

Heritage unveiled; Bonzi label changes

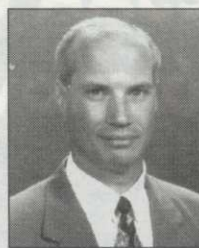
WILMINGTON, Del. — Zeneca Agrochemicals, which operates as Zeneca Ag Products here in the United States, will spend \$34 million to build manufacturing facilities for its new fungicide, called Heritage and coded 5504. According to Vern Hawkins, fungicides business lead for Zeneca, the new facilities should be completed by the third quarter of 1996. The company anticipates receiving its first registration on Heritage in time for the 1997 season.

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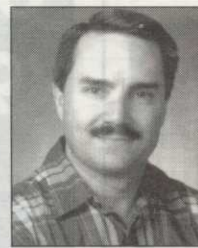
MIDDLEBURY, Conn. — The Environmental Protection Agency has approved the reduction of the restricted entry interval (REI) for Bonzi plant growth regulator from 24 to 12 hours. Notification of individual states is under way. Bonzi is a tool in the production of high-value plants for the ornamentals market. It is used to reduce internode elongation in virtually all container-grown ornamental plants produced in enclosed commercial structures, resulting in more marketable, compact plants.

Pesci, Mroz move up at Ransomes America Corp.

LINCOLN, Neb. — Paul Pesci has been promoted to vice president of sales and marketing for the Turf and Professional Lawn Care divisions here at Ransomes America Corp. In addition to developing sales and marketing plans for the Ransomes, Cush-man and Ryan product lines, Pesci will also oversee parts support activities, determine pricing strategies and supervises sales/marketing personnel.



Paul Pesci



Mark Mroz

In other Ransomes news, Mark Mroz has been named service training coordinator. In his new position, Mroz will oversee all service training here at Ransomes headquarters, involving both hands-on and classroom instruction on the maintenance and repair of Ransomes, Cushman and Ryan equipment. Typical attendees include service personnel from industrial, turf and professional lawn care dealerships.

GCSAA show hours

Continued from page 39

mornings in years past, the only noticeable buzz on the floor was the dreaded "Velcro symphony," as exhibitors got the jump on tearing down their booths.

"With a trade show, traffic will always drop off the final day," said Ron Skenes, manager, Marketing Services at E-Z-Go. "I commend the association to try some new things and experiment with ways to make the show more productive. They're looking for a good mix to make it successful for all the parties involved. I think that Friday is going to be a more productive day than it has in the past... The superintendents are all in town that day. Friday morning was usually used to polish up the booths. That will just have to be done before hand.

"The only problem with the Sunday situation is the move out: Some exhibitors will have to begin tear-down on [convention workers'] double time. For me, there's an easy solution to that. I can take out the golf cars on Sunday and tear down on Monday. But other exhibitors may have more of a problem with that."

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In other GCSAA news, Deena Amont has been hired as director of education, and Cynthia Kelly has been hired as government relations manager. Both started at GCSAA headquarters in mid-May.

Amont comes to GCSAA from Cook College, Rutgers University. Amont served as assistant director of its continuing education program, directing the two-year Rutgers Professional Golf Turf Management School. Her duties will be to redesign, promote and administer GCSAA's continuing education program that will include teleconferencing, seminars, conference workshops, self-guided instruction, video and booklet development, and information technology.

Kelly comes to GCSAA from the American Association of Blood Banks in Alexandria, Va., where she served the past six years as staff counsel and director, government affairs. Her new responsibilities will be to keep association members apprised of environmental issues and government regulations.

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