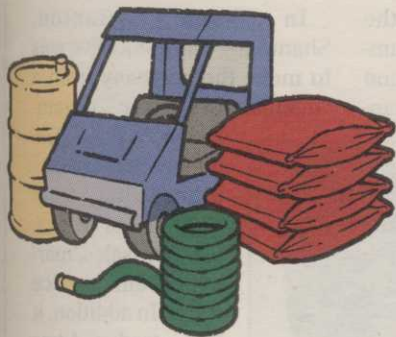


BRIEFS



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

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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

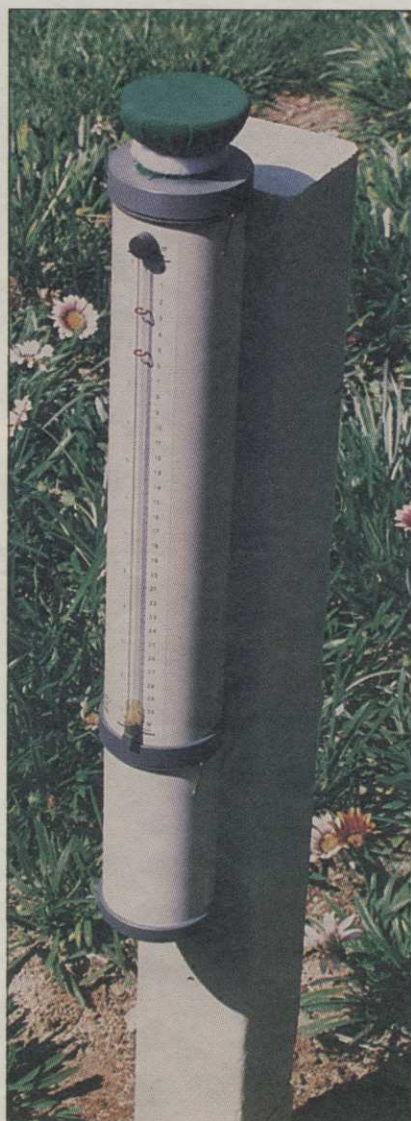
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NEW PRODUCT OF THE MONTH

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-

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Questions aplenty regarding Golf Asia '95

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Connex, who held separate shows last year.

The results — according to non-playing-side, "Industry" exhibitors — were mixed. The general consensus decried the lack of traffic, though those in attendance seemed qualified and ready to buy.

"We were happy with the people who stopped at the booth," said Carla Holmquist, who represents The Toro Co. in Asia-Pacific. "There were a lot of good customers looking at actual packages. As far as the number of people, it wasn't a steady stream. Traffic was pretty light.

According to Corbin Reilly of O.M. Scott, which exhibited at both shows in 1993: "The traffic was a little bit less than in prior years, but better than last year. The first morning was slow and the last day was slow. But the other two days were quite busy.

"This is our fourth year at Golf Asia. It continues to be an integral part of our Asia-Pacific strategy."

Added Holmquist: "It was an excellent show for us. There was a lot of interest from China, Indonesia and Vietnam. We even got some interest from India, which surprised me... So overall, we were pleased with the show."

Will you be back next year? "Yes," she said.

Will GCSAA? That's not clear.

The past six months have seen the superintendents' association pare its overseas commitments considerably: Closing its Singapore office, discontinuing its Spanish- and Japanese-language publications, and reducing the size of its education program here at Golf Asia '94.

"We had a one-year agreement that went through this year's Golf Asia show," said Mona. "If we do go forward, we'll need a new agreement... We have planned a meeting of the board for late May to discuss our role in Asia... [GCSAA President] Joe Baidy, Donn Bretthauer and I met with many superintendent organizations and U.S. expatriates during our stay in Singapore. We have to make some decisions on information sharing in that part of the world.

"But there's a larger issue here — what we're going to do internationally. When we talk internationally, we automatically think of Asia. But there's more to it than that. And you have to balance that with domestic concerns."

Reilly said the presence of GCSAA is not all-important: "We were there before GCSAA, and we'll be there if they're not," he said.

On the subject of Golf Asia's education program, Mona noted

the GCSAA-conducted sessions were "sold out. The responses we've received from the surveys were very positive," he added. "The acid test for this type of thing is the question: 'Would you attend next year?'

"All but one said 'Yes.'"

Yet, the GCSAA did cut back on the number of sessions and it didn't go unnoticed, said Reilly.

"The feedback we're getting from superintendents was the education sessions were a little

bare-boned," he said.

According to Holmquist, the trade show's less-than robust attendance should be considered when future schedules are drawn up.

"As trade people," she said, "we would rather they didn't hold sessions during the trade show. It's okay during the U.S. show because attendance is so massive, but you can't get away with it in Asia. The floor was dead during the sessions."

ISK Biosciences

Continued from page 59

gically with an outward focus toward customer needs.

The office in Mentor, Ohio, which has been the ISK Biotech head office, will continue to be the headquarters of the Americas division.

In addition to being responsible for basic policy matters relating to business development and strategic planning for ISK's global agricultural chemical business, the ISK

Biosciences headquarters will also continue to be the headquarters of the Asia-Pacific division. ISK has also established an ISK European headquarters in Brussels to manage the business activities of all ISK group agricultural chemicals and industrial chemicals products in Europe and Africa. With support from the Americas division, the office in Orpington, Kent, U.K. will continue to be the headquarters for the agricultural chemical business of Europe and Africa.

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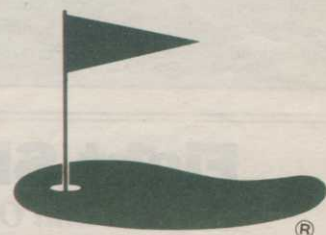
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