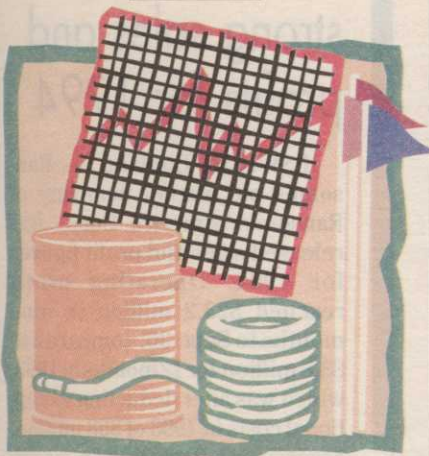


BRIEFS



MAHLMANN MOVES UP AT ZENECA

WILMINGTON, Del. — Ernie Mahlmann has been named technical sales lead for Zeneca Professional Products as the result of the company's recent restructuring. Mahlmann is responsible for sales and service support of both the pest-control and turf and ornamental product lines for Zeneca. Mahlmann's career with Zeneca Inc. began in 1992 as a technical sales associate. Since then, he has held a position in field sales in Iowa for Zeneca Ag Products.

MILES TO LEAD FERTILIZER INSTITUTE

ORLANDO, Fla. — Billy Joe Miles, president of Miles Farm Supply, has been elected to a one-year term as chairman of The Fertilizer Institute (TFI). The vote came during the TFI's annual meeting, which drew 900 industry representatives here in late January. During the meeting, Burton Joyce, president and chief executive officer of Terra International, Inc., was elected TFI's vice chairman and Gary D. Myers was re-elected TFI's president and chief staff officer.

EPA OKAYS EAGLE FROM R&H

PHILADELPHIA — Rohm and Haas Co. has received federal Environmental Protection Agency registration permitting application of the firm's new Eagle fungicide, a system product designed to control brown patch, dollar spot, leaf spot, melting out and crown rot, leaf smuts, necrotic ring spot or spring dead spot, among others. Eagle will be available as a wettable powder in premeasured, water-soluble pouches. Recommended application, as part of a regularly scheduled spray program, calls for 0.6 ounce/100 square feet.

DEVAUGHN JOINS JAKE AS VP

RACINE, Wis. — Officials at Jacobsen Division of Textron Inc. have named Richard E. DeVaughn vice president, engineering. Before joining Jacobsen, DeVaughn spent 16 years with Ford Motor Co., most recently serving as systems and advanced engineering manager. DeVaughn received a bachelor's degree in mechanical engineering from GMI Engineering & Management Institute, and a master's degree in management from the Massachusetts Institute of Technology, where he attended as a Sloan Fellow.



Richard DeVaughn

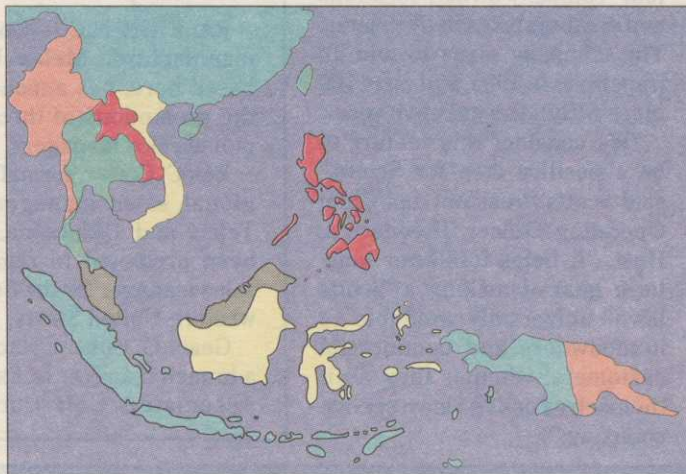
New shot fired in Asia-Pacific trade show wars

By HAL PHILLIPS

HONG KONG — Just when the Asia-Pacific golf course industry had consolidated its trade show universe, another has emerged.

The first International Hong Kong and China Golf Exhibition and Conference, organized by Golf World Exhibitions, will be held here Nov. 9-11, at the Hong Kong Convention & Exhibition Centre. The Hong Kong show stands to compete with the annual Golf Asia trade show and conference, a three-way joint venture involving Singapore-based Connex Private Ltd., Cleveland-based International Management Group (IMG), and the Lawrence, Kan.-based Golf Course Superintendents Association of America (GCSAA). Golf Asia '95 is scheduled for the World Trade Centre in Singapore, March 21-26.

