technical Products Division. Morris replaces John Madia who recently accepted the position of global business development manager for the company's Global Products Division.

HELDROP TO DIRECT KAWASAKI SALES

GRAND RAPIDS, Mich. — Kawasaki Motors Corp., U.S.A. has announced the promotion of John Helderop to national sales manager of the Engine Division. Helderop, 39, was previously operations manager. Said Henry Ono, vice president, of the Engine Division. "This newly created position will allow him to utilize his talents to better direct the sales efforts of the company, while maintaining his responsibilities for planning and marketing."



John Helderop

PRIMO OKAYED IN NEW YORK

The New York Department of Environmental Conservation has registered Primo, a turfgrass growth management tool, for use on turf in the state of New York. Primo was labeled for use throughout the rest of the nation in February 1993, after two years of testing by turf managers under an Experimental Use Permit (EUP). Manufactured by Ciba Turf & Ornamental Products, Primo reduces turf growth and clippings by approximately 50 percent for four weeks during prime growing periods.

SHOUP JOINS BUCKNER IN EAST

FRESNO, Calif. — Buckner, Inc. has appointed David H. Shoup as Eastern regional sales manager. Shoup's responsibilities will include market development and sales supervision in the Eastern U.S. and Canada for the manufacturer's line of irrigation hardware and control systems. Shoup recently came from a manufacturer's representative agency in electronic security and communications sales and system design. For the past decade, he has been a specialist in two-way radio and closed-circuit television systems, representing Buckner's sister company, Pelco.



David Shoup

GCSAA continues new tack, joins RISE as associate member

By HAL PHILLIPS

LAWRENCE, Kan. — After three years of keeping its distance, the Golf Course Superintendents Association of America (GCSAA) has joined the specialty chemical trade organization RISE (Responsible Industry for a Sound Environment) as an associate member.

Under the regime of former Executive Director John Schilling, GCSAA had made a point of refusing membership in several allied organizations, including RISE, which was formed in 1991 by manufacturers, formulators and distributors of specialty chemical products. But GCSAA's about-face reaffirms its continued commitment to mend industry fences under the leadership of new Executive Director and Chief Executive Officer, Steve Mona.

"We get the same support from everyone else. Why shouldn't we reciprocate?" said Mona, who joined GCSAA in late 1993. "One of our mandates here was to restore the relationships with our allied organizations: RISE, the USGA, PGA, etc. This really goes to the heart of what we're trying to accomplish and become as an organization."

"When you look at RISE, you're looking at some of our larger advertisers and exhibitors. We're involved with environmental issues and so are they. This is the logical thing to do, and our board thought it was the right thing to do."

Mona explained that he will meet with RISE Executive Director Allen James sometime in July to "see

Continued on page 64



We get the same support from everyone else. Why shouldn't we reciprocate?"

— Steve Mona,
GCSAA
Executive
Director & CEO



ANALYSIS

Allen resigns, GCSAA undecided

By HAL PHILLIPS

SINGAPORE — If the future of Golf Asia depends on the contentment of U.S. exhibitors, the stability of show manager Connex Private Ltd., and the educational role of the Golf Course Superintendents Association of America (GCSAA), the fate of Asia-Pacific's largest trade show is murky, to say the least.

Minutes after Golf Asia '94 concluded here at the International Merchandise Mart, Connex Vice President Stephen Allen — who has organized the event for three of its four years — submitted his resignation.

Further, GCSAA — which conducted the education session prior to and during the trade show — has not decided whether it will return in 1995. According to Executive Director and Chief Executive Officer Steve Mona, the GCSAA board of directors will meet in May to decide a plan of action — if any — for the Asia-Pacific region.

On the trade show floor, there were actually two exhibitions in one. Half the hall was rented to "Industry" firms lured East by GCSAA. The other half was occupied by "Commercial" exhibits sold by Connex, the firm which has managed the trade show since its inception in 1991.

This was the compromise worked out between GCSAA and

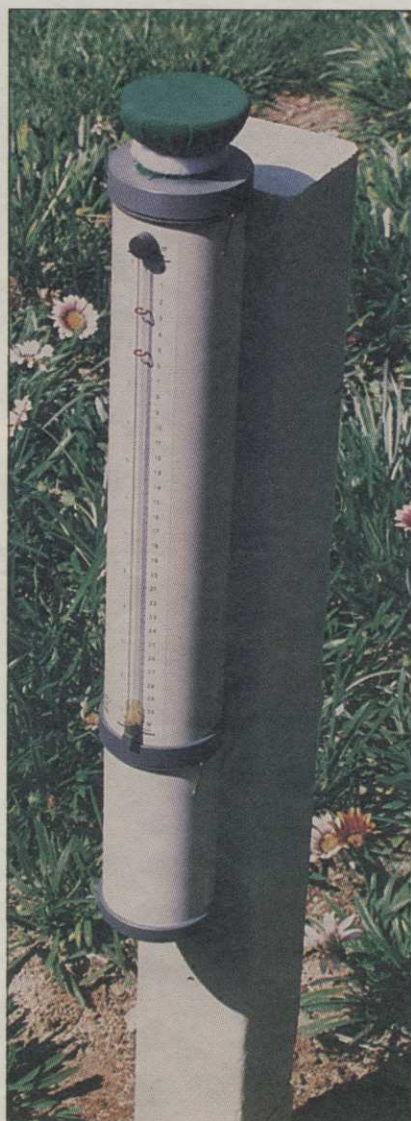
Continued on page 63



NEW PRODUCT OF THE MONTH

The ETgage, a modified atmometer from C&M Meteorological Supply, is a tool for irrigation management and an alternative to the complete weather center. The Model A (above) is the electronic version of the visually read Model E (right). The C&M ETgage evaporates rain water through a clay-ceramic plate covered by a green fabric, which creates a diffusion barrier, controlling the evaporation rate, similar to leaf resistance in plants.

The ETgage is designed to be more accurate than evaporation pans and less complicated than complete weather stations. For more information, contact C&M Meteorological Supply, P.O. Box 5723, Riverside, Calif., 92517. For more new products, see page 65.



ISK Biotech now the American division of ISK Biosciences Inc.

OSAKA, JAPAN — Ishihara Sangyo Kaisha (ISK) plans to strengthen its position in the world agricultural chemical industry by unifying the ISK agrochemical businesses under the global identity of ISK Biosciences, effective immediately.

In November 1990, Ishihara acquired ISK Biotech Corp. of the U.S.A. as a strategic step to increase its existing presence in the agrochemical industry. To date the two organizations have operated separately. Now they will function as a single entity with common corporate objectives and a unity of purpose. All plans and directions will be unified and the functions of development, manufacturing, sales and distribution will be coordinated more efficiently on a global basis.

This move is intended to improve the ability of the corporation to develop technologies and services while strengthening market focus and improving resource productivity.

The newly unified ISK Biosciences, with headquarters here, is composed of three divisions: Asia-Pacific, Europe and Africa, and the Americas. To manage the new organization, the ISK Biosciences Executive Committee has been formed at the ISK corporate office here to develop objectives, set policy, and provide strategic direction. The three divisions have the primary responsibility to manage the business strate-

Continued on page 63