

Scotts names new nat'l accounts manager

MARYSVILLE, Ohio — David J. Oberle of San Diego, Calif., has been promoted to the position of national accounts manager, Golf Course Management Companies of The Scotts Company Professional Business Group (PBG).

Oberle joined The Scotts Company in 1987 as a technical representative. His success in providing technical sales and service to clients throughout the Southern California area

earned him a promotion first to senior technical representative, then to executive technical representative.

Oberle also has extensive golf course experience, having worked with the Somerset CC in Mendota Heights, Minn.; the Pine Hills CC in Sheboygan, Wis., and the Congressional CC in Bethesda, Md. A commercial liaison for the San Diego Superintendents Association.

Sandoz surveys pesticide applicators

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always, sometimes, not usually or never use safer pest control products when available?

Seventy percent of superintendents answered "always," compared to 54 percent for lawn care applicators (LCA) and 48 percent for farmers. Sixty-five percent of superintendents indicated they "always" wear protective clothing when applying pesticides, as opposed to 50 percent of the surveyed LCAs and 17 percent of the farmers.

"The survey showed that golf

Fifty-three percent of the superintendents surveyed said they didn't receive any complaints from the public, while 15 percent cited problems pertaining to odor.

course superintendents have at least an equal concern to those of the agricultural and lawn care communities," said Jeff Cook, Sandoz's business manager for

Barricade. "Maybe more than anything, I would have expected the golf course industry to respond in a more cavalier way — and the reason I say that is, we know the superintendents are under a lot of pressure to do a better job with less money. But there is clearly a high level of professional concern."

Question: *What is the most common complaint you hear from the public, your neighbors or customers relating to the use of pesticide products?*

Fifty-three percent of the superintendents surveyed said they didn't receive any complaints, while 15 percent cited problems pertaining to odor. Nine percent of the golf course managers reported fielding complaints about worker safety, and 5 percent heard complaints regarding environmental safety.

More than 50 percent of all surveyed groups indicated they are dealing with more public concern over pest control and the environment, compared to five years ago. Farmers were the highest, at 80 percent.

Yet about half of the respondents in all groups said their personal level of concern associated with pest control has also increased over the past five years.

According to Cook, these are disturbing trends the chemical industry cannot afford to ignore.

"Honestly, I think some people in the industry — competitors included — get nervous about surveys like these," said Cook. "Why? I'm not sure. In the agricultural community, it's more exposed. Every time an issue is raised, it's discussed publicly."

"In the golf course business, it seems to hit closer to home. Manufacturers don't want to be quite as open about the issues at hand. We thought long and hard about doing the study [and including superintendents], but we thought it was the right thing to do."

"These issues are not going to go away."

According to Max Larsen, executive vice president for Gallup in Lincoln, Neb.: "Respondents said that manufacturers and the government have primary responsibility to educate the public and fix safety and environmental problems."

"But they see themselves as partners in the process."

Question: *Do people in your industry always, sometimes, not usually or never follow labels closely?*

A full 93 percent of superintendents polls answered "always," the highest figure for any of the seven groups. Farmers were lowest at 68 percent.

Cook said it cost Sandoz approximately \$100,000 to conduct the poll. A minimum of 100 superintendents were among the 2,050 pesticide applicators contacted — via the telephone — by the Gallup Organization. For more information on the survey and information about obtaining a copy, call Sandoz at 708-699-1616.

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