Golf World Exhibitions, the new kid on



the block, is a division of the Perth, Western Australia-based Golf Media Group (GMG). However, GMG is the brainchild of an industry veteran, Stephen Allen, a former vice president at Connex who managed Golf Asia from 1992-94.

Allen said Golf World exhibitions will organize trade shows "on behalf of the industry," wherever the market demands:

India, Indonesia, Myanmar, the Philippines, Taiwan and Vietnam.

The convoluted history of Asia-Pacific's trade show wars is worth reviewing:

- Connex launched Golf Asia in 1991 at the World Trade Center, where it would remain for three years. Allen joined the firm for Golf Asia '92.

- After two years of participating in the Connex venture, the GCSAA introduced its own "Pacific Rim" show in 1993. The event was held at Singapore's Merchandise

Mart — one week prior to Golf Asia '93.

- With coaxing from IMG, the sports management giant, Connex and GCSAA reconciled — but not before John Schilling, the GCSAA's executive director and the driving force behind the association's foreign interests, had resigned. IMG, Connex and GCSAA together staged Golf Asia '94

Continued on page 61



NEW PRODUCT OF THE MONTH

The Greensplex 160 from Ransomes America Corp., a hydraulic greens mower, features triplex cutting heads to provide a total cutting width of 62 inches. The reels, available in 9- or 11-blade configurations, can cut at heights from .078 to .78 of an inch. A mowing speed of 3.7 mph and a .19-inch clip combine to deliver a uniform cutting height and smooth finish. Mowing speed can be adjusted to ensure consistent clip rate. The 160's maneuverability is also enhanced through a 2-1/2 turn "lock-to-lock" power steering system. An inside turning radius of 6 inches and an "uncut" turning circle of 27 inches enhance perimeter cutting capability. For more information on the Greensplex 160, contact Ransomes at 402-475-5191. For more new products, see page 65.

RISE NOTEBOOK

EPA moves slowly toward federal model for P&N

By HAL PHILLIPS

WASHINGTON, D.C. — The federal Environmental Protection Agency (EPA) is moving, albeit slowly, on a proposal to create federal posting and notification standards for pesticides.

These guidelines are not likely to result in federal P&N law, according to Allen James, executive director of RISE (Responsible Industry for a Sound Environment), a trade association representing specialty chemical manufacturers, formulators and distributors. However, the EPA will encourage states to adopt its set of model rules.

Two states have already gone ahead and attempted to pass P&N legislation, James explained. A Wisconsin proposal that would have regulated homeowner use of pesticides died an abrupt political death when its primary backer, the mayor of Milwaukee, Democrat John Norquist,

Continued on page xx

Best Sand honors Warner at OTF ceremony

COLUMBUS, Ohio — Best Sand Corp. of Chardon presented its annual turfgrass maintenance scholarship to Tyler Warner at the 1994 Ohio Turfgrass Foundation awards luncheon here.

Warner is a second-year student at The Ohio State University Agricultural Technical Institute (ATI) in Wooster, where he is president of the school's Turf Club. He also holds a bachelor's degree from the University of Akron.

Stuart Lipp, golf course marketing manager for Best Sand, praised the recipient.

"Through his academic achievements and leadership abilities, Tyler demonstrates excellent potential for becoming a dynamic and highly talented golf course

superintendent," said Lipp.

Warner, who plans to graduate in June, is a resident of Carrollton. He has worked at the PGA National Resort and Spa in Palm Beach Gardens, Fla., and is a member of the golf course maintenance crew at Atwood Lake Resort in Dellroy.

Each year Best Sand awards its scholarship to a turfgrass management student from either the Agricultural Technical Institute, The Ohio State University in Columbus, or Clark State Community College in Springfield. To qualify, applicants must be in their second year in school.

Applications for the scholarship are available from school advisers or by contacting Lipp at Best Sand at 800-237-4986.



Tyler Warner

Killian Joins Kubota

TORRANCE, Calif. — Robert "Robin" F. Killian Jr. has been named Kubota's senior vice president of sales and marketing. Killian brings to Kubota 20 years of sales and marketing



Robin Killian

experience in the equipment manufacturing industry, primarily at J.I. Case. Since joining Case in 1975, Killian has held a number of key sales and marketing positions throughout the U.S. Most recently, he served as regional manager for Case's Eastern region.

**RHONE-POULENC, APPLIED
BIOCHEMISTS COOP ON AQUAKLEEN**

MILWAUKEE, Wis. — Applied Biochemists (AB) and Rhone-Poulenc Ag. Co. have entered into a marketing agreement for Aqua-Kleen, a granular aquatic herbicide. Under the terms of this agreement, AB assumes all sales and marketing responsibilities associated with this aquatic labeled butoxyethanol ester 2,4-D formulation. AB takes full possession of all 1994 inventory and 1995 production while Rhone-Poulenc maintains registration ownership, re-registration responsibilities plus production functions. For more information, call 1-800-558-5106.

Cyanamid beefs up to support Pendulum

WAYNE, N.J. — American Cyanamid Co. has created two new positions and expanded its sales force to support the growth in its Turf, Ornamental and Pest Control Products Group (PTO&PCP).

Brian Stidham has been promoted to national sales manager and Lendel Schutzman appointed key accounts manager to coordinate sales support for large national and regional marketers.

Gary Curl is the new senior market manager for PTO&PCP. Curtis Clark is now market manager for Consumer Lawn and Garden Products.

Kyle Miller is senior market development manager for the PTO&PCP. Dr. John Thomas has also joined Cyanamid as product development manager for Turf

and Ornamental Products at the company's research and development center in nearby Princeton, N.J.

New to the sales staff are Matt Bottone, based in Indianapolis, managing the Midwest; Elda Elizondo, handling the south central region from Arlington, Texas; and Dave Rowlands, serving the state of Florida from his Tallahassee base.

Paul Canavan continues to service the Southeast region from Marietta, Ga., while the Northeast region is managed by Rachelle Michelis from Baltimore, Md. John Slagor, and independent manufacturers rep., will help service California customers for Pendulum. For more information on the changes at American Cyanamid, call Robin Hanen at 201-831-3877.

RISE Notebook

Continued from page 61

withdrew his support. The bill had been circulated in the Legislature by the state Department of Agriculture.

"In New York state, there has been a piece of legislation to provide communities the right to regulate use of pesticides," said James. "But it's far too early in the legislative process to gauge its potential... You must remember that 40 of the 41 states that have pre-emption would require an exemption for posting and notification of pesticides."

Pre-emption laws forbid states and municipalities from banning or restricting chemicals registered by the federal EPA.

"We still believe that posting and notification is not necessary for the homeowner, or the golf course superintendent, for that matter," added James. "We've also reaffirmed the position that, if any company or golf course organization should be required to post, we support that decision."

"When we conducted our public opinion survey (GCN Feb. '95, page 3), it reaffirmed our position on this. There is no public outcry for posting and notification. And posting and notification will do nothing to lower public concern about pesticides. Responsible use of pesticide products is the best way to quell concern."

RISE and the Golf Course Superintendents Association of America (GCSAA) have together completed an environmental public service announcement now airing during the GCSAA's "Par for the Course," a 30-minute magazine program on ESPN, the cable sports network.

A number of companies have already committed to the project, signing on as sponsors under the RISE banner. All RISE members are encouraged to consider similar sponsorship, said James.

"Most of the companies have chosen to give the publicity to RISE as an organization," said James. "I think this is an excellent opportunity for the industry to put its best foot forward."

With the proliferation of cable channels and shows to fill those channels, James said he anticipates more opportunities for RISE to spread its message via the television.

"A similar thing is happening with a show called Golf Tech Week," he said. "We anticipate additional opportunities as these cable stations pick up more and more programs produced by independent, regional production houses." For more information, contact James at 202-872-3860; or call the GCSAA's Bob Shively at 913-832-4436.

Plans for the RISE Annual Meeting are underway. After a one-year hiatus in the sun of Florida's West Coast, the event returns to the Beltway Region, Sept. 7-10, at The Ritz-Carlton, Pentagon City, Va.

James said members with ideas on formats and potential speakers are encouraged to call with suggestions.

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